



# HOME SELLING GUIDE



An aerial photograph of a city skyline at sunset. The sky is a mix of orange, yellow, and blue. In the foreground, a wide river flows through the city, with a large multi-arched bridge crossing it. Several small boats are visible on the water. The city buildings are silhouetted against the bright sky, with some lights beginning to glow. A construction crane is visible on one of the taller buildings.

**YOUR  
FUTURE  
STARTS  
HERE**



# ABOUT OUR TEAM

We exist to provide an exceptional experience for our clients. We have created an environment where each team member is able to focus on their strengths thus providing our clients with the best possible real estate experience.

Our team aims to bring a new light and perspective to the traditional real estate transaction by extending far beyond what conventional agents offer. Ruthardt Real Estate Group strives to be both a lifestyle real estate team committed to informing and connecting our local communities as well as a team offering design, marketing, and sales solutions for buyers, sellers, developers, local and international investors.

We are no strangers to the competitive Texas real estate market. our background in sales, marketing, and brand management has given us a foundation for success in all aspects of the home buying and selling process. Whether it is implementing a strong marketing campaign or negotiating a winning contract, Ruthardt Real Estate Group strives to produce the best results for our clients.



**CADE RUTHARDT**  
CEO | Realtor®



**ETHAN BABCOCK**  
Amarillo | Realtor®



**JESUS FLORES**  
Amarillo | Realtor®

# ABOUT EXP REALTY



With a focus on innovation, eXp Realty is changing the way that agents, brokers, and homeowners work together in an adaptive sustainable environment.

eXp Realty operates in a virtual office called eXp World. It allows agents to collaborate, share best practices, and network with other top professionals across the world.

eXp Realty is the only real estate brokerage that makes agents shareholders. That means agents have a direct interest in the company's future and actively provide feedback to make sure we're looking out for our buyers and sellers everywhere.



# WHY EXP REALTY?



## POWERFUL TECHNOLOGY

Home buyers and sellers choose eXp Realty for some of the most innovative tools in the industry.

Proprietary transaction platform that tracks status and deadlines to keep everything on schedule.

Paperless transactions.

Instant access to support.

## EFFECTIVE AND ADAPTABLE

As eXp Realty agents, we have marketing tools at our disposal but we also have the flexibility to do what we know is best for our local market.

## MAXIMUM EXPOSURE

eXp Realty uses the nation's largest platform for listing distribution, which means listings quickly reach the broadest possible audience.

## EXTENSIVE EXPERIENCE

In 2009 eXp Realty launched the first ever cloud-based brokerage.

Today eXp Realty is one of the fastest growing real estate brands in North America, with thousands of agents operating across the United States and Canada.



# WHY HIRE US?

Given the proliferation of services that help home buyers and sellers complete their own transactions, you may have considered whether you should do it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

Beyond the price advantage of using an agent, homes listed by Ruthardt Real Estate Group agents get more exposure and our sellers get more support. Here are some other considerations:

- **We are trained and licensed professionals.**
- **We have experience in your neighborhood and your market.**
- **We have oversight from brokers and state licensing officials.**
- **Our job is to advise you on the best way to reach your goals.**
- **We know how to present your home and deal with buyers.**
- **We know how and where to market properties effectively.**
- **We know how to overcome typical snags that occur in real estate transactions and closings.**
- **We understand state-required disclosures and look out for your best interests.**
- **We understand personal safety and security for your belongings during showings.**
- **We know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.**
- **We have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.**
- **We know how to negotiate.**
- **Our job is making real estate transactions successful.**
- **Our continuing education keeps us up-to-date on housing issues.**





# OUR VALUES



## KNOWLEDGEABLE

We strive to understand our markets and our clients' needs.



## CONNECTED

Relationships are everything to us; we connect people to their homes and to people within their communities.



## PASSIONATE

We believe that working with "all heart" can change the world.



## PLAYFUL

We love what we do and it shows.



## UPSTANDING

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



## EFFECTIVE

We set a high bar and move mountains to exceed expectations.



## ACCOUNTABLE

We operate with a high level of accountability, taking full ownership in delivering on our commitment to excellence.

# WHAT OTHERS HAVE SAID



Local Knowledge: ★★★★★  
Process Expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation Skills: ★★★★★

Cade is very professional and was a great resource in helping me buy my first investment property in Amarillo. I highly recommend him! He really put in the effort to educate me about the best areas for rentals, negotiate the deal well, as well as help me ballpark repair costs.



