Home Seller GUIDE

VENTURI realty group

real

Your Trusted Team of Realtors®

hello

Selling your home is a big deal—and it deserves experienced guidance. At Venturi Realty Group, we've spent decades perfecting the process so our clients can sell with confidence and peace of mind.

With a proven system and clear communication, we work closely with you on pricing, preparation, marketing, and negotiation to achieve the best possible result. You'll always know what's happening and why, with professionals who care about your outcome as much as you do.
Our focus is simple: help you make smart decisions and achieve a successful sale.

Venturi Realty Group

As you embark on your real estate journey, it's important to know who you're partnering with.

Meet Tracy & Tego Venturi

Tracy and Tego Venturi bring decades of experience and deep market knowledge to every client relationship. Tracy leads the team as a trusted mentor and trainer, drawing on years of real-world success. Tego oversees marketing, operations, and data analysis, often serving as a resource for the news media and the real estate community. Together, they guide the Venturi Realty Group with expertise that gives clients confidence and results.

Our Story

We started Venturi Realty Group in 2002 with one goal: to be the trusted real estate professionals people turn to in New Mexico. Since then, we've helped more than 4,000 clients buy and sell homes with experience, insight, and integrity.

Our mission

To guide people through real estate decisions with expert advice and clear data - making the process simple, confident, and informed.

Our goal

To earn your trust, deliver results, and help you make confident real estate decisions every time.

real

In 2023, we joined Real Broker, a forward-thinking company that shares our values. This partnership gives our clients even more tools, technology, and support.

HOW MY TEAM WORKS FOR YOU

Selling a home takes a team. With specialists for every step, we handle the details to keep your sale on track.

REALTOR®

TRANSACTION MANAGER

- PAPER WORK
- TIMELINES
- UPDATES

LISTING MANAGER

- PHOTOS
- FLOORPLAN
- MLS LISTING

MARKETING

- VIDEOS
- SOCIAL MEDIA
- PRINT

Testimonials

The Venturi Realty Group is PHENOMENAL. They are such an amazing team and they work together to make all your dreams come true. I am forever grateful to them.

- James W.

We relocated from Alabama to the ABQ area. The Venturi Realty Group was overwhelmingly recommended so we gave them a call. Everyone on the Venturi Team that we had contact with made us feel like we were their only clients.

- Elizabeth H.

We had the BEST experience with Venturi! Our house sold within a day! I highly recommend Venturi Realty Group!

- Robert M.

Home Seller's
ROAD MAP

Venturi Realty Group

505.448.8888

Info @WelcomeHomeABQ.com

welcomehomeabq.com

1

HIRE ME AS YOUR REALTOR®

2

HOME PREP STAGE

- Identify productive home preparation needs.
- Complete any cleaning, repairs, and maintenance if needed.
- This stage can have a high return on investment.

3

SELLING PRICE

We will look at the market and relevant sales to develop a pricing strategy to garner the best price.

4

PREPARE MARKTING MEDIA

- Professionally photograph the home.
- Create a 3-D home tour.
- Create a floor plan for marketing.
- Collect relevant, important selling details for marketing collateral.

5

LIVE ON THE MARKET

- Home goes live on MLS, Zillow, Trulia etc.
- Market your home online & offline.
- Prepare your home for showing day.

Home Seller's

ROAD MAP

6

PREPARE YOUR HOME FOR SHOWING

- Make beds, put all dishes away.
- Do laundry, sweep floors/vacuum carpets.
- Wipe down all countertops & sinks.
- Depersonalize your home.
- All lights on, all blinds and curtains open.
- Eliminate overpowering scents and add room fresheners.

7

REVIEW AND NEGOTIATE OFFERS

- We will work with you to review all offers.
- Accept it or make a counter-offer or reject the offer.

8

REVIEW AGREEMENT

Understand the conditions that must be met to finalize the sale.

