



THE WATERS GROUP
with Town and Country Real Estate



Seller's Packet

{YOUR GUIDE TO SELLING YOUR HOME}

THEWATERSGROUPNM.COM

Please **BOTHER** us!

We love Real Estate. We love closings. And we love this community.

If you have questions like, "Should I sell? Is it a good time to buy? What is my house worth?" We're happy to visit and help in any way we can! No obligation.

As you read the biographies of The Waters Group, you quickly realize that we offer expertise in many areas. We are with you every step of the way from the initial agreement to the closing document.

Service Areas We Cover

Our primary service area is Clovis, New Mexico, but we also service the surrounding areas including Portales, Melrose, and Texico, New Mexico.





About Tammy

Sales and business have motivated me for as long as I can remember. From a very young age I remember getting excited when I had the opportunity to sell something. From Girl Scout cookies to the kits I carried door to door for various fund-raisers in school, I was always selling something. My parents taught me to value hard work and to love business, and it stuck with me from my very first job after high school.

I was born and raised about 30 miles from Clovis. Growing up and into my adult years, Clovis was the “city” to go to for shopping, dining, and playing. I moved to Clovis in 1997, but even prior to moving to Clovis, I owned a retail store here from 1986 to 2012. From 2003 to 2014, I also was a partner in the Java Loft, a local coffee shop. As you can see, I am invested in this city.

I began selling real estate part time in 2006. After closing my retail store, I transitioned to full time and am a Qualifying Broker with Town and Country Real Estate. I truly love the life I have here in Clovis. I enjoy spending time with my husband, Dr. Jack Waters, and I always look forward to seeing my 3 kids, 2 in-laws and 8 grandkids anytime we can. I love being Grammy Tammy!

I serve on the Board of Directors for the Matt 25 Hope Center and am a current member of the Clovis Rotary Club. I have served as past President of the Clovis/Curry County Chamber of Commerce, the Clovis/Portales Association of Realtors, and Rotary.

Clovis and its citizens hold a special place in my heart. If you’re looking to buy, sell, or invest in real estate, I’d love to be your trusted local contact as well as your Realtor!

I can’t be everybody’s Realtor, but I’d love to be yours!

Tammy Waters

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About HP

Meet HP Cargile. A lot of people ask HP what his name means. It does not mean Hewlett Packard or Hockey Puck, but Hulin while the P is just an initial. He is proud of his name because he is named after his grandfather. He has earned the nickname of Horsepower by his family.

Only a few years after graduating from high school in Logan, NM, HP learned a life lesson when he purchased his first home. Not only did he underestimate the importance of home ownership, but he also developed a love of real estate. Throughout his career, he has been on both the selling and purchasing sides of real estate. He also has a passion for helping others make their dreams come true by making that first purchase, maybe flipping a house for resale, or just securing a vacation home.

HP is a native to Eastern New Mexico. He was born in Hobbs, NM where he spent the first 11 years of his life. From there he and his family made the move north to Tatum, NM where his mom and dad opened an automotive business. After 5 years they decided to make another change and moved to Logan, NM. HP graduated from Logan in 1992 and quickly made the move to Lubbock where he purchased his first home.

Currently, HP, his wife, Kristi, and their two kids, Kinlee and Levi live in Melrose. They are active members of The Melrose First Baptist Church. HP also serves on the Village of Council as a Councilman.

If you are looking for the next house to call home or you are ready to sell, remember the name HP. He is ready and willing to listen and gain an understanding of your wants, desires, and needs. HP will work diligently while still maintaining integrity and honesty for his clients.

HP Cargile

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About Latriece



I am so pleased that you are considering me as your Real Estate Broker. I was licensed in 2017 and earned the status of Qualifying Broker in 2022. I love the process of building relationships with clients. Our group is all about meeting your needs and making the process of buying or selling your home a seamless process.