Local Knowledge: ★★★★★  
Process Expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation Skills: ★★★★★

Cade handled every detail in the sell of my rental property and demonstrated expertise and professionalism. When I listed my property with him, he went above and beyond to market it and the right buyer came along quickly. He communicated the process well and was quick to respond to any questions. I've decided to use him on other properties because he is passionate about real estate and made me feel like a priority. Thanks for your hard work, Cade!



Local Knowledge: ★★★★★  
Process Expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation Skills: ★★★★★

Cade is absolutely amazing at helping find the right place! Very responsive and respectful. Will recommend him to everyone needing a real estate agent!



Local Knowledge: ★★★★★  
Process Expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation Skills: ★★★★★

I've worked with Cade on multiple deals, and whether its a single family home for a first time home buyer or a multi family for an investor, he's always been extremely capable of running the show for his clients. He works throughout the Panhandle, so unlike most realtors who typically only service Amarillo, he has a wealth of knowledge and can think outside the box when trying to satisfy his client's housing needs. Great communication, friendly, and extremely responsive to texts, calls, and documentation requests. This is the guy you want to work with.



# RECENTLY CLOSED DEALS



601 MARTIN AVE, GROOM, TX 79039

**SOLD!**



**CADE RUTHARDT**  
806-336-2014  
cade@ruthardtrealestate.com  
RuthardtRealEstateGroup.com

BROKERED BY **exp REALTY**

**RUTHARDT**  
REAL ESTATE GROUP

4313 SE 14TH, AMARILLO, TX 79104

**SOLD!**



**JESUS FLORES**  
806-881-1437  
jesusflores17W@gmail.com  
RuthardtRealEstateGroup.com

BROKERED BY **exp REALTY**

**RUTHARDT**  
REAL ESTATE GROUP

901 S AUSTIN, AMARILLO, TX 79102

**SOLD!**



**CADE RUTHARDT**  
806-336-2014  
cade@ruthardtrealestate.com  
RuthardtRealEstateGroup.com

BROKERED BY **exp REALTY**

**RUTHARDT**  
REAL ESTATE GROUP

505 EASTERN AVE, GROOM, TX 79039

**SOLD!**



**CADE RUTHARDT**  
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BROKERED BY **exp REALTY**

**RUTHARDT**  
REAL ESTATE GROUP



A modern dining room featuring a dark-stained wooden table and matching benches. A large window with a rustic wooden frame and black muntins looks out onto a green landscape. On the table, there is a vase of purple and green hydrangeas, a straw hat, and some papers. The floor is made of light-colored wood planks. The text "MAKE YOUR MOVE" is overlaid in large white letters on the left side of the image.