9

APPRAISER AND INSPECTION

- The buyer's lender will order an appraisal.
- The buyer will select the inspections they want performed.

10

SIGN AND CLOSE THE SALE

- Buyer’s final walk through.
- Signing of final documents.
- Move out before day of closing.

Preparing Your Home *for Sale*

First Impression

First impressions are everything when selling your home. A well-presented property can be the difference between a quick sale at a good price, or your home sitting on the market for weeks or even months. Here's how you can prepare your home to attract potential buyers:

Deep Cleaning: *A clean home is an inviting one. A deep clean not only enhances the appearance but also signals to buyers that the property has been well-maintained.*

Decluttering: *Clutter-free spaces make rooms appear larger and more appealing. Consider temporarily storing excess belongings off-site.*

Staging: *Staging involves arranging furniture and decor to showcase your home's best features. While professional staging is often worth the investment, even minor adjustments can make a significant impact.*

Repairs and Improvements: *Address any necessary repairs to avoid potential buyers being deterred. Certain improvements, such as applying a fresh coat of paint, can also significantly enhance your home's appeal.*

Curb Appeal: *Don't underestimate the importance of the exterior. Landscaping, a fresh coat of paint, and fresh mulch can all contribute to a positive first impression.*

Neutralizing: *Consider depersonalizing your home to help potential buyers envision themselves living there. This might mean painting over brightly colored walls or removing most of your family photos.*

WE WILL REVIEW THE BEST RECOMMENDATIONS WITH YOU

Let's Clean Your Home

An immaculate home speaks volumes about its care and maintenance.

Start with a thorough deep clean, focusing on high-traffic areas such as the kitchen and bathrooms, as well as often-overlooked details like baseboards, door handles, light switches, ceiling fans, and light fixtures.

For a truly pristine environment, consider hiring professional cleaners. This extra step ensures potential buyers are welcomed into a spotless, fresh-smelling home from the moment they walk in.

Decluttering Your House

A cluttered space can detract from your home's features and make rooms appear smaller. Remove excess items from countertops, shelves, and rooms. Less is more—the goal is to create an open, inviting space where buyers can envision their own belongings. Consider renting a storage unit for larger items that you're not ready to part with but don't serve a purpose during showings. I will give you recommendations based on your situation.

Staging

Staging is the art of arranging furniture and decor to highlight your home's best features and potential. Professional stagers understand buyer psychology and market trends, making them invaluable assets.

If professional staging isn't feasible or within your budget, there are still plenty of ways to maximize your home's appeal:

- ***Arrange furniture to create a sense of space and flow in each room.***
- ***Use lighting to create a warm and welcoming atmosphere.***
- ***Add neutral decor to make your home feel inviting without being overly personal.***

Each of these steps plays a crucial role in presenting your home in the best possible light. A clean, clutter-free, and strategically staged home can dramatically enhance its appeal to potential buyers, leading to faster sales and better offers.

Marketing Your *House*

Presenting your property effectively is a critical step in attracting the right buyers and achieving the best price. Here are the key components of a successful listing:

- *High-quality photos and virtual tours help your home stand out online, where most buyers begin their search. They showcase your property's best features and give potential buyers a true sense of what it's like to live there.*

- *The listing description should highlight the unique features and selling points of your home. It's not just about sharing facts—it's about telling a story that makes buyers want to schedule a showing.*

- *It's important to provide accurate details such as square footage, number of bedrooms and bathrooms, lot size, location, upgrades, and standout features. We work closely with sellers to ensure every detail is correct and appealing.*

- *Once your home is on the market, our listing launch process gives you a strong advantage through targeted advertising on real estate websites, social media platforms, and private showings.*

- *Finally, be ready for inquiries and tours. Timely responses and flexibility in scheduling showings can make all the difference in connecting with the right buyer.*

Showing Your Property

Showing your home to potential buyers is a crucial part of the selling process. This is when buyers get to see and feel what it would be like to live in your home. Here's how we can make the most of this opportunity:

SCHEDULİNG SHOWİNGS

We'll work together to schedule showings at times that are convenient for you, while also being considerate of when potential buyers are most likely to be available. This often includes evenings and weekends.