I have lived in Clovis over 30 years and my husband and I own Brooks Interiors which has been voted BEST OF CLOVIS consecutively since 2007. We have tackled everything from one day makeovers,

kitchen and bath remodels, to redesigning most of the locally owned banks in Clovis. I can help you see the potential a home has to offer. If you are selling, as a free service to you, I will stage your home utilizing your furnishings & accessories (if possible,) to showcase the features of your home. Doug was in construction and was a home inspector for a few years. Through his expertise, he has enabled me to become a better Realtor to help you understand and navigate the processes of buying and selling.

I am established and actively involved in the community. I have served on the Chamber of Commerce Board of Directors, the Executive Committee, chaired the Retail Committee, served on the Board of the Clovis Industrial Economic Development, and the Economic Development Committee for the City of Clovis. I

give time and service to local non profit agencies: Matt 25, the Pregnancy Resource Center, and the Salvation Army. I am all about Heartfelt Connections with the people of this community because Clovis has a heart for serving YOU.

We have two children and two grandchildren that we adore and spend as much free time as possible with them.

I would love the opportunity to exceed your expectations as your Realtor.

Latriece Brooks

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About Town and Country Real Estate

Town and Country Real Estate specializes in Residential, Commercial and Farm and Ranch listings. Agents within our firm are licensed in New Mexico, Texas, and Colorado. We offer ranches for sale in New Mexico, Texas, and Colorado and commercial property for sale in Clovis and Roswell, New Mexico. We also market high-end residential properties in the Clovis area. As the preeminent real estate professionals in our community with 60 years in business in the Clovis area, we are dedicated to providing the finest service available while breaking new ground.

Because the real estate industry is becoming more sophisticated and challenging every day, you need a professional that understands the industry and is positioned to stay ahead of the game. Our brokerage specializes in tenant and landlord representations, investment sales, 1031 tax deferred exchanges, sale-leaseback transactions, build-to-suit options, site selection, demographic reports, and in depth financial analysis.

We go the extra mile to help you achieve your goals. That's why we constantly research the market and property values so your property is priced effectively from day one. We also make sure the public knows your property is for sale by using innovative advertising and marketing techniques to attract potential buyers. Town and Country Real Estate was built on the principles of honesty and integrity. The philosophy of placing our customers' needs above all else has and will continue to ensure our success. Extensive references are available upon request.

Services I Provide

WHEN IT COMES TIME TO SELL YOUR HOME you want the best price and the most favorable terms. When we market your property, you receive our customized approach personalized just for you. Here's a list of services we'll provide for you:

- Conduct Initial Walk-Thru and Seller's Goal Interview
- Complete Market Analysis of home including current Market Trends
- Customized Marketing and Communication Plans
- Implement the Marketing Plan and Share Initial Showing Feedback
- Screen and Interview Buyers
- Arrange for Showing Appointments
- Receive and Personally Present Offers
- Assist with Negotiations
- Review and Explain the Formal Purchase Agreement
- Ensure Satisfaction of Contract Contingencies & Timelines
- Coordinate Appraisal and All Inspections
- Oversee Mortgage Approval Process
- Coordinate Final Walk-Thru Inspection
- Coordinate Signing Appointment and Attend with Clients

Marketing

Online/Print Advertising

- Professional Photography
- Listed on our website and real estate office website: thewatersgroupnm.com and clovisnm.com.
- Online Virtual Tour
- Homesnap.com, Realtor.com, Trulia.com, Zillow.com and many more national home search websites
- Custom made, professionally designed full-color flyers and marketing pieces
- Full Color Photography

In person & on-site

- Full-time access to us—including weekends and evenings
- Broker's Home Tour
- Town and Country yard sign
- Coordinated showings
- Public open house

After You Receive an Offer

Most states have a very buyer-friendly contract process meaning the buyer will have several opportunities to terminate the sale prior to closing. However, once the seller signs the contract, they typically do not have an opportunity to terminate the transaction. For this reason, it is critical that you clearly understand – and are in agreement with – the final terms of the contract. It's my job as your listing broker to explain the terms of the contract and all the implications associated with those terms. We will help you plan and negotiate adjustments as needed.