**MAKE  
YOUR  
MOVE**



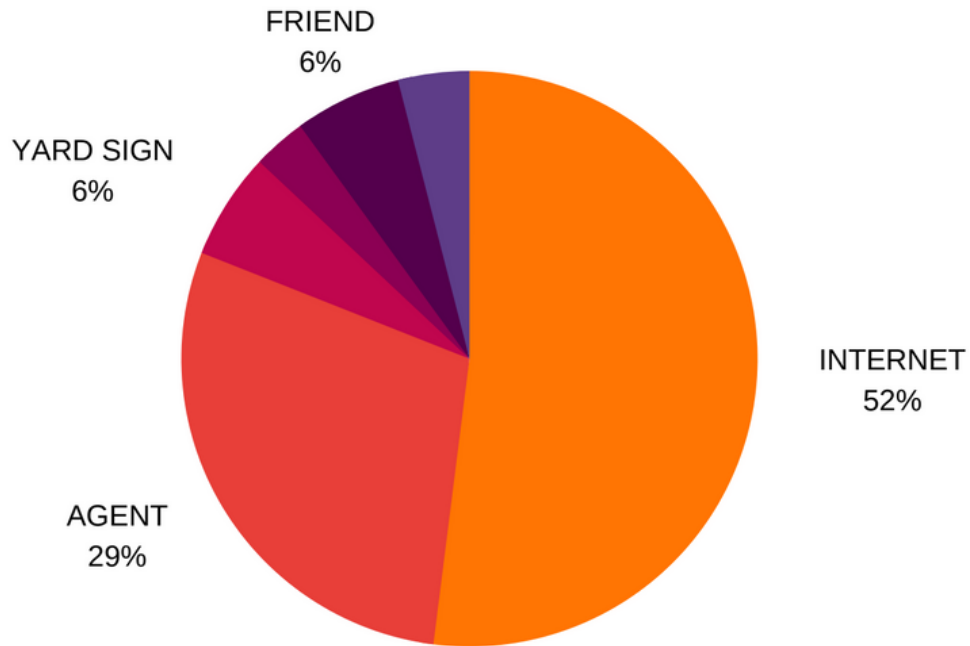
# MARKETING TOUCHPOINTS

YARD SIGN ON PROPERTY	MLS TOUR
HIP-POCKET PRE-MARKETING	PROPERTY ANNOUNCEMENT AT BROKERAGES
PROFESSIONAL PHOTOGRAPHY	CUSTOM EMAIL BLAST
VIRTUAL WALK THROUGH	FEATURE ON EXPREALTY.COM
PERSONAL HOME WEBSITE	FEATURE ON RUTHARDTREALESTATEGROUP.COM
SOCIAL MEDIA SYNDICATION	FEATURE ON LUXURY WEBSITES
CUSTOM DESIGNED POSTCARDS	TELEPHONE MARKETING CAMPAIGN
REAL ESTATE WEBSITE SYNDICATION	OPEN HOUSE
NEIGHBORHOOD MAILOUT	PRINT MARKETING
FACEBOOK PROPERTY PAGE	IN-HOME PROPERTY PUBLICATION



# HOME BUYING TODAY

Where are home buyers today finding their homes?



89% of buyers purchased their home through a real estate agent or broker - a share that has steadily increased from 69 percent in 2001.

<https://www.nar.realtor/research-and-statistics/quick-real-estate-statistics>



# FIRST STEPS TAKEN BY HOME BUYERS

ALL BUYERS	PERCENTAGE
Looked online for properties for sale	44%
Contacted a real estate agent	17%
Looked online for home buying information	11%
Contacted a bank or mortgage lender	7%
Talked to friend or relative	6%
Saw a sign or did a drive	6%

GENERATIONAL DATA	
Silent generation that contacted a real estate agent	29%
Older millennials that searched for information	14%
Younger millennials talked with a friend or relative	12%
Gen Xers that looked online for properties for sale	47%

Sources: NAR Home Buyer and Seller Generational Trends Report 2019 & 2018 Profile of Home Buyers and Sellers

# PRINT COLLATERAL

It's our responsibility to ensure your property is showcased in the most attractive way possible. First impressions are everything and we want to make sure the first impression isn't the last.



## POST CARDS

## FLYERS



# INTERNET EXPOSURE

Your listing will be showcased on all Ruthardt Real Estate Group website platforms. Our website offers the most dynamic home search alongside the highest converting lead capture techniques.



Through our lead capture and sophisticated algorithms using the latest strategies in artificial intelligence, we are able to identify and sell to specific buyers for your home.





# WEBSITE SYNDICATION

Internet buyers today start their home search from the convenience of their home. Therefore, we meet them where they are shopping. Our listings are syndicated to over 250 of the top real estate search websites. This provides you with maximum exposure and the opportunity to showcase your home to the current buyers from wherever they are shopping.



## Some familiar websites include

Zillow	Loopnet	Compass
Trulia	HomeFinder	ZipRealty
Realtor.com	Xome	RealtyTrac
Homes.com	RE/MAX	Sotheby's International
Redfin	Coldwell Banker	Century 21
Hotpads	Keller Williams Realty	MLS.com
Curbed	Movoto	Better Homes & Gardens

A photograph of a library with rows of bookshelves filled with books. Several light bulbs are hanging from the ceiling, casting a warm glow. The text "EXPERTISE YOU CAN COUNT ON" is overlaid in the center in a large, white, sans-serif font.

**EXPERTISE  
YOU CAN  
COUNT ON**



# MARKETING TOOLS

## SIGNAGE

With the reputation of the Ruthardt Real Estate Group, you'll gain higher visibility. Each listing will have an easy to see RREG sign on the property.

## PHOTOGRAPHY | VIDEO TOURS | VIRTUAL TOURS

We'll showcase the best features of your home with high quality, professional photography, and a one-of-a kind virtual tour. These tools gain exposure and allow the maximum number of potential buyers to preview your home before a personal showing.

## INTERNET

We have an extensive web presence where every listing is posted. Each listing includes still photos and our virtual tour. There are also several points of interest to educate and inform people whether they are from the area or relocating. All of our listings are posted on every major internet source.

