

Selling Smart in DFW



Your Guide to a Successful Home Sale

About Me and What to Expect

Selling a home is more than a transaction—it's a major life decision. Whether you're upsizing, downsizing, relocating, or simply ready for a change, my goal is to make the process smooth, strategic, and clear.

With over 13 years of experience in Dallas–Fort Worth real estate, I've helped countless homeowners successfully navigate the selling process. My approach is grounded in four core values:

- Personalized Service — Your goals, your pace, your journey.
- Genuine Care — You're always supported and prioritized.
- Expertise — 13+ years of experience in DFW real estate.
- Professionalism — Clear communication, reliable guidance, and trust.

Selling your home doesn't have to be overwhelming. With a clear plan, proven strategies, and the right guidance, you can feel confident at every step—from listing to closing.



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The Seller Process at a Glance

Prepare for Sale

01

Seller
Consultation

02

Sign Listing
Agreement

03

Prepare
Property
for Sale

04

Prepare
Marketing,
Social, and
Other Media
Assets

05

Pre-Market
Property

06

List and
Show
Property

07

Review
Offers and
Negotiate
Optimal
Contract

Contract-to-Close

08

Sign
Contract

09

Home
Inspection,
Disclosures,
Reports,
and Repairs

10

Review
Buyer Loan
and
Appraisal
Process

11

Prepare
Property
for Final
Walk-
Through

12

Close on
Property
and
Disperse
Funds

Preparing for Sale

Key steps to get market-ready:

- Decluttering & Cleaning Create a fresh, spacious feel by removing excess items and giving every room a deep clean. Buyers want to picture themselves in the space, not your belongings.
- Staging Professional staging—or even simple furniture placement and décor adjustments—can transform your home. Staged homes often sell faster and for a higher price.
- Repairs & Updates Take care of minor fixes like leaky faucets, scuffed paint, or loose handles. Small improvements can make a big difference in buyer perception.
- Curb Appeal The exterior sets the tone. Fresh landscaping, a swept walkway, and a welcoming front door make buyers excited to see what's inside.

Preparing your home properly ensures it stands out from the competition and attracts the right buyers from the start.



PREPARING YOUR HOME TO SELL

COMPASS

Preparing your home for sale entails more than just the right market conditions. You will likely need to clean and declutter, complete repairs or remodeling projects, get organized, and make sure everything looks its best! After all, preparing your home is the first step in finding the right buyer!

Here is a handy checklist to get started:

THE LOOK

- ☐ Make sure landscaping is kept (grass cut, fresh mulch, trimmed bushes, happy flowers, etc.).
- ☐ If you haven't pressure washed your home in the last 6 months, now would be an excellent time to do so!
- ☐ Touch up interior and exterior paint if needed. For the outside; your front door and shutters to start. On the inside; touch up trim, fill holes, and paint high traffic areas.
- ☐ Replace front doormat if worn.
- ☐ Organize and clean patio/deck furniture.
- ☐ Pick up and discard all loose trash.
- ☐ Change air filters, especially if dirty and dusty. No need to splurge on super expensive filters. Any budget filter will work just fine.

THE SMELLS

- ☐ Don't overpower your home with intense scents like strong candles, potpourri, pet odors, foods, etc. Opt for light, neutral scents.
- ☐ Clean beds, crates, toys, etc.
- ☐ Change litter boxes often, and please don't forget to pick up your fur babies "presents."
- ☐ Empty trash often.

THE FEEL

- ☐ First and foremost, declutter! (if necessary).
- ☐ Invest in professional home and carpet cleaning before going on the market.
- ☐ Make all walkways easily accessible.
- ☐ Organize garage and closets.
- ☐ Tidy up work areas and playrooms. (It's understandable that these areas are used more than others, don't sweat it if it isn't perfect!)
- ☐ Replace burnt out light bulbs.
- ☐ Remove rugs and floormats. Let your floors shine!

TIME TO SELL

- ☐ Make beds each morning.
- ☐ Be sure to wipe out the sink after getting ready for the day.
- ☐ Clear countertops to the best of your ability.
- ☐ Adjust temperature in home to be accommodating to the season.
- ☐ Secure valuable items. (Jewelry, medicine, etc.)
- ☐ Arrange for fur babies to be walked during showings or entertained in a certain room. If they are friendly, let them do their normal thing around the house!

Lastly, selling your home doesn't have to be a stressful experience. You have our entire team at your side to help with this major transition. We've got this together!

Pricing Strategy

One of the most important decisions you'll make when selling your home is setting the right price. Many sellers are tempted to "test the market" with a higher price, but overpricing can backfire—leading to fewer showings, longer days on market, and eventually price reductions.