Once an offer is written, the buyer's broker (also called the selling broker) will deliver this offer to me (the listing broker). Some selling brokers prefer to present their offer in person; most will deliver it via email. Regardless of how the offer is received, we will need to review the contract. Typically, your time limit for response is anywhere from several hours to a few days. We can advise you as to whether the allotted time is reasonable for this market. When reviewing the offer, some of the key points you'll want to consider are:

- Purchase price
- Financing
 - Down payment amount/percentage
 - Type of loan (conventional, FHA, VA)
 - Closing cost requests
- Inspection clauses
 - Hazardous materials (asbestos, lead-based paint)
 - House
 - Sewer line
 - Septic / drain field
 - Well
- Title reviews
- Closing date
- Buyer's possession date

As a seller, you have three options upon receipt of the offer.

1. Accept the offer as written
2. Counter the offer on those terms and conditions which are not acceptable to you
3. Reject the offer

After You Receive an Offer Continued...

Acceptance of the offer as written puts the buyer and seller in a position of mutual acceptance and is the trigger for counting the days of deadlines. A counteroffer from the seller to the buyer allows the buyer a specified period of time to accept the seller's offer after which point the offer expires with no contractual obligation on the part of either the buyer or the seller. Upon receipt of a counteroffer from the seller, a buyer has the same options as those available to the seller when reviewing the original offer – acceptance of the offer written, a counteroffer, or a decision to reject or counter the offer. The number of counteroffers made between buyer and seller are limited only by the interest of the parties to continue to negotiate toward an agreement.

Not responding at all to an offer is always an option, although not typical. Usually a lack of response indicates a feeling on the seller's part that the offer is simply too low in price or too unacceptable on some other term to merit attention.

We will provide guidance as you review offers and can assist you in determining if the terms and conditions offered are appropriate for this area. Ultimately, with our help, you will be in a position to determine the response to the buyer that will get your home sold on mutually agreeable terms.

How I'm Paid

$\$200,000 \text{ Selling Price} \times 6\% \text{ Commission} = \$12,000.00$ Total Commissions split between agent who lists your home and agent who brings buyer.



Even though each agent receives a total commission of \$6,000, they are responsible to pay a portion of that to their brokerage, which can be as high as 50%.

FAQ

Many sellers do not fully understand the selling process and the role a Real Estate broker plays. Here are some of the most often asked questions agents receive from sellers.

What is a “listing agreement?” A listing agreement is a document which lays out the contractual terms between the seller and the broker who will be listing the property.

Who pays the buyer’s broker? The seller is responsible for paying commission for both the listing agent and the buyer’s agent. Commissions are typically paid only at closing out of the proceeds of the sale of your home.

What is a “dual broker?” Being a dual broker refers to the practice of the single agent representing both the buyer and the seller during the Real Estate transaction. When an broker acts in a dual capacity, they owe the same fiduciary responsibility to both parties. New Mexico’s purchase agreement details the responsibilities of buyer’s broker, seller’s broker, and dual broker. Sellers considering the use of a dual broker should pay particular attention to the difference in responsibilities when a broker acts as an representative of both the buyer and the seller.

When an experienced, competent broker undertakes the responsibility of acting as a dual broker, the broker no longer acts as an advocate for one party or the other. Rather, the broker becomes more of a mediator. In theory, because the broker knows the details of each party’s bottom line, the broker can negotiate a solution that will please both parties.

What type of information will my broker need from me? To do the best job for you, your broker will need the best information you can provide. This would include such things as:

- Your financial goals regarding the sale of your home
- Willingness to listen to your broker’s advice
- Flexibility in accepting terms and conditions
- Preferred timing for a sale
- Disclosure as to any defects or issues the property may have
- Details about the positive aspects of the home

FAQ Continued...

How does an broker figure out the asking price? Your broker will do what is called a Current Market Analysis or CMA on your home. This typically includes evaluation of recently sold homes in your neighborhood that share similar attributes to your home. It should also include information specific to the market trends in your area.

How will an broker market my home? Every Realtor has their own unique style for marketing a home. We will discuss how your property will be marketed during the listing process.

Can't I just sell my house by myself? Of course. Historically, many sellers sold as For Sale By Owners (FSBOs). Back in the day, buyers would get in their cars and drive around for hours on end to locate a property. With the advent of the Internet, Multiple Listing Services (MLS) are the ultimate source of property information. Having your home listed by a real estate agent vastly increases your visibility in the marketplace. According to the National Association of Realtors, homes sold by owner sold at an average of 16% less than those listed with a Realtor.

