



SELLER'S GUIDE

EVERY HOME HAS A STORY TO TELL
LET US HELP WRITE YOURS

@properties®

CHRISTIE'S
INTERNATIONAL REAL ESTATE



EVERY HOME HAS A STORY TO TELL

home is....

Where we make memories. Where we build relationships.

Where we celebrate milestones. Where we laugh.

Where we love. Where we dream.

It's so much more than a place to live. It's so much more than just the four walls, but the chapters of your life that unfold within them.

Every home has a story to tell and we are committed to helping you tell yours.





AN INDISPENSABLE PARTNER

In the fiercely competitive world of real estate, a real estate professional is an indispensable partner in the home selling process. While today's sellers are more educated about real estate than ever before, all the research in the world can't match an experienced agent's "in the trenches" understanding of what's happening in the market today. And when the most in-depth market knowledge is backed by the best marketing and technology in the business, the results are unmatched.

As a leading team at one of the nation's largest and most innovative real estate firms, @properties Christie's International Real Estate offers the expertise and resources to make your home selling experience seamless, and just as importantly, enjoyable.

Above all, we understand that real estate is about more than just managing transactions. It's a journey that involves building lasting relationships and supporting you through a significant life event. That's why our team places great importance on getting to know you personally. We take the time to understand your real estate aspirations and life goals, and we dedicate ourselves to helping you achieve them. We are so excited to begin this journey with you!

GUIDING YOU HOME



The Khani Zulu Group has one overarching mission: to provide the very best, most curated experience when it comes to buying or selling a home. More than your average real estate team, we're a community of growth-minded, creative Austinites who cultivate quality connections with our colleagues and clients.

By placing you at the forefront of our business, we foster a deep relationship that enables us to understand your short and long-term goals and execute a personalized plan accordingly. Our equally analytical and creative team offers consulting, project management, and design services punctuated by cutting-edge business tactics and flawless style.

At the Khani Zulu Group, we work together to help you balance your head and your heart so you can make a sound and confident decision on the investment of a lifetime.

KHANI ZULU



Principal, Realtor®, MCNE, CHLMS

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Khani's passion for real estate is as unique as her approach, offering clients a curated experience fueled by integrity, industry expertise, creativity and genuine guidance. A member of the elite Christie's Masters Circle & founding agent of the Sports & Entertainment Division, Khani is nationally recognized for her achievements, boasting various accolades, including the Platinum Top 50 Award in 2021 and 2022 and a coveted spot among the RealTrends 500 & Tom Ferry's America's Best. Highly communicative and people-oriented, Khani features a nationwide network of professionals to refer to her clients while patiently educating and guiding them through the home buying & selling process. Khani is a Certified Luxury Home Marketing Specialist and Master Certified Negotiations Expert, promising her customers a highly personalized, streamlined journey resulting in a successful transaction and a lifelong friendship.

Born and raised in Midland, Texas, Khani was always a natural-born leader and creative soul. She earned a bachelor's in fine arts from the University of Texas at Austin and proceeded to teach dance and choreography for 20 years while also launching a clothing brand, producing several variety shows, teaching yoga, and even operating a globally recognized, star-studded tattoo shop in Los Angeles for 16 years.

Khani is actively invested in her community, currently serving as president of the board of directors of Andrea Ariel Dance Theater and donating regularly to local nonprofits. When she's not helping her clients through life-changing transitions, Khani enjoys working out, adding to her closet, spending time with her husband and their two chihuahuas, and indulging in craft cocktails.



OUR TEAM



KHANI ZULU

Principal, Realtor®, MCNE, CHLMS, CIRE Master's Circle

Khani Zulu's passion for real estate is as unique as her approach, offering clients a curated experience fueled by integrity, industry expertise, creativity and genuine guidance. A member of the elite Christie's Masters Circle & founding agent of the Entertainment Division, Khani is nationally recognized for her achievements, Khani boasts various accolades, including the Platinum Top 50 Award in 2021 and 2022 and a coveted spot among the RealTrends 500.