A smart pricing strategy ensures your home attracts serious buyers from the start, creating stronger interest and often better offers.

I use a **data-driven approach** to determine the best listing price by analyzing:

- Recent Comparable Sales – Reviewing similar homes that have recently sold in your area.

- Current Market Trends – Evaluating supply, demand, and buyer behavior.

- Your Home's Unique Features – Considering upgrades, location, and overall condition.

Together, we'll choose a strategic price that positions your home competitively, drives strong interest, and helps you achieve the best possible outcome!



Marketing Matters

The right marketing can make all the difference in how quickly your home sells and the offers it attracts. Today's buyers begin their search online, so first impressions are everything. That's why I use a comprehensive marketing plan designed to showcase your home at its very best.

What's included in my approach:

- **Professional Photography** High-quality photos capture your home's best features and help it stand out online.
- **Video Tours & Virtual Walkthroughs** Engaging video content allows buyers to connect with your home from anywhere.
- **Open Houses & Private Showings** Creating opportunities for buyers to experience your home in person.
- **Social Media & Online Exposure** Targeted campaigns across platforms ensure your home reaches the widest audience, including both local buyers and those relocating to DFW.
- **Compass & Network Reach Access** to advanced Compass marketing tools and a trusted referral network expands visibility beyond traditional methods.

The goal is simple: present your home in the best light, attract qualified buyers, and create the strongest demand possible.

A Custom Marketing Plan for Your Home

I'll craft a marketing plan with strategies and tactics specific to your home, designed to garner maximum exposure

1

Targeted buyer audience analysis and marketing tactics.

2

Content Strategy that pairs custom narrative storytelling with impactful visuals.

3

A multi-phased launch plan that markets your home like a blockbuster movie.

4

Exclusive Compass programs and offerings that will optimize your sale experience.

5

An outline of key milestones you can expect as we bring your home to market.

Maximize Your Home's Value With the Compass 3-Phased Marketing Strategy

COMPASS

Launch your home not once, but three times to
secure the best results for your home sale.

PHASE 1

Compass Private Exclusive

Just like many companies test products with a smaller audience before launch, listing your home as a Private Exclusive allows you to test price, gain critical insights, generate early demand, and extend your marketing runway — all before going public.

MM/DD/YYYY–MM/DD/YYYY

- Make your listing available to a nationwide network of 34,000 top agents and their millions of clients.
- Begin to create urgency and generate buyer interest without accumulating days on market or damaging public price drops.
- Sometimes you'll find a buyer that will pay a premium for certainty and reduced stress.

PHASE 2

Compass Coming Soon

Publicly launch your property on Compass.com, showcasing it to all agents and consumers on the internet without displaying days on market or price drop history. Signal to the market that increased competition for the listing will be coming soon when it's launched on all other sites.

MM/DD/YYYY–MM/DD/YYYY

- Receive key engagement insights from your agent about how agents and their buyers are viewing, commenting, and sharing your listing on Compass.com — data that is lost when listings go into other platforms.
- Improve the chance of ranking higher on Google while increasing the likelihood that serious buyers contact us directly, instead of an agent who may not be familiar with your home.
- In this phase, have more control over your data so photos of your home and personal information don't stay on the Internet.

PHASE 3

Go Live on All Platforms

Go 'Active' on MLS & third-party sites with benefit of price discovery from Phases 1 & 2.

MM/DD/YYYY–MM/DD/YYYY

- Armed with feedback from agents and buyers, we strategically launch your home on the public market to help ensure maximum demand and confidence to achieve the best outcome for you. Now that your home is launched, it will accrue days on market and visible price drop history.

Guiding You Home with the Compass Advantage

Investing Billions in Tech to Sell Your Home

At Compass, the technology of the future is already changing outcomes today. Not only has the company invested over \$1.5B dollars in tech over a 10-year period¹, but we continue to spend more than \$100M annually on research and development² to help our agents make buying or selling easier for you.

A Marketing Strategy for Every Home

As part of Compass, I have access to a dedicated in-house marketing and design agency of over 300 experts nationwide, making it more effective than ever before to reach your buyer how, when, and where it counts most.

A 34K+ Network of Top Agents Nationwide

In 2023, 17.5% of Compass transactions resulted directly from referrals to Compass³, demonstrating the power and reach of our nationwide network — a network that arms us with privileged access to the homes you've been waiting to find and the prospects ready to buy.