What to Ask Other Brokers

Some of you like to interview Realtors to find the best broker for your needs. Here are a few questions to ask:

1. How long have you been selling real estate?
2. Do you specialize in any particular area or client type?
3. Are you a full-time Realtor?
4. How do you customize the selling process for your clients?
5. What does your marketing plan look like?
6. How do you keep your sellers informed during the process?
7. How do you handle the details of your transactions?

Pets in the Home?

A Few Tips for Selling a Home with Pets

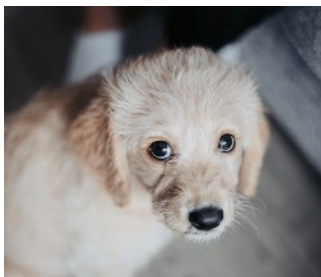
Pets are great! Until you are trying to sell your home. Prospective Buyers often shy away from homes where pets reside, especially if they live inside the home. Here are a few ideas about how to make your home most appealing to buyers:



1 – Puppy Vacation! If a friend or family member is willing to keep and care for your pet while your house is on the market, it is the best solution. It will keep buyers focused on the property, not the pet. If long-term relocation is not an option, make sure there is a way to contain or relocate the pet while Real Estate brokers and prospective buyers are viewing the home. Taking the pet with you away from the home, use of crates or kennels, or a little pet-sitting by a neighbor could make all the difference in getting an offer on your home.



2 – Pet Perfume? One of the biggest problems noted by prospective buyers is “a funny smell” in a home. Pets can prove to be a big challenge in this area. Make sure any indoor pets are as clean as possible. Clean up any accidents and stains left by pets, and keep litter boxes cleaned out thoroughly and often. It’s a good idea to keep pet food and supplies stored in sealed containers, ideally outside the home. It might be necessary to hire a professional service to clean carpets or furniture with excessive pet stains or odors, but the cost will absolutely be worth it.



3 – Fix Fido’s “Faux-Paws” Home-repairs are happening anyway, right? Make sure to take note of any damage done by pets, and fix those spots, too. Does your dog scratch the door to be let in or out? It might need a good scrub or a paint touch-up. Did a pet chew a cabinet door, scratch a wood floor, or leave muddy smudges on the glass door? Fix ‘em. And don’t forget the yard! Patch pet paths with sod, scoop all the poop, fill the holes if you have a digger, pick up pet toys, and make any fence repairs the pets might have caused. Make sure the cleaning and repairs are done before any prospective buyers or Real Estate brokers see the home.

Remember, you’re selling a home, not a pet, and a little effort goes a long way in getting that Sold sign!

THE WATERS GROUP

with Town and Country Real Estate, LLC

HOME STAGING



Tammy Waters
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Latriece Brooks
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WALK & TALK CONSULTATION. Latriece will analyze your home from curbside to patio and make suggestions to get the property readied for sale. Suggestions may include paint colors, finishes, editing personal furniture and accessories. Homeowner will take notes about items to be completed by themselves. Maximum 1 hour.

Fee \$75.00

HOMEOWNER STAGING RECOMMENDATIONS. Latriece will give you a detailed written analysis of the Walk & Talk session, including pictures and specific details for the homeowner to implement, bringing attention to details that need to be addressed that may be overlooked by the homeowner.

Fee \$225.00

OCCUPIED STAGING USES WHAT THE HOMEOWNER ALREADY HAS. Furniture, pictures, and accessory placement in a room of your choice. This will include editing and maybe removing some items from the room to create a larger, more open concept. Pricing depends on what the homeowner wants and how many rooms will be staged.

Minimum Starting price \$150.00

VACANT STAGING: Completely decorate specific rooms with furniture, curtains, bedding, tables, lamps, and accessories. Moving furniture into the home and removing it when it's sold. A rental fee per month will be charged for the furnishings for a designated time set by the homeowner. There are many variables at this stage so pricing has to be determined at the time of consultation.