KEVIN CLOUD

Realtor®

Despite his international upbringing, there is no place like Texas where Kevin feels more at home. Born in El Paso, raised in Austin, and focusing on putting down roots for the past decade – of all people, Kevin recognizes the importance of finding your home where you can make memories, foster relationships, and build communities.



SIMON STUDD

Realtor®, ABR

Simon Studd has been professionally, actively, and successfully involved in Austin and Texas real estate since 2008. Along with that body of experience, he brings an unwavering dedication to helping clients with their real estate needs through his expertise and accomplished communication skills.



IZABELLA PHAM

Operations Manager, Realtor®

Beginning her real estate career specializing in listings and managing business operations, Izabella's extensive experience is her underlying strength contributing to the success of her clients. What's more, as a past educator, she holds kindness, unparalleled discipline, and organization at the forefront of her business while delivering on her promise to always curate a unique experience for each client.

SELLER'S ROADMAP

01

FIND AN AGENT

A listing agreement gives us permission to advertise your property and handle your sale.

02

MAKE-READY PREP

We'll strategize with our network of skilled and vetted vendors to polish up your property.

03

STAGING

Professional staging is a must that will help you get top dollar for your property.

04

PHOTOS

It's paramount to have photos that will make an impact from the moment your listing is featured online.

05

ACTIVE LISTING

Your property will be live in the MLS as well as syndicate to Zillow, Trulia, Realtor.com, etc.

06

MARKETING

A unique property needs a customized marketing plan to set it apart from others on the market.

07

CONTRACT & NEGOTIATIONS

Once a fair price that meets your selling goals is offered and accepted, we head into escrow.

08

CLOSING

Sign and review all closing documents

09

STAYING IN TOUCH

We are always here as a resource for you and look forward to a continued relationship.



LEVERAGING YOUR INVESTMENT

When it comes to financial decisions, selling your home ranks among the most significant. It's a weighty choice, often intertwined with deep emotional attachment to your property. The process of selling can be complex, involving numerous moving parts. Yet, armed with knowledge and awareness of what lies ahead, you can proactively sidestep common obstacles and pave the way for a streamlined and hassle-free experience.

01 FIND A REAL ESTATE AGENT

It's critical to enlist the help of a real estate agent with a proven track record in your local market. Our team has a long-standing reputation for success. We love what we do, and we're wholly dedicated to seamlessly navigating and supporting you through your property sale.

02 DETERMINE MARKET VALUE

We'll assess your property's market value by taking variables such as features, size, location, market demand, and recent comparable sales into consideration. Then, we'll create a comparative market analysis (CMA) or 'comp,' which will help determine a competitive listing price designed to attract qualified buyers and generate maximum interest in your property.

03 GET MARKET READY

We'll strategize with our network of skilled and vetted vendors to polish up your property. Together, we'll work to implement key improvements, ensure alluring curb appeal, professionally stage your space, and take eye-catching photos and videos of your property. Once complete, buyers will have multiple reasons to give your property more than just a passing glance.



LEVERAGING YOUR INVESTMENT CONT.

04 LIST YOUR PROPERTY

A listing agreement gives us permission to advertise your property and handle your sale. It also covers the basic terms of our mutual commitment, including the length of time your property will be listed. Once an agreement is signed, we'll discuss our selling strategy and will explain what you can expect as we move deeper into the process. We believe in transparency, and we want you to feel confident about our plans to sell your property.

05 MARKET YOUR PROPERTY

A unique property needs a customized marketing plan to set it apart from others on the market. We'll leverage industry-leading tech and robust online marketing strategies in combination with tried-and-true techniques like high-quality statements, energetic open houses, and alerting local buyer's agents to give your property optimum exposure. We'll also utilize our trusted network of photographers and professional stagers to make your property come to life.