OPEN HOUSES

Open houses can be an effective way to get a large number of potential buyers through your door. We'll plan these strategically to generate maximum interest.

PREPARİNG FOR SHOWİNGS

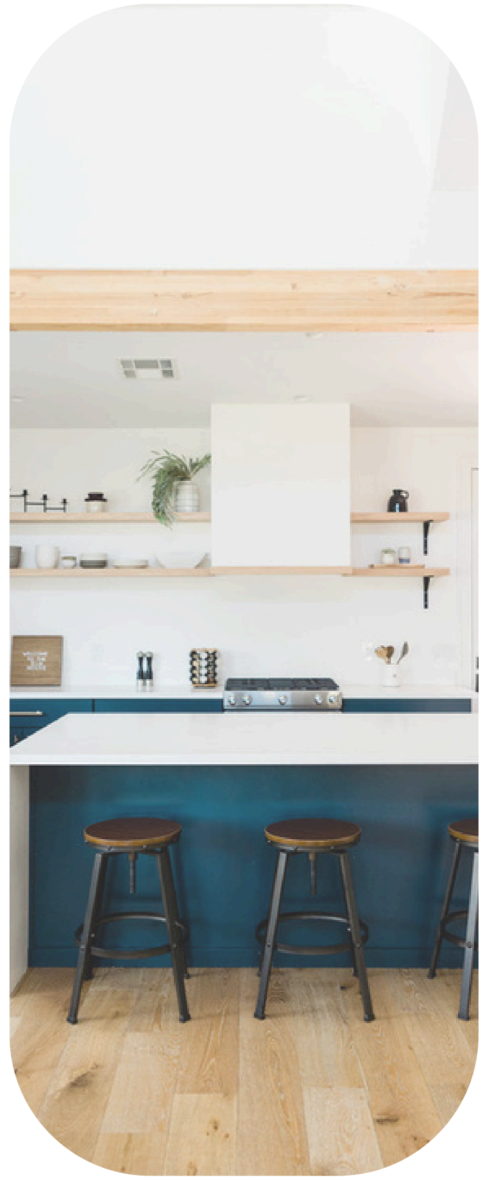
Prior to each showing, ensure your home is clean, tidy, and well-lit. It's also best to step out about 15 minutes before the scheduled time so buyers feel comfortable exploring and imagining themselves in the space.

PROPERTY DETAİLS

All of your home's important details—including features, upgrades, and utility information—are conveniently available in the MLS for both realtors and their clients. This ensures buyers always have the most accurate and up-to-date information at their fingertips.

Receive and Review *Offers*

Once we receive an offer on your property, our team will carefully review and walk you through the merits and potential drawbacks so you feel fully informed and in control. Here’s what this process entails:



Understanding the Offer:
Every offer includes details such as the purchase price, financing, closing date, contingencies, and any additional requests. We’ll explain each element clearly so you can see the full picture before deciding how to move forward.

Evaluating the Offer:
Some offers stand out because of a higher purchase price, while others might be appealing because they come with fewer contingencies or a quicker closing timeline. Together, we’ll weigh the pros and cons so you can choose the path that best fits your goals.

Receive and Review Offers

Buyer Pre-qualification:
Consider the buyer's pre-qualification status. Buyers who have been prequalified or pre-approved for a mortgage may be more likely to secure financing quickly and close the deal.

Reviewing Multiple Offers:
If you receive multiple offers, we'll review them together carefully. Each one will be evaluated based on its strengths and how it aligns with your goals.

