



REALTY
GROUP

Serving Central, Historic, & Downtown **San Antonio**

Shana Avery

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210.789.0600





SHANA AVERY

Realtor serving
Central, Historic,
and Downtown
San Antonio.

Buy. Sell. Invest. REAL ESTATE.



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HOW I WILL TAKE YOUR HOME FROM MARKET TO **SALE**



ABOUT ME & MY COMPANY

*"He is happiest, be he king
or peasant, who finds peace
in his home." ~ Johann
Wolfgang von Goethe*

H o n e s t y . I n t e g r i t y . K n o w l e d g e . E x p e r i e n c e . S e r v i c e .

Personal Professional Designations Three years' focus buying and selling Real Estate on behalf of clients in Central, Historic, and Downtown San Antonio; Historic Home Specialist; National Association of REALTORS®; Texas Association of REALTORS®; San Antonio Board of REALTORS®; San Antonio Multiple Listing Service

FATHOM Realty is a cloud-based, technology-driven, full-service real estate brokerage, dedicated to providing our clients the highest level of support throughout the selling and buying process; we operate in 23 states and 100 markets, and have ranked on the Inc. 500 as one of the fastest growing real estate brokerages in the nation four years in a row.

My Client Philosophy Knowledge is power. My Goal is to educate throughout the process of selling your home so that you come away from the experience feeling you were as hand-on and as knowledgeable throughout the process as you could want to be. My personal Mission Statement throughout my working life has always been to "Help People." After all of my years in non-profit management and as a primary caregiver in my own home, and now as a professional REALTOR®, educating and helping are still my primary motivations. I would feel privileged and honored to help you, too.

"Kindness is the language which the deaf can hear and the blind can see." ~ Mark Twain



WHAT MOTIVATES ME



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Professional Associations &
Certifications:
Historic Home Specialist
National Association of REALTORS®
Texas Association of REALTORS®
San Antonio Board of REALTORS®
San Antonio Multiple Listing Service

As a proud “Army Brat,” I know what it’s like to move! I also worked all of my 25+ year professional career before entering Real Estate raising millions of dollars as a fundraiser, membership manager, and event planner for numerous non-profits including The Girl Scouts of Southwest Texas, Texas Public Radio and the San Antonio River Foundation, most recently helping to raise the funds to build Confluence Park on the Mission Reach of our beautiful San Antonio River. So I understand the importance of building relationships, marketing, and speaking to a target audience in their own language!

When my mom had a massive, life-changing stroke some years ago, I left the non-profit sector to care for her in my home, and to pursue a career in an area I’d always wanted to work outside my own investing – in Real Estate.

I believe everyone should be able to have a home to call their own, and that it’s one of the most important investment decisions a family or individual can make. But the process of buying or selling a home requires checking a LOT of boxes – more than many homeowners and prospective homeowners realize when they first begin to contemplate the process. The process often comes with issues and stresses that can be overwhelming. As a full-time, professional REALTOR®, it is my job to gain a clear understanding of your Real Estate wants, needs and desires, and to help remove or alleviate the stresses of buying or selling your home, providing the resources and support you need to make the process run as smoothly and as effortlessly as possible.

My personal Mission Statement throughout my working life has always been to "Help People." After all of my years in non-profit management and as a primary caregiver in my own home, and now as a professional REALTOR®, that’s still what motivates me. I would feel privileged and honored to help you, too.



TESTIMONIALS

What My Clients Have To Say About My Services...

Shana did an amazing job finding the perfect centrally located, mid-century home for my family – both close to work for me, and in the right school district for my two boys. She was extremely knowledgeable, patient, and always available for showings and questions. Shana walked me through the whole home buying process in such a way that I felt I was always in good hands and never had to worry about anything falling through the cracks along the way. While I don't plan to move again, I will definitely refer Shana to any family, friends, and colleagues who find they need a solid, dependable realtor to guide them as she did me. I now consider her a friend, and have even missed our daily communications since settling into our beautiful new home! Highly recommend! – Greg Zuschlag

The best realtor that I have worked with. Knowledgeable, ethical and totally on the ball! – Elizabeth Wymer.