## FLYERS

Once your property is listed, we take the professional photos and create a detailed and tasteful brochure. These remain in your home for every potential buyer to take with them after the showing. Our full marketing plan includes 20+ items to guarantee the maximum exposure for your property.



# PROFESSIONAL PHOTOGRAPHY

We take pride in marketing your property in the best ways possible. This includes professional photography. Our photographers are trained to capture the true aesthetics of real estate and architecture.

**BEFORE**



**AFTER**

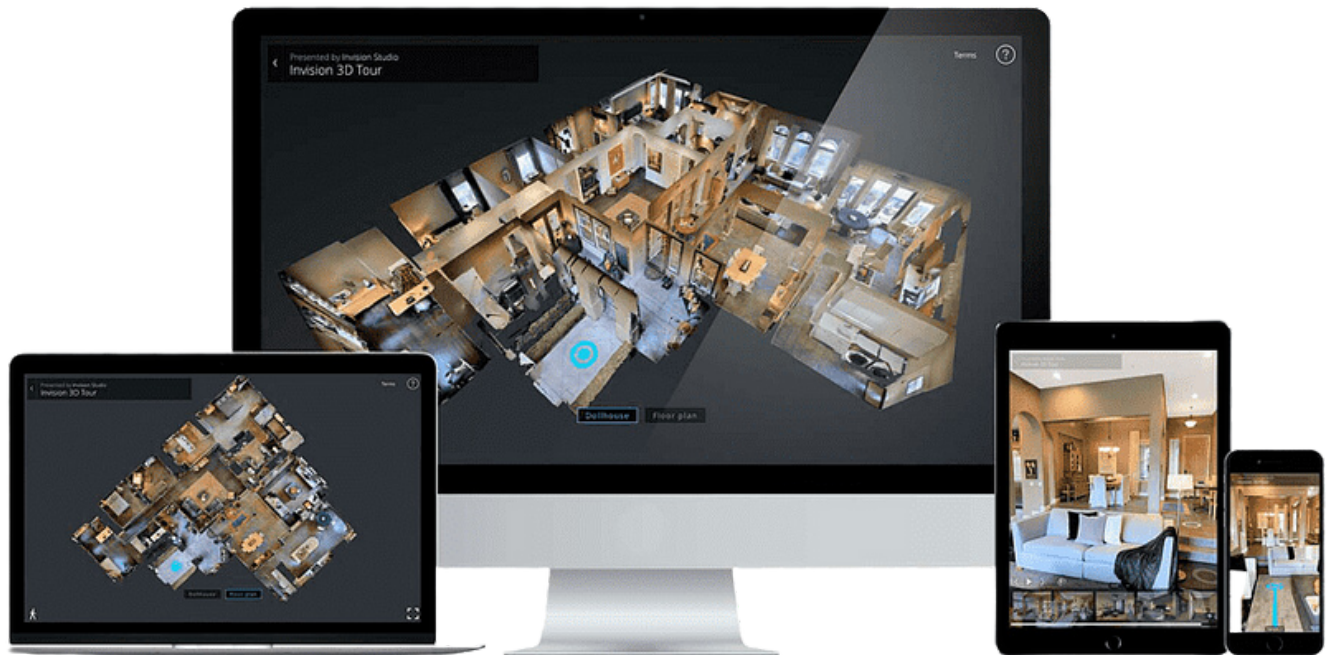




# VIRTUAL SHOWINGS

Ruthardt Real Estate Group strives to stay ahead of the curve in real estate, videos and virtual showings are an effective tool to display your properties and neighborhoods. No matter what is going on in the world, we work to ensure that your property is shown with the accuracy and excellence that it deserves.

We use this marketing strategy to increase offers and requests to look at your properties. These tools and videos help consumers visualize a property, making it more relatable; this, in turn, increases sales.



# STAGING AND DESIGN

Staging can make it easier for a buyer to visualize themselves in a home.

Commonly, we recommend staging the living room, kitchen, master bedroom, and dining room. It is proven that staging can decrease the time your home takes to sell and increase the price of offers.

**BEFORE**



**AFTER**



# EXTERIOR SIGNAGE

Staging can make it easier for a buyer to visualize themselves in a home.

Commonly, we recommend staging the living room, kitchen, master bedroom, and dining room. It is proven that staging can decrease the time your home takes to sell and increase the price of offers.