06 NEGOTIATION AND ESCROW

At this crucial stage, we'll leverage every negotiation tool in our arsenal to arrive at a price that both you and the buyer can agree on. We'll also use our expertise to coach you through terms, contingencies, and buyer financing. Once a fair price that meets your selling goals is offered and accepted, we head into escrow. At this point, the buyer must complete all necessary inspections, get their financing approved, and sign all legally mandated disclosure documents.

07 CLOSING TIME

We'll be right by your side during these final steps, engaging with the buyer's agent and lending institutions to ensure all requirements are met. Once we're certain all our ducks are in a row, you'll sign on the dotted line to finalize your property sale!





NATION WIDE NETWORKS & RECOGNITION

Locally & globally recognized, Khani Zulu Group ranks in the top 1.5% of Realtors® nationwide. Earning a spot amongst Austin's Platinum Top 50 in 2021 & 2022, as well as a coveted spot among the RealTrends 500 + Tom Ferry America's Best, our team understands the importance of nationwide networking.

Achieving national reach when marketing your home is essential. With growing wealth and investors coming from all corners of the globe, the buyer of your home could be from any state. To ensure proper reach, our team taps into the following exclusive networks to provide your home the most exposure.

TOM FERRY INTERNATIONAL

- International brokers/team leaders committed to continued growth and learning in order to further their knowledge and expertise in the real estate space.

FIRST CLASS REALTOR NETWORK

- A hand selected group of nationwide top producing agents. They meet once a month for a virtual mastermind where they share business strategies, market data and info, listings for prospective buyers and referrals.

TOP AGENT NETWORK

- The only online network built exclusively for verified top agents & provides an easy way for the most experienced local real estate agents to connect and exchange local market intelligence.

AUSTIN LUXURY NETWORK

- Network of top producing, luxury, verified agents who transact with helping buyers and sellers with 1.5M+ properties

NATIONAL ASSOCIATION OF REALTORS

- Composed of residential and commercial brokers, salespeople, property managers, appraisers, counselors, and others engaged in the real estate industry. Members belong to one or more of approximately 1,200 local associations/boards and 54 state and territory associations of REALTORS®.

WOMEN'S REAL ESTATE NETWORK

- Members only group of women nationwide who are committed to investing in real estate.

AUSTIN BOARD OF REALTORS

- Network of over 18,000 local licensed REALTORS® who participate in exchanging local market data and expertise.

CENTRAL TEXAS BOARD OF REALTORS

- Network of over 7,200 local licensed REALTORS® who collaborate in exchanging local market data and knowledge.



PRICING YOUR PROPERTY

While the list price understandably takes the spotlight initially, it's crucial to recognize that determining the optimal price for your property requires thorough preparation. Before settling on a price, we will invest time and effort to ensure your property is market-ready. This involves carefully evaluating variables such as location, features, and demand.

Drawing upon our extensive local expertise, we will get the pricing right from the start. Our goal is to position your property competitively to attract interested buyers and maximize your chances of a successful sale.



COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY

Your property is unique, and we'll work with you to set a price that:

-
- Illustrates your property's fair market value in relation to current conditions
 - Considers the best features of your property, as well as realistic drawbacks
 - Compares your property to others that have recently sold or have lingered on the market
 - Reflects a deeply analyzed price range that will attract the most qualified buyers



PRE-SALE HOME INSPECTION

WHAT IS A HOME INSPECTION?

Prior to finalizing the purchase of a home, it is customary for the potential buyer to arrange for a comprehensive inspection conducted by a skilled professional home inspector. This aims to uncover any underlying issues, ranging from structural concerns to mechanical deficiencies. Armed with this information, the buyer can enter into negotiations, leveraging the findings to request concessions or repairs prior to the closing of the transaction. By proactively addressing these matters, both parties can strive for a mutually beneficial agreement that ensures a smooth and satisfactory closing process.

WHAT IS A PRE-SALE HOME INSPECTION?