Shana was a total joy to spend time with! I miss her already! Can't wait for her to see my house all decorated! – Zan Gibbs

Shana was wonderful, helpful and very understanding during a stressful time for us. She helped us immensely. – Melissa Flynn

Shana was amazing!! We flew in from California with only a few days to find a home. We had become so discouraged. We called JB Goodwin in desperation and we were immediately forwarded to Shana. She was on it from the beginning! She had us in houses within the hour. She walked us through the entire process, as well as showing us our new home town! Our house hunting emergency became her emergency. After we made an offer on our home she continued to show us "back-up" houses. I really do not know what we would have done without her!!! – Danielle Snyder

My wife and I were lucky enough to get referred to Shana by a friend of ours. She provided stellar service and went above and beyond to make sure we were taken care of. She always responded extremely quickly and coordinated everything for us so that we were able to purchase our home while out of state. I would definitely recommend Shana to anyone!! – Sgt. Drew Hinck

I offer proven experience you can count on.





ABOUT THE MLS

What role does the MLS play in helping market and sell your home?

Real Estate Companies Join The MLS Board

Why? To allow agents from other companies the opportunity to view and sell their listings.

MLS Companies Cooperate With Each Other

This means any Realtor on the board will be able to show your home to their buyers.

How We Reach MLS Agents

When we get into my marketing plan for your home, I'll show you how we'll get other MLS agents excited about your home.

Simultaneously employ me, my company & all MLS realtors to work for you.





OUR DISCUSSION

How I'll help you get your home sold...

Setting the Price For Your Home Pricing should be based on the current market value of your home determined by data gathered on recent sales of similar homes in your immediate area.

Staging Your Home For Sale Decluttering and properly staging your home can make all the difference in your only opportunity for a first impression.

Finding Buyers: The Marketing Plan For Your Home This is the reason why you pay a fee to hire a Realtor to sell your home.

Negotiating An Agreement

Contract To Close

There are MANY steps to selling your home for top dollar. I will hold your hand and guide you through the process.



SETTING THE PRICE

What determines price?

Market

Location

Size

Conditions & Amenities

Incentives

Negotiations

We only have control over two of these...

STEP ONE

SETTING THE PRICE



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SOMETHING TO CONSIDER WHEN DETERMINING PRICE: **OVER PRICING**

OVERPRICING INVARIABLY EXTENDS TIME A PROPERTY WILL BE ON THE MARKET.

Buyers view such properties as “shopworn”, or “unwanted” and will lose interest or buy at a greatly discounted price.

Overpricing tends to dampen the enthusiasm for your property, making it less likely that it will be shown.

Buyers often search for property by price range. If an agent has a buyer who will pay up to \$250,000 and your home is listed at \$253,500, your home may not be included in their search results.

Buyers often pass up highly priced homes to bid on more reasonably priced ones.

Appraisals are required on all loans. Buyers realize that to get a loan to purchase your home it will have to appraise for the contracted price.

Overpricing invariably results in a lower selling price than could otherwise have been obtained.