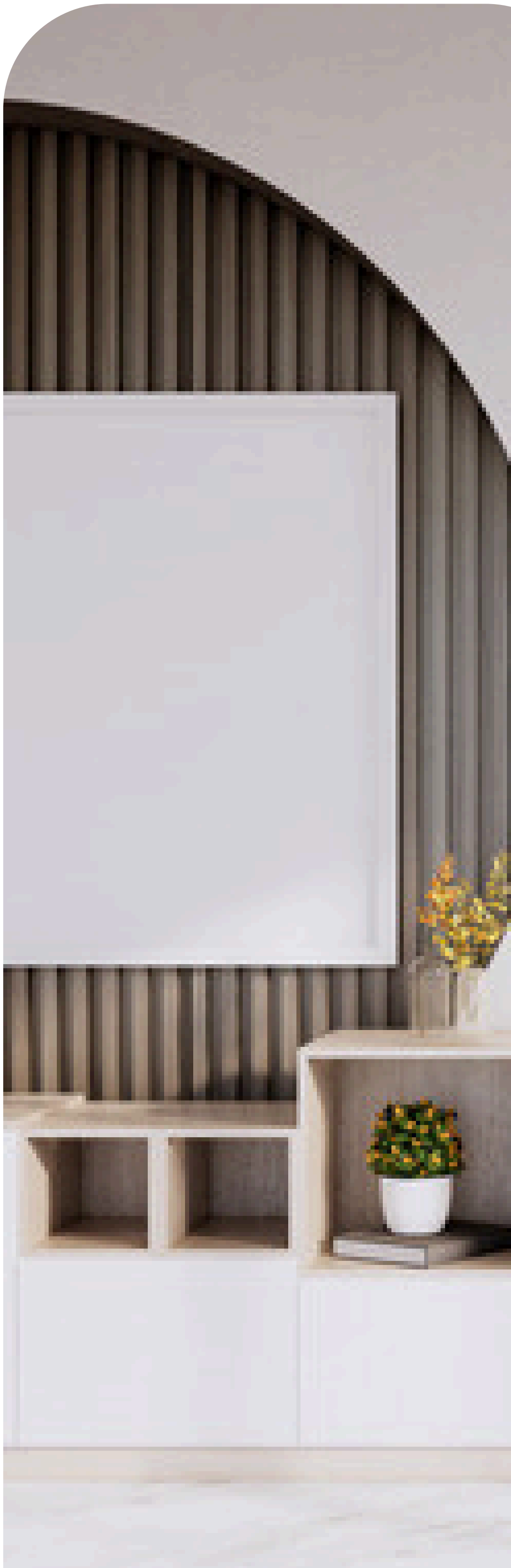
Making Decisions:
After reviewing each offer and considering all aspects, we'll work with you to decide on the best course of action. While we aim to keep every opportunity moving forward, in most cases this means making a counteroffer that positions you in the strongest way possible.

Negotiations:
If a counteroffer is made, we'll handle negotiations on your behalf. This is a natural part of the process where our team ensures your interests are represented while keeping the transaction on track.

Each offer represents a valuable opportunity, and as your REALTORS®, we'll guide you through the process, help you understand the nuances of each option, and support you in making confident and well-informed decisions that bring you closer to your selling goals.

Mastering the Negotiations

Negotiating the sale of your home may feel like a high-stakes poker game, but there's no need for concern. With maintained composure, I will navigate this stage with you.



Understand the Dance

Negotiations are a two-way street. When you respond to an offer with a counteroffer, the potential buyer can accept it, counter it, or decide not to proceed. The back-and-forth can continue until you either land on agreeable terms or decide to part ways. Remember, it's a process!

Know Your Non-Negotiables

Before negotiations begin, identify what matters most to you. These priorities will help guide your decisions, though they may shift if something more favorable is presented.

Keep Calm and Carry On

Selling your home can bring up a lot of emotions. We understand there are many moving parts, and the process can feel overwhelming. We'll be with you every step of the way to guide you through it and ensure a successful outcome.