While an optional pre-sale home inspection may require a modest investment of a few hundred dollars, its benefits are substantial. This proactive step allows you to gain valuable insight into any potential issues that buyers are likely to uncover during their own inspection later in the process. By staying a few steps ahead, you can expedite the selling process by addressing necessary repairs in advance. This strategic approach minimizes the need for extensive negotiations and positions you to secure a better price for your home.





MAKE READY

One of the keys to success in today's competitive market is to position your home as the most desirable property in its price range.

Our team facilitates the entire make-ready process, providing expert guidance on improvements that produce the highest ROI, ensuring your home is in optimal showing condition and set apart from the competition.

UPDATE YOUR HOME

with fresh paint, new flooring, fixtures and lighting that will increase your ROI

REMOVE CLUTTER

from all surfaces in the kitchen, bathrooms, and throughout the home

BRIGHTEN YOUR HOME

by opening draperies and shades, removing unnecessary blinds and moving any items that may obstruct windows

MINIMIZE PERSONAL ITEMS

so potential buyers can focus on your home and envision it as their own

BOOST YOUR CURB APPEAL

with manicured landscaping, plants or potted flowers, and other items that will enhance your property's exterior

PROFESSIONAL STAGING

To accentuate the finest attributes of a property, we employ the strategy of home staging. Our team comprises exceptional designers and stagers who possess unparalleled expertise in showcasing your property's true brilliance. This meticulous process involves decluttering by removing excessive furniture, personal belongings, and reimagining the layout to optimize flow and maximize space. By meticulously staging your home, we enhance its overall appeal and create an environment that captivates potential buyers. This strategic approach sets the stage for your property to achieve its full financial potential, ultimately resulting in a higher selling price.

THE NUMBERS ARE CLEAR:

- 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market*
- 83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home*

Staging truly is the first and most important step you can take to ensure your listing gets the attention it deserves. If the upfront cost seems steep, consider that well-staged properties earn back nearly twenty dollars for every one dollar invested.

*National Association of REALTORS® Profile of Home Staging





PROFESSIONAL IMAGERY

STRONG VISUALS SELL PROPERTIES

When it comes to purchasing a property, the emotional connection a buyer forms with the space often becomes the driving force behind their decision. That's why the quality and impact of your listing photos are of utmost importance right from the moment they are featured online. Collaborating with our team of skilled photographers, we will go above and beyond to capture your home in the most captivating light. Our content strategy is tailored to the unique characteristics of each property, ensuring that we present it in the most compelling and appealing manner. Together, we will craft a content plan that showcases your home's best features, leaving a lasting impression on potential buyers.

PROFESSIONAL IMAGERY FOR PROPERTIES CAN INCLUDE:

- AERIAL PHOTOGRAPHY
- STILL PHOTOGRAPHY
- TWILIGHT PHOTOGRAPHY
- 360 VIRTUAL TOUR
- PROFESSIONAL VIDEOGRAPHY



YOUR MARKETING SUITE

The story of your home is already written... it's all about properly sharing it.

Every piece of marketing reflects our passionate attention to detail and maximizes exposure in ways that make the most significant impact on buyers.



PRINT

Your home's property statements will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.

ONLINE

Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.

SYNDICATION

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.

OPEN HOUSES

Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.





PRINT MARKETING

HIGH QUALITY PRINTING

Unique properties deserve marketing materials that stand out and let buyers know your home is unlike other, more ordinary offerings on the market. That's why our brochures are professionally printed on high-quality paper with custom finishes.

DESIGNED WITH BUYERS IN MIND

We know what features make buyers want to see more, and we design statements to highlight all the ways your home is exceptional. We also make sure we have enough on hand to display them at every open house and to mail them to neighbors, past clients, and potential buyers.

A LASTING IMPRESSION

At the end of a long day of touring properties, we want buyers to remember yours as something special. The premium statements we hand to every person who walks through an open house will ensure that your home stands out from the competition.