#1

Residential Real Estate Brokerage in the United States⁴

\$186B

2023 Gross Transaction Value⁵



¹Which includes equity compensation. ²From Q3 2022 - Q2 2023, which includes stock based compensation. ³Closed sales transactions as of 12/31/23, includes internal and external referrals. ⁴#1 2023 closed sales volume. T. Velt, "eXp, Com- pass top 2024 RealTrends Verified brokerage rankings for second year," HousingWire, Online, HW Media, 3/22/2024, <https://www.housingwire.com/articles/exp-compass-top-2024-realtrends-verified-brokerage-rankings-again/> ⁵Gross Transaction Value is the sum of all closing sale prices for homes transacted by agents on the Compass platform. We include the value of a single transaction twice when our agents serve both the home buyer and home seller in the transaction. This metric excludes rental transactions and includes a de minimis number of new development and commercial brokerage transactions. The 17.3% decline is based on data reported by NAR as of December 31, 2023.

Compass Is #1 in Texas and Dallas-Fort Worth



#1 Brokerage in Texas by
Total Sales in Volume

#1 Brokerage in Texas by
Total Sales in Units

Dallas-Fort Worth

#1 Brokerage in Dallas-Fort Worth by Total Sales in Volume

\$4.8B+

Total Sales

6,024

Total Transactions

1,030

Agents & Team Members

Common Seller Mistakes to Avoid

Selling a home involves many moving parts, and even small missteps can cost you time, money, and peace of mind. Here are some of the most common mistakes homeowners make—and how to avoid them:

- **Overpricing the Home**

A price that's too high discourages buyers and often leads to longer days on market and price cuts.

- **Poor Presentation**

Clutter, dated décor, or lack of staging make it harder for buyers to see your home's potential.

- **Limiting Showings**

The harder it is for buyers to tour your home, the fewer offers you'll receive.

- **Letting Emotions Drive Decisions**

Viewing your home purely as an asset helps you negotiate and strategize with a clear head.

- **Skipping Repairs or Maintenance**

Small issues—like leaky faucets or peeling paint—signal neglect and may raise red flags for buyers.

- **Not Preparing for Inspections**

Failing to address obvious issues before an inspection can lead to surprises and lost deals.

- **Poor Communication with Your Agent**

Staying aligned on feedback, timelines, and offers ensures a smoother process.

- **Choosing the Wrong Agent** Selling without the right professional support often results in pricing mistakes, poor marketing, and added stress.

By avoiding these pitfalls—and partnering with an experienced Realtor®—you'll set yourself up for a stronger, faster, and more profitable sale.

7 Questions Sellers Should Ask Realtors..... Before they Hire One!

COMPASS

The difference between a successful sale and a stressful one starts with selecting an agent you can trust.



Price and commission are important considerations. But, is that all?

1. What is your marketing strategy? What steps will you take so I receive the maximum market exposure, hence the maximum price?
2. What is your valuation and pricing strategy for my property? How will you help me price my property so I get the top dollar for it and do not leave money on the table? But in the same time we do not scare most of the buyers away.
3. How will you protect me from the risks of sale not closing with buyers with mortgage contingency in the sales contract?
4. How will you protect me from losing all buyers in the multiple bids situation?
5. Is now the best time to place my property on the market? Why? If not, when is it and why?
6. Please explain in detail the difference in the range and quality of services I should expect from you and your firm? And how is that different if I hire a discount broker?
7. Why do you think you are the best person for this assignment?



Compass is a licensed real estate broker, licensed to do business as Compass RE in Delaware, Idaho, New Jersey, Pennsylvania and Tennessee, Compass Realty Group in Kansas and Missouri, Compass Carolinas, LLC in South Carolina, and Compass Real Estate in New Hampshire, Maine, Vermont, Washington, DC., Idaho and Wyoming and abides by Equal Housing Opportunity laws.

Your Listing Launch



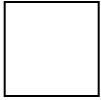
Pre-Market

Home Preparation
Photography
Pricing
Pre-List Marketing
Leveraging Our Exclusive
Agent Network

On-Market

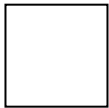
Media Plan
Open Houses
Assessing Our Strategy
and Monitoring the Market

Next Steps



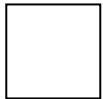
Schedule a Consultation

We'll sit down to discuss your goals, timeline, and expectations for the sale.



Create a Customized Plan

Together, we'll map out what needs to be done to get your home ready—from small updates to staging—and outline a tailored marketing strategy.



Pre-Marketing Preparation

Professional photography, video tours, and marketing materials are created to showcase your home at its very best.



Launch & Market

Ready to explore your options? Let's schedule a consultation and map out the best approach for your home.

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Compass is a licensed real estate broker, licensed to do business as Compass RE in Delaware, Idaho, New Jersey, Pennsylvania and Tennessee, Compass Realty Group in Kansas and Missouri, Compass Carolinas, LLC in South Carolina, and Compass Real Estate in New Hampshire, Maine, Vermont, Washington, DC, Idaho and Wyoming and abides by Equal Housing Opportunity laws.