Mastering *the Negotiations*

Patience is a Virtue

Just as Rome wasn't built in a day, your negotiation may not conclude swiftly. Patience can be your greatest asset during this time. It helps prevent hasty decisions and allows you to wait for the best possible deal.

Use Your Secret Weapon

Having a seasoned REALTOR® during negotiations will prove invaluable. As an experienced market insider, I will champion your interests and provide counsel based on my extensive industry expertise.

Play Nice

While it may seem obvious, it's important to maintain professionalism and respect toward potential buyers throughout the process. We all need to remember that the buyer or seller may be first-timers too. Approaching negotiations with a collaborative mindset helps keep communication constructive and focused on achieving the shared goal—a successful home sale.

Contract-to-Close Management

Our Precision System

Once your home is under contract, the real work begins behind the scenes. At Venturi Realty Group, we use a powerful system called Open To Close to manage every detail of your transaction and ensure nothing falls through the cracks.

Key Contract Dates (28+ standard deadlines):

- *Earnest money & consideration delivery*
- *Title delivery, review & objection periods*
- *Loan approval & appraisal milestones*
- *Insurance, survey, and inspection deadlines*
- *HOA, CCR, and seller disclosure document reviews*
- *Final walk-through and settlement timeline*

Contingencies and Conditions (up to 88 items tracked):

- *Buyer financing, insurance, appraisal & inspection*
- *HOA, PID, and document-specific reviews*
- *Property-specific inspections (roof, sewer, radon, well, solar, etc.)*

Common Negotiation Points Managed:

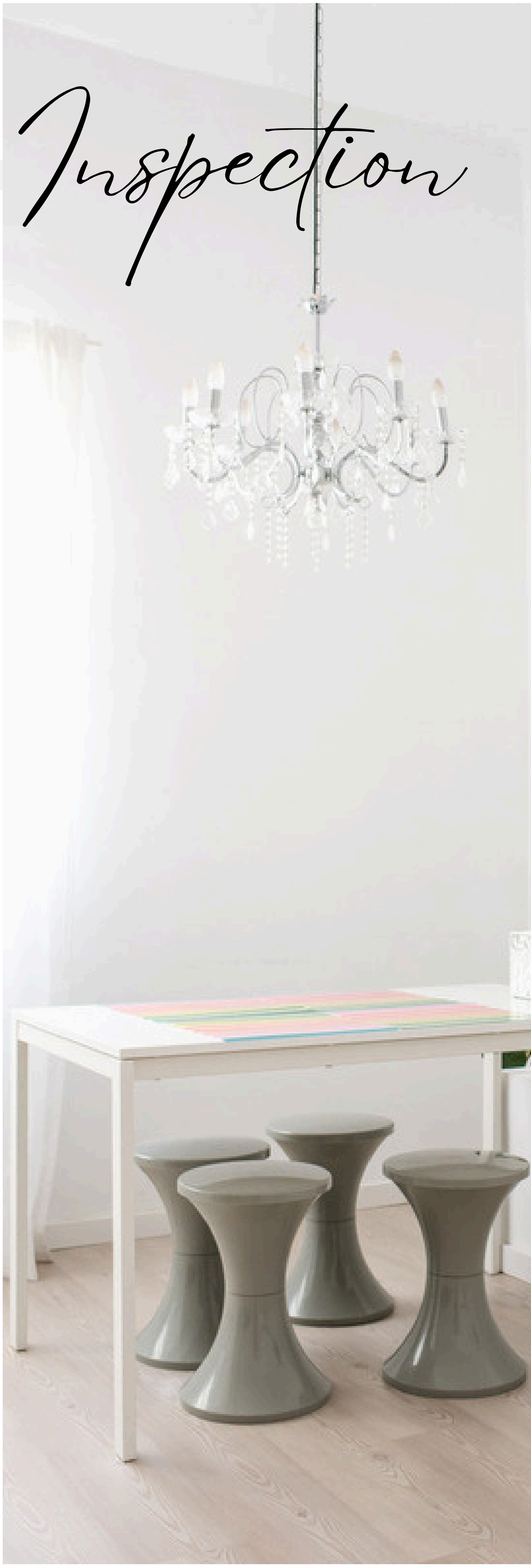
- *Price adjustments, repair credits, closing cost contributions*
- *Dates, deadlines, and deliverables*
- *Communication & approvals with all parties*