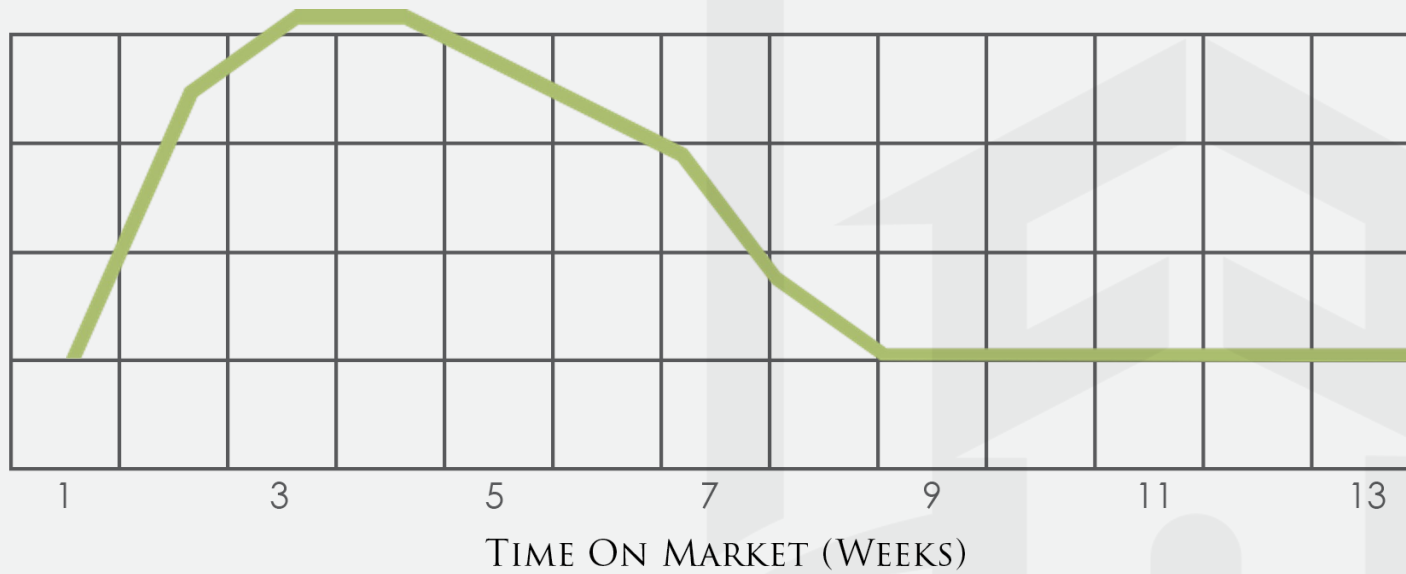
STEP ONE

SETTING THE PRICE



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ACTIVITY



STEP ONE

SETTING THE PRICE



We'll Work Together From A CMA To Set Your List Price

A Competitive Market Analysis (CMA) is the standard in the industry as a tool for determining the current value of a home. It considers three significant factors:

1. **Similar Homes Recently Sold** This tells us what buyers are willing to pay for this kind of home in this area at this time.
2. **Similar Homes Now For Sale** This tells us about our competition. Buyers will compare your home to these homes.
3. **Expired Listings** This tells us what buyers are not willing to pay for this kind of home in this area at this time.



STEP ONE

SETTING THE PRICE



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I WILL HELP you to determine the very best asking price for your home.

MY GOAL IS to get you the highest possible price the market is willing to bear at this time.

TO REALIZE THIS GOAL we need to analyze the market and understand how it is affecting the current value of your home.



STEP TWO

STAGING YOUR PROPERTY



PROFESSIONAL PHOTOGRAPHY

We've all heard the saying, "A picture is worth a thousand words." In real estate, a picture is worth thousands of dollars. How your home is photographed is incredibly important. People today have never been busier, and a good photograph of your property can be the difference between buyers being engaged or clicking "next". This is why we use professional photography to showcase your property.



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STEP TWO

STAGING YOUR PROPERTY

HELPFUL HINTS

- Curb Appeal: Bring it to the best appearance possible.
- Driveway: Fix needed repairs, wash, or clean it.
- Roof: How is the condition?
- Mailbox: Make it attractive.
- Front Door: Must be in the best shape possible.
- Windows: Clean and crack free?
- Exterior Paint: How is the condition?
- Garage Door: How is the condition?
- Front, Side & Back Yards: Must be in the best shape.
- Your Cars: If not in good shape, remove them from driveway for showings.
- Front Entry: Clean & free of clutter
- Closets & Rooms: Remove as much clothing and furniture as possible.
- Carpet: Must be clean.
- Door Leading to Garage: Have door unlocked and garage clean.
- Interior Paint: Must be in the best shape possible.
- Light Bulbs: Make sure all work.
- Furnace & Air Conditioner: Clean them up and working good.
- Home Clutter: Eliminate it.
- Depersonalize: Items that are personal to you, such as family photos, crosses or other religious articles, taxidermy, provocative are great for your home as your home, but they are likely to distract buyers who need to see themselves in your home, not you. It's a good idea to minimize these items as much as possible.
- Kitchen: Clean and bright at all times.
- Baths & Bedrooms & Pool: Clean and bright at all times.
- Home Smell: Must be fresh. If you smoke or have pet odors, use a light, organic air freshener to make a best impression. Too much air freshener can also run people off, so try to strike a balance.



STEP THREE

FINDING BUYERS



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WHAT'S
THE
#1 RULE
WHEN
SELLING
A HOUSE?

MAXIMUM EXPOSURE EQUALS MORE POTENTIAL OFFERS.

