

# *Seller*

## RESOURCE GUIDE



# agent responsibilities

## *Expert Guidance*

- Research the comps in your area & complete a comparative market analysis to determine the best list price for the sale of your property
- Make recommendations on potential repairs and cleaning of your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price & terms available, always keeping your specific needs in mind

## *Responsiveness*

- Act in good faith at all times
- Adhere to your instructions & concerns
- Return calls & emails promptly
- Closely track dates & deadlines

## *Accounting*

- Track receipt all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

## *Loyalty*

- You are my priority!
- Place your interest above all others
- Keep your personal information strictly confidential
- Ensure you are fully informed



# selling in *ten easy* steps

1

## DISCOVERY & RESEARCH

I will tour your home and give my insights on what will help your sale. We discuss the process and develop initial marketing strategies.

2

## LISTING APPOINTMENT

We discuss the value of your home, review the calendar of expectations, sign documents and enter into contract. You're ready to list!

3

## PRE-LAUNCH

All of our marketing materials are collected. From photography to lock boxes on your home, I make sure everything is prepared for launch day.

4

## LAUNCH DAY

It's time!  
Your home's profile is posted online. A yard sign is placed on your property. Marketing materials will be rolled out.

5

## BUYER PROSPECTING

Consistent exposure of your home is spread across the marketing platforms. Any scheduled events like an open house or realtor tour will be coordinated during this time.

6

## SALES AGREEMENT

Once an offer has been made, we will review all terms and conditions and respond as needed.

7

## INSPECTIONS

Your buyer will probably hire an inspector to review your home. The inspector is likely to recommend repairs or upgrades and we will negotiate on your behalf.

8

## LOAN COMMITMENT

The buyer's loan is underwritten and appraisal is performed. All buyer's documentation is verified and we wait for approval.

9

## CLOSING PREPARATION

The lender's requirements have been met and the documents have been ordered. Closing has been scheduled. I will review the figures and the buyer has a final walk through of your home usually 24-48 hours prior to closing.

10

## CLOSING

The last step! Documents are signed, keys are exchanged and proceeds received. You may cancel your utilities and insurance, and your yard sign is removed from your property. I am there to help after the sale of your home - whenever you need me!



# enhance the aesthetic *appeal*

## *prep* the exterior

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly..
- Inspecting doors and windows for peeling paint and rotted wood.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of leaves and debris.
- Adding colorful annuals near the front entrance in spring and summer.
- Keeping your garage door closed.
- Applying a fresh coat of paint/stain to the front door (if needed.)



## *prep* the interior

- Cleaning every room and removing clutter. This alone will make your house appear larger and brighter.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Declutter all counters.
- Removing most personal photos from the walls, and patch the holes where they were removed.
- Painting dirty or brightly colored walls with a neutral shade. (I can recommend a color.)
- Checking and repairing plumbing leaks.
- Repairing holes, cracks, or damage to Sheetrock, wallpaper, paint and tiles.
- Replacing broken, cracked, or fogged window panes, molding or other woodwork.
- Ensuring closet floors are cleaned and visible. Clutter/clothes should be neatly organized



## **show home ready in *one* hour.**

- ☐ Make the beds
- ☐ Grab a basket and put personal items of clutter in your car
- ☐ Make sure the bathroom towels are clean, straightened and match
- ☐ Wipe down toilets and put the lids down
- ☐ Wipe down all counter tops and sinks
- ☐ Open all blinds/curtains & turn on all the lights in the house (if possible)
- ☐ Make sure the house temperature is comfortable
- ☐ Make sure the house smells good, but don't over do the air freshener
- ☐ Vacuum all carpeted areas, sweep all surfaces
- ☐ Clean all mirrors
- ☐ Sweep the front doorway and wipe off the mat
- ☐ Take out the trash and hide the trash can (if visible)
- ☐ Remove Pet waste from yard and hide evidence of all pets (bowls, beds)





# 4 FACTORS THAT AFFECT THE *saleability* OF YOUR HOME

## Price Point

Pricing your home for the current market is important for maximum exposure and ultimately, a satisfactory sale.

- Factors that determine a property's value:  
*location, design, amenities, competing properties, economic conditions*
- Factors that have little or no influence:  
*price the seller originally paid, amount spent on improvements*

## Market Conditions

The real estate market is always fluctuating, and as your agent I will be able to discuss the current market conditions that would affect your sale.

## Property Condition

The condition of your property will have a lot to do with the selling price and how quickly it will sell. If there are repairs needed, or if professional staging is required, I will be there to assist and offer my guidance and network.