Parties Involved - We Coordinate It All:

- *Buyer & seller agents*
- *Transaction coordinators*
- *Title company and escrow*
- *Lenders, appraisers, underwriters*
- *Inspectors, surveyors, and insurance agents*
- *HOAs and document reviewers*

Bottom line: Our system ensures every step is tracked, documented, and proactively managed - so you don’t have to worry about missed deadlines or costly delays.

Undergoing the Inspection



After an offer on your home is accepted, it's time for one of the most important stages in the home selling process—the home inspection. Don't worry; we've got you covered on what to expect.

Understand the Purpose:
Home inspections are designed to protect the buyer from any unforeseen issues with the property. The inspector will run through their checklist and provide a detailed written report to the buyer.

Be Prepared:
Ensure your home is clean and accessible for the inspection. Clear away any clutter that might hinder the inspector's access to areas like the utility room, attic, and electrical panels.

Expect Some Findings:
No home is perfect, and inspectors are trained to find things to include in their report. It is entirely normal if the report comes back with a few (or several) items.

Your Home's Appraisal

If the buyer is starting a home loan, there is a strong possibility that an appraisal is required. Since a lender hasn't walked through your property, an appraiser will provide information to the lender to give them confidence in confirming the loan. Think of the appraiser as the eyes and ears of the lender—they work with the lending party to justify the loan amount to be approved. A buyer may also request an appraisal even if it is not required by the lending party.

DID YOU KNOW?

Appraisers *receive a copy of your purchase agreement, so their valuation isn't just a "shot in the dark." They consider the* ***agreed-upon price*** *along with their independent assessment to determine your home's fair market value.*

The Basics

An appraiser, hired by the buyer or the buyer's lender, will evaluate your home based on a variety of factors, including size, condition, and recent relevant sales, to determine your home's current market value.

Preparation

Just as you'd stage for a showing, ensure your home is clean and presentable for the appraisal. Highlight any recent upgrades or renovations you've made—they can add to your home's value.

The Outcome

The appraisal report will typically come in one of three ways: at value, above value, or below value. If it's at or above the contract price, that's great news. If it comes in lower, we provide options and strategies to address it, such as negotiating with the buyer or contesting the appraisal.

Know Your Options

If the appraisal comes in lower than the sale price, you can reduce your price, or the buyer can bring more money to the table. In some cases, a second appraisal may be an option.

Please note: Sellers do not receive a copy of the appraisal report, as it belongs to the buyer and their lender.

DEALING WITH UNFORESEEN *Issues*

In the home-selling journey, surprises can and do occur, but don't fret. From sudden repairs to renegotiations, I will help handle any bumps in the road.

We'll work together to address issues swiftly, keeping your sale on track.

Remember, a hurdle is just another opportunity for problem-solving and growth.