ONLINE MARKETING

SINGLE PROPERTY WEBSITES

In order to effectively promote your home, we will tailor a personalized marketing strategy that includes the creation of a dedicated website featuring comprehensive property details and captivating photo galleries. In today's rapidly evolving and internet-driven real estate market, such websites have become indispensable. By establishing a dedicated online presence, we will generate momentum and attract attention from both local and international audiences.

WEBSITE SYNDICATION

Your property listing will be syndicated on the most important real estate websites, including Zillow, Trulia, Realtor.com, and more. We'll make sure no one misses seeing your home, no matter where they're looking.

EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into hot new properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and worked with for years. As a result, they pay attention when we alert them to an exciting new home on the market.

LOCAL ROOTS, GLOBAL EXPOSURE

@properties Christie's International Real Estate showcases your home to the largest audience of homebuyers through marketing programs built around **EXPOSURE**.

Exposure through an expansive network of top-producing agents through an endless array of sophisticated print and digital marketing materials; and through our membership in global networks such as Christie's International Real Estate.

Our commitment is to ensure that your property gains maximum exposure by featuring it on all relevant and highly frequented listing platforms. By leveraging the power of these platforms, we create ample opportunities for you to connect with a wide range of potential agents & buyers. Rest assured, we will leave no stone unturned in our efforts to showcase your property to the largest possible audience, maximizing your chances of securing the ideal buyer.



OPEN HOUSES

In the midst of competitive markets, open houses become an indispensable factor in achieving your desired outcome. Here are three compelling reasons why you should seriously consider one:

1. YOU'LL ATTRACT MORE POTENTIAL BUYERS

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

2. YOU CAN SET THE SCENE— YOUR WAY

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

3. YOU COULD LOCK IN THAT INTERESTED BUYER

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.



CONTRACT TO CLOSE

Guiding your real estate transactions from contract to closing is a multistep process that requires proactive management and thorough attention to detail. Our emphasis on communication, organization, and follow-through ensures that deadlines are met, documents are distributed and every item is in place to make your transaction efficient and seamless.

WE WILL GUIDE YOU THROUGH EACH STEP OF THE PROCESS, INCLUDING:

Earnest & option money and escrow account management

Distributing contracts

Distributing required disclosure forms

Collecting important documents and required disclosures to fulfill contract contingencies

Updating you when contingencies have been satisfied

Coordinating tasks such as:

Home inspection

Appraisal

Walk-throughs

Closing





OFFER CONSIDERATIONS

When a buyer wants to purchase your home, they will make an offer on the property. There are some factors to consider when looking at an offer.

OFFER PRICE

This is how much money the buyer is willing to pay for the home. This can include fees and other costs associated with buying a home (closing costs).

EARNEST MONEY DEPOSIT

This is a down payment which shows the buyer is serious about buying the house; usually around 1-2% of its value but may vary depending on factors such as locations & market rate etc. This amount will be deducted from closing costs once a deal is finalized at the closing table.

OPTION MONEY DEPOSIT

This is the amount of money the buyer is offering for their time in the "option period" to arrange for third party inspectors and perform due diligence. Should the buyers terminate the contract during the option period, you will keep the option money.

CLOSING COSTS

Usually closing costs fall under the buyers costs, but on occasion they will request the seller to pay a portion.

CONTINGENCIES

This is a purchase agreement specifying an action or requirement that must be met for the contract to become legally binding. The fewer contingencies included in an offer, the better for the seller.



PRE-CLOSING

HOME INSPECTION

Before closing on a home, the prospective buyer will usually schedule an inspection with a professional home inspector. They will identify issues with the house including structural or mechanical issues. The buyer then uses this info to negotiate with the seller to reduce the price or carry out the repairs before closing.

APPRAISAL

If the buyer is taking out a mortgage, their lender will arrange for an independent appraiser to provide an estimate value for the home they are purchasing. The appraiser decides if the costs agreed is a fair market value for the property.