## YARD SIGN



## OPEN HOUSE SIGN





**RELAX, YOU  
ARE HOME**





# SELLING PROCESS

## 1. PRE-LISTING

The first step to a successful listing on the market is to conduct our pre-listing appointment. During this time, we will evaluate the home and take note of opportunities available for the best presentation possible. We will evaluate the home's current condition and compare it with other listings on the market to ensure that your home presents a competitive edge against the market.

We will also gather measurements, schedule photography, order staging, and handle all necessary documents needed to meet our listing deadlines.

## 2. LISTING

Your signed listing agreement with Ruthardt Real Estate Group will enable us to begin marketing your property. Once all pre-listing steps are completed and everything is gathered. We will deliver the listing packets to the home before the home hits the market.

During this time we will be following our pre-determined marketing schedule for your listing. The home will be shown to agents and clients and feedback will be gathered following the showings.

We will actively work to have your property under contract in the quickest amount of time possible.



# SELLING PROCESS

## 3. UNDER CONTRACT

Once an offer is received and accepted by all parties, your home will go under contract. We will assist and facilitate all negotiations to lead to a win-win situation. During this time, the buyers will have an option period that will allow them to conduct their necessary inspections on your home. Our marketing efforts will continue just in case something falls through during the option period.

It is customary for the buyers of your home to perform an earnest and option money deposit and also acknowledge the receipt of the Sellers Disclosure and any other documents provided to them.

## 4. PENDING

After the Option Period expires, we will move into the Pending stages.

If financing is requested of the buyer, they will be going through the process of securing their loan during this time. As a seller, you should be prepared to cooperate with any documents needed by you during this time. You will be working alongside us, as your agents, and the title company. The title company is the 3rd party that will facilitate the sale and the transfer of title from one owner to the next.

If there are repairs that are agreed upon with the buyers, they should be completed during this time.

# SELLING PROCESS

## 5. CLOSING

Closing the home is the last step in the process. Once the buyer's loan (if any) has been approved, we will schedule a closing time for you to sign your closing documents

Prior to closing, we will provide recommendations to assist in

- Utility Transfer from one owner to the next
- Moving your personal belongings
- Make-ready cleaning services for the new owners
- Packing and shipping of cars, boats, pets, etc.

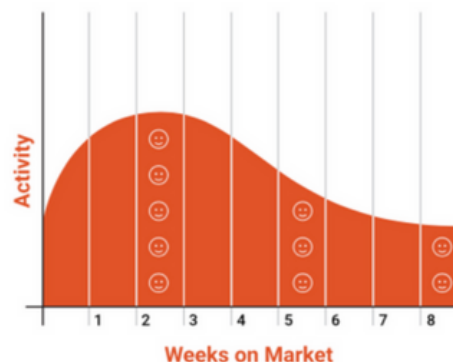
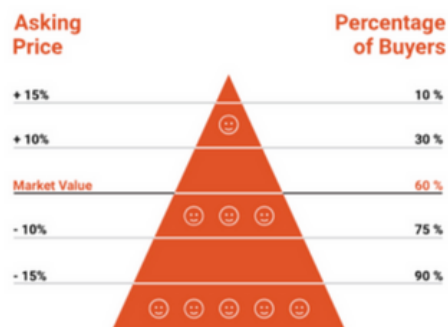
You will receive a closing statement that will outline the debits and credits involved in the sale from the buyer and seller.



# PRICING STRATEGY

When you put your home up for sale, one of the best ways to determine the asking price is to look at comparable sales. There's rarely a perfect apples-to-apples comparison, so a pricing decision often relies on comparisons to several recent sales in the area. Here are five criteria to look for in a sales comparison.

- **Location:** Homes in the same neighborhood typically follow the same market trends. Comparing your home to another in the same neighborhood is a good start, but comparing it to homes on the same street or block is even better.
- **Date of sale:** It varies by location, but housing markets can see a ton of fluctuation in a short time period. It's best to use the most recent sales data available.
- **Home build:** Look for homes with similar architectural styles, numbers of bathrooms and bedrooms, square footage, and other basics.
- **Features and upgrades:** Remodeled bathrooms and kitchens can raise a home's price, and so can less flashy upgrades like a new roof or HVAC system. Be sure to look for similar bells and whistles.
- **Sale types:** Homes that are sold as short sales or foreclosures are often in distress or sold at a lower price than they'd receive from a more typical sale. These homes are not as useful for comparisons.





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