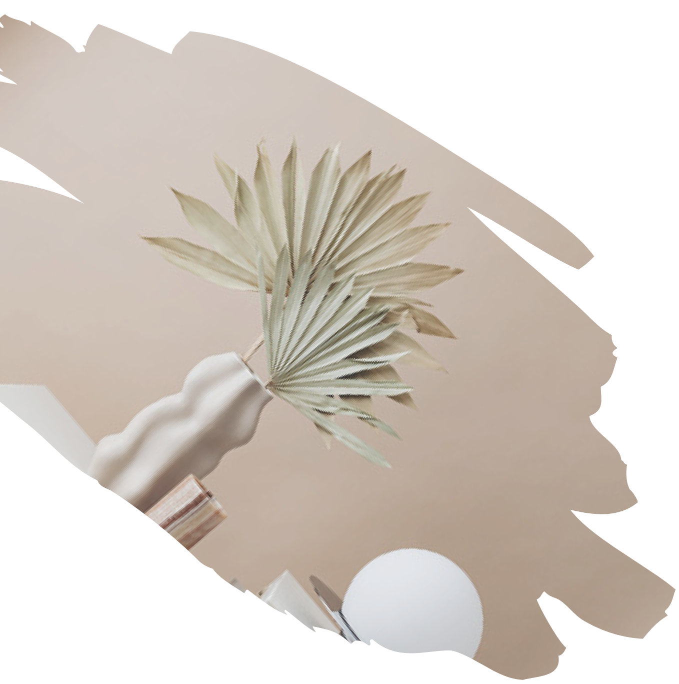
LAST LOOK

FINAL *Walkthrough*

The final walkthrough is the last milestone before the finish line in your home-selling journey. Here's what to expect:

Purpose: The final walkthrough gives buyers the opportunity to verify that the home's condition remains unchanged since their last visit and to ensure that all agreed-upon repairs were completed.

Preparation: Ensure the home is clean. Documentation of completed repairs should be provided for the buyer's reference.



Timing: Typically, the final walkthrough occurs up to 3 days before closing. This timing allows any issues to be addressed before the transaction is finalized.

Problem-Solving: If the buyer identifies new issues, solutions can range from negotiating a price reduction to addressing the issues before closing.

Preparing *for Closing*

Final Countdown!

You're almost there! The journey of selling your home is nearing its end, and closing day is almost here. Before that day arrives, there are a few steps to prepare for. Here's what you need to know:

Understand the Settlement Statement: This document outlines all the costs related to the closing. Review it carefully. As your real estate broker, I'll review it for accuracy and ensure everything is correct and as expected. When we go to signing the title officer will go through this document line by line with you.

Funds for Closing: Typically your closing costs will be shown on the settlement statement and paid out of the proceeds of the sale.

Gather Necessary Documents: Bring all necessary paperwork to the closing, such as identification, keys (including openers, alarm codes, etc.) for the property.

Moving Day: Be packed and ready to move typically before the day of signing. Make sure to leave any agreed upon items staying with the home.

THE GRAND FINALE!

Closing Day

Congratulations! You've made it to the end of your home-selling journey! This is the day when ownership of your home officially transfers to the buyer. Here's a brief rundown:

The Closing Table: Closing usually takes place at the office of the title company. It's where you will sign the final paperwork.

Don't Forget! It is important to remember to transfer utilities, forward mail and reset any alarms and code openers to their default status.

Bring Necessary Items: Don't forget your photo ID and any other documents relevant to the sale. Be ready to hand over keys, garage remotes, and any other devices or codes the new owners will need.

You will be signing a lot of legal documents, which transfers ownership to the buyer, and the closing statement, which itemizes the financial transactions enacted in the process.

In our area, Buyers and sellers sign at separate times, not together

The Final Farewell: Once all the documents are signed, payments are exchanged, and the sale gets recorded at the county, you've officially sold your home!

Understanding Seller *Finances*

When selling your home, it's important to fully understand the financial implications involved. Your net proceeds from the sale will be the selling price minus any outstanding mortgage balance, closing costs, and other expenses.

Broker Commissions: REALTOR® commissions are typically the largest selling cost on the closing statement

Home Repairs or Improvements: You might choose to invest in certain repairs or improvements to increase your home's appeal. These costs should be factored into your budget.