## Market Exposure

I will focus will be on what we're able to control - market exposure and negotiating offers. I want to get the most qualified buyers into your home, in a timely manner, and with minimal inconvenience. With a comprehensive marketing plan, your home will get attention!



# information

*prep*

Once your home is on the market, it's very important to have information ready to go in case the buyer or lender requests it.

Below is a list of items that buyers, lenders and title companies might request during this phase of selling your home.

- ( ) Manuals for appliances
- ( ) List of work done to the home - including all major and minor renovations(receipts are a bonus)
- ( ) A list of utility providers & average costs per month

## HOA Communities -

If you have any known info regarding assessments, certification letters or HOA covenants, have those available for buyers



# negotiating the deal *successfully*

Disclose everything. Be proactive to disclose all known defects to buyers – avoid legal problems later.

Remember your priorities, but also respect the buyer, as this will be their next home & they are nervous about the unknowns.

Ask all of your questions. Offers may include complicated terminology, which can be clarified for you.

Respond quickly. The mood for the buyer to buy is exactly when the offer is made – don't delay.

Be open to negotiating reasonable repair requests

**HAVE YOU FOUND  
THE RIGHT  
BUYER?**

Make the deal happen.





# under contract *process*



## OFFER ACCEPTED

Now that you've accepted an offer, it's time to start the under contract process. There are a few dates and deadlines to be aware of - title deadline, termination option, appraisal, and loan conditions. The under contract process can normally take anywhere from 30-60 days.

## INSPECTION

One of the most crucial steps in buying a home is performing an inspection. The buyers typically elect to do this if they choose. The buyer's agent will set up a day and time that works for you to have the inspector perform a full inspection on your home. You will be asked to leave during this time. It should take anywhere from 2-4 hours depending on the size of your home. After inspection, the buyer's agent will send a contract amendment requesting specific repairs or compensation for those repairs. At this time you can decide which items you agree to fix, repair or replace, if any. Remember, inspection items that affect *health and safety* are pertinent.

## APPRAISAL

An appraisal will be required by the lender if the buyer is obtaining a loan. The appraisal could come in low, high, or at value. I will guide you through the process if the appraisal comes in low. After the appraisal, we wait for the loan conditions to ensure they are met. Once all loan conditions are met, lender issues the clear to close.

# closing 101

THE CLOSING PROCESS FINALIZES THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. ALSO KNOWN AS SETTLEMENT, THE CLOSING IS WHEN YOU GET PAID AND THE BUYER RECEIVES THE DEED TO YOUR HOME.

PRIOR TO CLOSING, ALERT YOUR INSURANCE AGENT THAT THE POLICY WILL NEED TO BE CANCELLED & SCHEDULE UTILITIES TO SHUT OFF THE DAY AFTER CLOSING.

## A FEW THINGS TO BRING TO CLOSING

- A valid government issued picture ID
- House keys
- Garage door opener(s)
- Mailbox and any other spare keys
- Checkbook

## WHAT TO EXPECT

The escrow officer will look over the purchase contract and identify what payments are owed and by whom/ prepare documents for the closing; conduct the closing/ make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

## YOUR COST

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as current or past due unpaid property taxes
- Unpaid special assessments on your property
- Real estate commission
- Title insurance policy
- Home warranty, if applicable
- Survey, if applicable

## AFTER CLOSING, MAKE SURE YOU KEEP THE FOLLOWING FOR TAX PURPOSES

- Copies of all closing documents
- All home improvement receipts on the home you sold



contact

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## profile

A long-time Brazos Valley resident and Real Estate Investor, Jordan Kleckley has a firm grasp on the Bryan/College Station Real Estate market. She is a driven, experienced leader with over 14 years of professional experience driving results for clients, corporations and institutions.

Jordan is currently remodeling her personal home that she shares with her husband, 3 boys and dog, Bear. She enjoys being outside, cooking, camping and all things fall (cool weather, football and family!)

## education

Jordan graduated Cum Laude from Texas A&M University with a Bachelor's Degree in Accounting (2008) and a Master's Degree in Human Resource Management (2009.) Along with Jordan's accounting and human resource background, she brings a great deal of knowledge, competence, passion and stamina to the Real Estate profession. Her corporate and collegiate background have fostered her ability to negotiate the intricacies of large real estate transactions. Jordan has successfully negotiated over 135 transactions, sold over \$40 million in properties with 100% customer satisfaction.