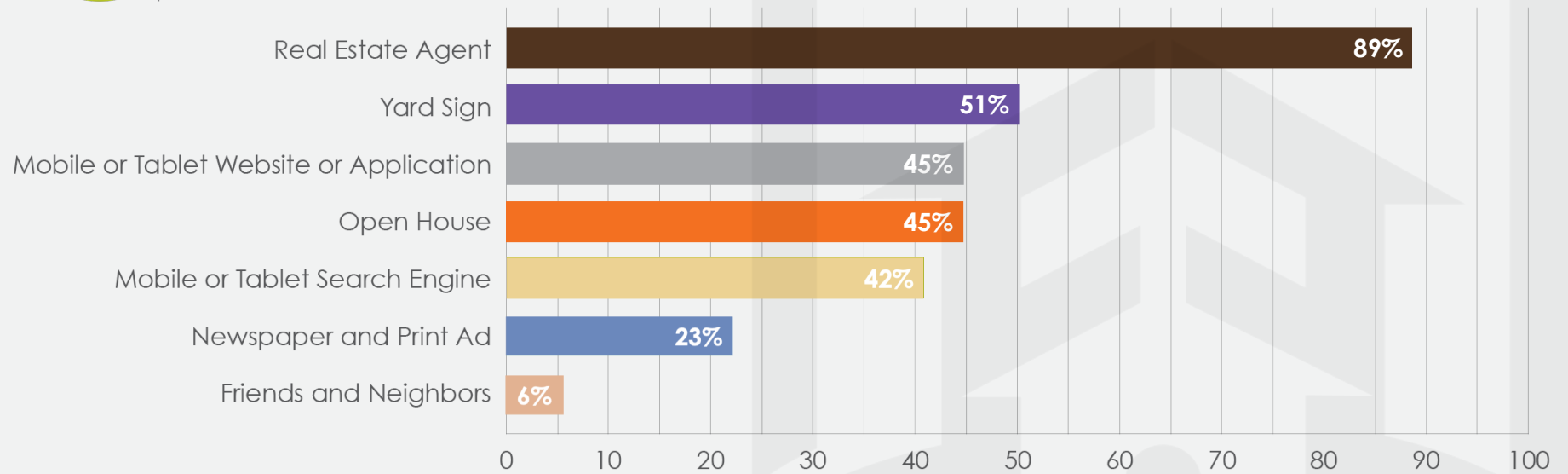


STEP THREE

FINDING BUYERS



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STEP THREE

FINDING BUYERS



To ensure that all of our listings remain syndicated, each agent is listed as a Zillow Pro, and every listing receives more exposure on Zillow and affiliated sites.