NEGOTIATIONS

When a buyer is negotiating a purchase, they will commonly request the seller to pay for any repairs discovered during the inspection. This is why we recommend a pre-listing inspection so you will have time to fix them or be aware of any issues in advance. If the appraisal comes in below the sales price, they may request you to reduce the price.

FINAL WALKTHROUGH

The buyer will do a final walkthrough of the home within 24 hours of closing to check the property's condition and ensure any repair work that the seller agreed to make has been completed.





CLOSING

Closing will likely be held at the office of the title company, lender or at the location of your choice with a mobile notary.

CLOSING COSTS TO SELLER

- Mortgage balance and any penalties
- Any unpaid assessments against your property
- Title insurance policy (if applicable)
- Real estate agent commission
- Prorated property taxes

WHAT TO BRING

- Government photo ID
- Certified or Cashier's check in the amount of closing costs due or proof of a wire transfer

WHO WILL BE THERE

- Escrow Officer/ mobile notary
- Your agent

CONGRATULATIONS!

You sold your property — now you are off to your next adventure!

Long after the transaction, Khani Zulu Group remains committed to supporting you in every aspect of owning and maintaining your next valuable investment. We have curated an exceptional network of trusted vendors who excel in their respective fields. Furthermore, we recognize that your next home is a part of a larger picture. It intertwines with your plans for the future, guides you through significant life changes, and plays a role in building wealth. If you ever require assistance in any of these areas, we can connect you with the established professionals you need.

We are genuinely thrilled for you create a fulfilling life within your next home, and we hope you will always rely on us for all your real estate needs. As our clients will attest, once you become a part of the family, you remain family for life. This means that when the time comes, we will be here to assist you with purchasing or selling your next home.

But for now, take a moment to catch your breath, settle in, and enjoy the fruits of your hard-earned achievement. You have earned this incredible milestone, and we are honored to have been a part of your journey.

With Gratitude,





@GIVES BACK



love is the unity in our community.

Real estate is about so much more than buying and selling homes; it's about bringing people together and strengthening our communities



We embrace this role in a variety of ways, from giving local artists a platform for expression, to supporting local organizations, to partnering with small business on special marketing initiatives.



We draw inspiration from our communities, and we try to return the favor every chance we get.



TESTIMONIALS

After my first call with Khani, I knew that we'd been missing out on so many incredibly valuable features that a knowledgeable, dedicated realtor can offer. Between the clear communication, home recommendations, offer advice, organization, market knowledge, professional relationships and general attitude, Khani has demonstrated the huge difference an awesome realtor can make. We feel incredibly lucky to have found her and will be recommending her to everyone we know!

My husband and I recently had the pleasure of working with Khani as our realtor, and I can confidently say that she is an exceptional professional who goes above and beyond to ensure her clients' satisfaction. This level of commitment made the entire process smoother and more efficient. Khani's knowledge of the market is truly impressive. She seems to have an extensive network of contractors and can connect you with the right people at an affordable price. Her ability to navigate the intricacies of real estate deals is remarkable. Whether it's reaching out to the seller's agent, discussing details with your lender or prepping your current home to go to market, Khani always delivers on her promises.

A lot of realtors talk a big game and make grand promises to secure a listing but Khani not only delivered on everything she promised but overdelivered by a mile which is rare in this market. She project managed our entire "make ready" home improvements, got quality subs on the jobs that were on time and reasonably priced and stuck to every deadline along the way. She even managed to send wine and food to our house when she knew it was a big packing night!

This was the third home we have sold and I could not give a bigger endorsement to Khani and her entire team. We listed and closed within 30 days at full asking price and made a typically stressful event really fun and formed a great friendship along the way. This was a life changing event that allowed us to move back to Nashville and buy our dream home and having Khani and team in our corner was the best decision we could have made.



STOP LOOKING.

START FINDING.

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CHRISTIE'S
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