# Jordan Kleckley

BRICK + PARCEL REAL ESTATE GROUP

## core competencies:

### *Knowledgeable*

We are skilled negotiators, have a strong understanding of our market and use those tools to achieve big WINS for our clients

### *Connected*

Relationships are everything to us; we connect people to their homes and our community

### *Upstanding*

Our clients needs and best interests are at the heart of everything we do

### *Effective*

We are skilled at what we do and will move mountains to achieve our clients goals

### *Fun*

We love what we do and have fun doing it! We know these are big, important decisions and we do not take that lightly but we pride ourselves on sprinkling in joy and laughter to make the process an enjoyable one

### *Communication*

We listen intently and communicate clearly in a timely manner



# Our Mission

Whether you're buying, selling, or investing in Bryan-College Station, we bring a strategic, high-touch approach to every deal. With deep local expertise, data-driven pricing, and a client-first mindset, we turn complex decisions into clear, confident ones. Our mission is simple: help you navigate the market with ease, maximize your investment, and make your next move your best one yet.

## MEET OUR TEAM



*Megan Taylor*  
Realtor



*Callie Irick*  
Realtor



*Shannon Holte*  
Realtor



*Katelynn Irick*  
Realtor



*Rachel Roberson*  
Listing Coordinator



*Brianne Doyen*  
Transaction Coordinator



## client testimonials

JOHN MARK



Jordan is the best! Do yourself a favor and go with her, we were so happy that we did. She is a hard worker and gets things done without being overbearing or invasive. We loved having her input and help. Jordan is trustworthy and has a great handle on the market. We felt like we were in the house hunt together and that she was our friend ensuring everything went smoothly and that we got the house we were praying for. We love our new place and are so thankful Jordan was our realtor.

MAURICE B



Jordan was a delight to work with throughout the entire home purchasing process. This was our first home purchase and I am thrilled to say it was a smooth clear cut transaction. I am a veteran who likes knowing things ahead of time and preparing before hand. Having Jordan on our side made things easier and less stressful. Jordan was prompt with exchanges and always willing to see if there was more to be done to close the deal in a timely fashion. In addition, Jordan always checked in with me and my wife to see if we needed anything and went above and beyond to assist us with our first home purchase. If my wife and I had to do this all over again we would make sure we had Jordan there with use to seal the deal and handle things with care. Bravo Zulu Jordan!



MONIQUE B



What an honor and a pleasure to recommend Jordan and praise her outstanding work! Hands down the BEST realtor we have EVER had the experience of working with to buy a home! Jordan is hard-working, intelligent, delightful, organized, insightful, and listened carefully to our needs. She showed a deep knowledge of the market, and the intricacies of it as well, and knew exactly what to say and do To guide us through every facet of our home buying process. She brought our grace, poise, perceptiveness, and fun to every part. I cannot recommend her more highly! We had a fantastic experience from start to finish, and I am happy to give her my highest recommendation!







*choose*  
AN AGENT YOU  
CAN TRUST,  
WITH THE EXPERTISE  
TO HELP  
SAVE YOU MONEY.

*your  
dream  
home*

IS WITHIN REACH.

*considering*

BUYING OR SELLING?

Navigate the real estate market  
with the proper guidance -

- ✓ a proven marketing plan
- ✓ experienced negotiation
- ✓ tips on staging your home
- ✓ constant contact
- ✓ professional photography
- ✓ honesty & integrity



*contact me*

TO SET UP AN  
APPOINTMENT



*Jordan Kleckley*  
REALTOR®

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3131 E 29th St STE C.  
Bryan, TX 77802

*customer  
testimonials*

BRYAN M ★★★★★

Jordan went above and beyond for us when we recently sold our home/bought a new house. She did a great job of managing every step of the process and coordinating inspections, repairs, etc. You will not find another realtor that is as hardworking and ethical as Jordan. Buying and selling a home is one of the most stressful events in one's life but Jordan helped make the transition easier for us. Thank you Jordan, for Aall that you did to get us in our new house.

BAILEY U ★★★★★

Jordan was my anchor to getting through the home-buying process in one piece as a first-time home buyer. I deeply admire and appreciate her sense of responsibility to me at every step. She was incredibly attentive and empathetic. I can't imagine going through this process without her, and I am endlessly grateful for her ethical and caring approach.

KAYLA G ★★★★★

My husband and I had the best experience purchasing a lot for our future home with Jordan. She is very knowledgeable, organized, gets the job done and is very enjoyable to work with. Jordan is the best!

TERI S ★★★★★

Jordan was very patient with us as we looked for a home. She always responded quickly and professionally, even as the process wore on a bit (it took us a little while to figure out what we really wanted.) She never made us feel pressured. Jordan has a great working knowledge of the area and was very helpful with recommendations to fill in the gaps in our local knowledge. Some last-minute things came up during our walk through and she took our concerns seriously. We are happy with the results and would recommend her to anyone!



*visit online*

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