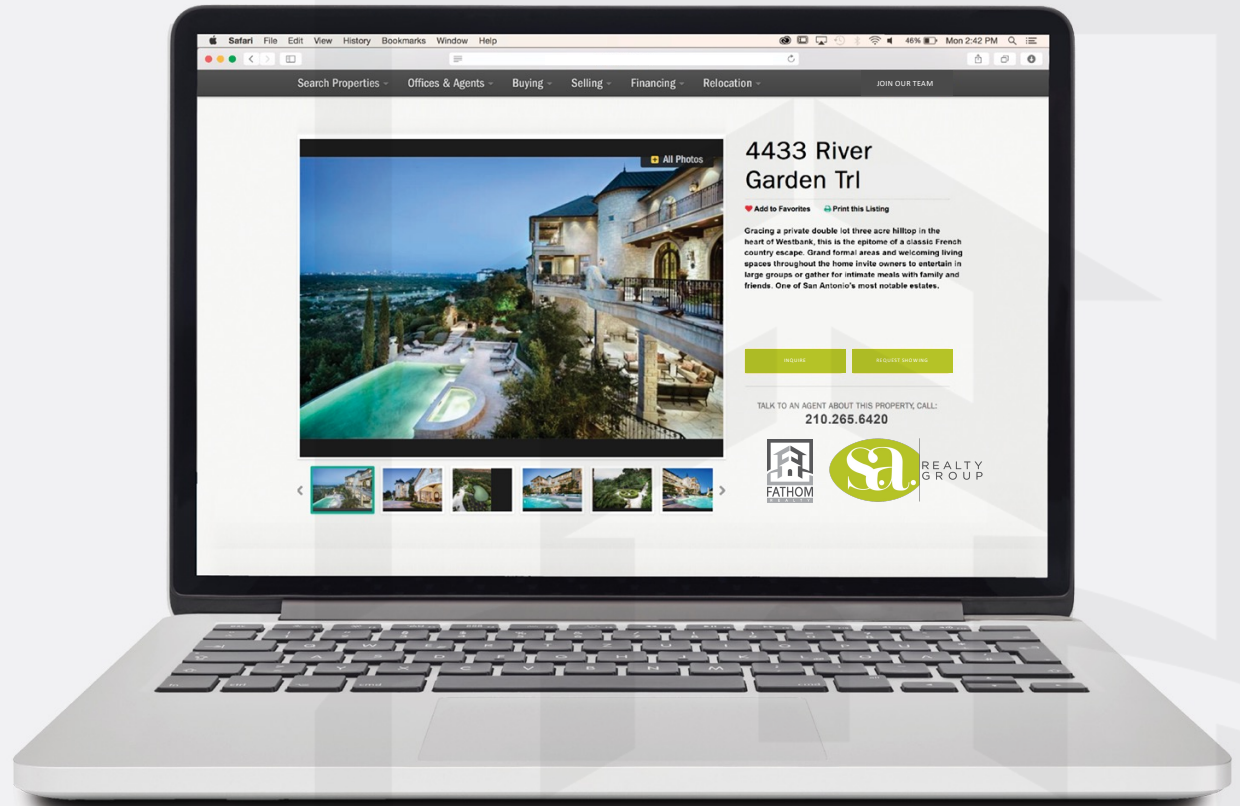
STEP THREE

FINDING BUYERS



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I'LL
CREATE AN
INDIVIDUAL
PROPERTY
WEBSITE
& VIDEO
FOR YOUR
PROPERTY



STEP THREE

FINDING BUYERS



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I'LL INCREASE
YOUR HOME'S
EXPOSURE
THROUGH
VARIOUS
SOCIAL MEDIA
PLATFORMS



STEP THREE

FINDING BUYERS



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I'LL CREATE
AN **E-FLYER**
CAMPAIGN
FOR YOUR
PROPERTY



STEP THREE

FINDING BUYERS



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I'LL CREATE
**CUSTOM
FLYERS**
FOR YOUR
PROPERTY

4433 RIVER GARDEN TRAIL, SAN ANTONIO, TX 78215

MLS #: 8950008 | \$550,000 | 4 Bedrooms | 4 Baths | 2 Garages

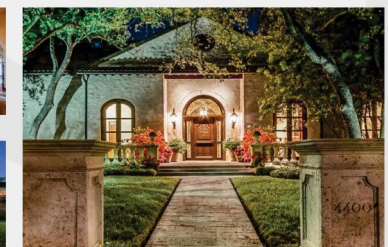
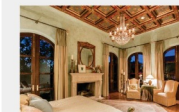
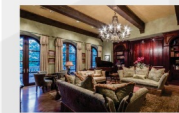
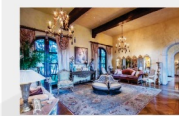


Gracing a private double lot three acre hilltop in the heart of Westbank, this is the epitome of a classic French country escape. Grand formal areas and welcoming living spaces throughout the home invite owners to entertain in large groups or gather for intimate meals with family and friends. One of San Antonio's most notable estates.



4400 LONG CHAMP DRIVE, SAN ANTONIO, TX 78219

MLS #: 1755023 | \$6,995,000 | 5 Bedrooms | 6.5 Baths | 3 Garages



1 acre, 17th fairway of a Country Club. Carved stone arches; herringbone oak, cherry & French limestone floors; burled walnut inlay; gold leaf accents, hand painted frescoes & cabinetry, mahogany windows/doors, 5 hand carved fireplaces. Home theater & walk-in safe room. State of the art home systems. Huge loggia, heated pool/hot tub, programmable awnings, masonry walls w/custom iron automated gates. Enormous Formal gardens w/fountains & pergolas canopied by enormous oak trees. Golf course view.



STEP THREE

FINDING BUYERS



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I'LL CONTRACT
BRIVEBUYTECH
FOR YOUR
PROPERTY



INSTANT INFO
TEXT 88000 MSG SHANA1



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Fathom Realty REALTOR®
Specializing in Central, Historic,
& Downtown San Antonio



Shana Avery

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AUTOMATIC LEAD CAPTURES FOR YOUR HOME

I'll receive email text message notifications instantly when someone texts your property code. They, in turn, will be directed to your property website so that they can view your home immediately and save it for later follow-up, if they like. I will follow up on all texts to make sure interested parties who want to get in to view your home can do so.

STEP THREE

FINDING BUYERS



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I'LL HOST
AS MANY
OPEN HOUSES AS
NECESSARY
TO SELL YOUR
PROPERTY



STEP THREE

FINDING BUYERS



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I WILL
MARKET
YOUR
PROPERTY
WITH A
DIRECT MAIL
CAMPAIGN

FOR SALE

4400 Long Champ Drive, San Antonio, TX 78275



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This is not a solicitation for business if you are already working with an agent or broker.



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4433 RIVER GARDEN TRAIL, SAN ANTONIO, TX 78250

MLS #: 8950008 | \$975,000 | 5 Bedrooms | 4.5 Baths | 3 Garages



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STEP THREE

FINDING BUYERS



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Showings.com

What is ShowingTime/CSS/Showings.com?

Centralized Showing Services (CSS) is a full-service call center that handles all listing appointments for your home. CSS makes it easy for buyer's agents to request showing appointments on your listing, while giving you and your listing agent a hands-free approach to managing showings. CSS is the primary way by which agents all over San Antonio schedule showings, and as an Interco agent, I will have access to CSS for your listing.

How does it work?

When buyers agents want to show your home, they will contact CSS, and CSS will call, email or text us to confirm each showing. All we have to do is respond and approve showings with our mobile phone from an email or text message. No more missed appointments! CSS also includes a link to schedule appointments right in your property listing in the MLS, making it even easier for buyers agents to schedule showings.

Feedback

CSS will systematically call the buyer's agent after each showing to get feedback, and put the findings into an online report I will share with you. It also enables me to provide you with instant notifications for every showing. So just like Amazon informs you throughout the fulfillment of an order, you can now be in the know at all times, and even get access to the report online, so so you can see how the market is reacting to the sale of your home, 24/7.



STEP THREE

FINDING BUYERS



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I WILL
PROMOTE
YOUR HOME
TO MY
PERSONAL
NETWORK OF
OVER 200
AGENTS



STEP THREE

FINDING BUYERS



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I WILL INVITE
AGENTS WHO
SPECIALIZE IN
YOUR AREA TO
PREVIEW YOUR
PROPERTY



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SALES EXCITEMENT

Who Needs To Be Excited?

To get a home sold once... we actually need to sell it twice:

1. FIRST, to other MLS Realtor Estate Agents...
2. Then to their buyers!

Therefore...

To get the most activity in and money for your home, in the least amount of time, and with the fewest problems. We need to make other MLS agents excited about your home. Creating an engaging listing, providing engaging photos, and pricing your home according to current market value achieves this goal.

STEP FOUR

NEGOTIATING AGREEMENTS



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**NO TWO
AGREEMENTS
IN REAL
ESTATE
ARE EXACTLY
ALIKE**

THERE ARE MANY DIFFERENT OPTIONS IN EACH CONTRACT THAT ALLOW NEGOTIATION BETWEEN THE PARTIES.

IN ADDITION TO PRICE, YOU MAY NEGOTIATE:

- Time frames for multiple factors
- Conditions of sale
- Sales price vs closing costs
- Additional costs to either party (surveys, inspections)
- Terms of repairs

WHICH PARTY PAYS FOR DIFFERENT ITEMS WILL DEPEND ON YOUR AGENT'S NEGOTIATING SKILLS AND THE COOPERATIVENESS OF THE PARTIES.



STEP FOUR

CONTRACT TO CLOSE



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I SUBSCRIBE TO DOCUSIGN FOR SPEED AND SECURITY

In an effort to expedite the signature process and remain transparent, we use DocuSign to sign and share documents with our clients. You will be able to review and sign your documents from anywhere in the world. I will securely store all of your transaction documents online. You will have access to them 24/7 during and after the sale of your home. If you need a copy of any document years from now it will be available to you.



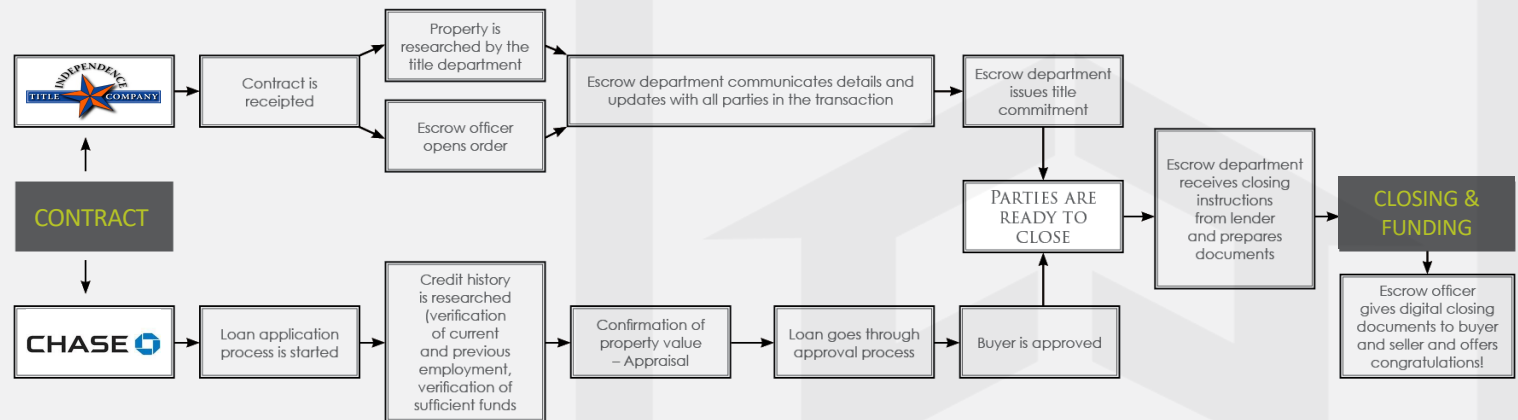
STEP FIVE

CONTRACT TO CLOSE



THE CLOSING PROCESS

Title search includes a search of the history of the property (owners of record, liens, clouds on title, documents filed by legal description). Also included is a search of buyer and seller liens, lawsuits, divorces, probates, documents filed by persons name, etc.



REQUIRED AT CLOSING:

BUYER:

- Your escrow officer will need the name and phone number of your lender and home owner's insurance agent.
- We encourage wire transfers from the purchaser and will be happy to wire out proceeds to the seller. The total amount due will be available prior to closing. Please contact your escrow officer/assistant for wiring instructions.
- Bring your driver's license or valid U.S. government picture ID to the closing for identification purposes.

SELLER:

- Please provide your escrow officer or Realtor with the name and phone number of your current mortgage lien holder and your loan number for payoff purposes.



STEP FIVE

CONTRACT TO CLOSE



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LISTING TRANSACTION TIMELINE

- Listing agreement
- Marketing plan
- Showings
- Contract negotiations
- Earnest money and option fee
- Inspection and repair negotiations
- Appraisal
- Survey
- Final walk through
- Closing
- Funding
- Keys



STEP FIVE

CONTRACT TO CLOSE



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WE HAVE
CONTRACT-TO-CLOSE
ASSISTANTS TO HELP
WITH THE
DETAILS OF YOUR
TRANSACTION





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COMMUNICATION & SERVICE

Keeping You Informed About The Progress Of The Sale...

1. Regular Updates

When you list with me I promise to keep you up to date on the progress of the sale throughout the process.

2. Showings

I know you want to know what the buyer thought when viewing your home. And buyer feedback can be very helpful. For this reason I promise to follow up on every showing and share whenever other realtors provide requested feedback.

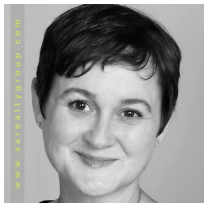
3. Personal Contact

I promise to educate, inform, and make myself available to you at all times throughout the sale of your home.

Service to me means making myself AVAILABLE to YOU all day, every day.



THANK YOU!



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