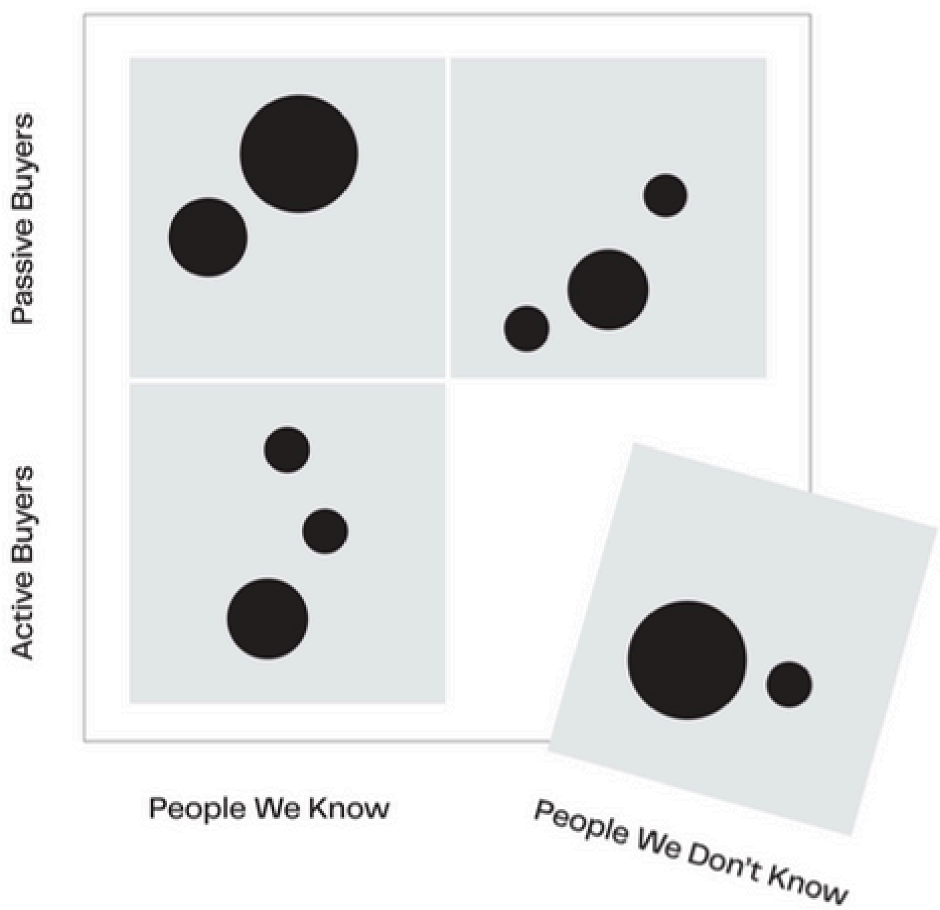
Closing Costs: As the seller, you're typically responsible for several closing costs, which can include a number of fees, such as transfer taxes, title insurance, escrow fees, and notary fees. Generally, you can expect these to total about 8% of the sale price.

Staging Costs: If you decide to professionally stage your home, this will be an additional cost to consider. Staging will help a home sell faster and for more money.

Capital Gains Tax: If your home has significantly appreciated in value, you might have to pay capital gains tax on the profit from the sale. However, there are exclusions and tax breaks available for selling primary residences, so it's advisable to consult with a tax professional.

BUYER *Universe*

We break down the entire universe of buyers into four categories so that we can understand their core motivations and strategically create a targeted activation plan for each group.



Active Buyers / We Know
These are active buyers in our client network already.

Passive Buyers / We Know
People in our network who aren't actively looking but might be interested if the right home catches their eye.

Active Buyers / We Don't Know
Strangers (to us) who are actively house-hunting. Searching online, working with a Broker, or attending open houses.

Passive Buyers / We Don't Know
The largest group consists of people not currently searching but could become buyers with the right opportunity.

We Have Systems to Get in Front of Each Group

BUYER Universe

How We Reach *Passive* Buyers We Know

These are contacts in our network who may not be looking *yet*, but are actively engaged with us.

- 7,000+ monthly email newsletter subscribers
- 15,000+ Home Value & Equity Tracker emails sent monthly
- Monthly local & national market updates
- 50,000+ contacts in our database
- Social followers across Facebook, Instagram, YouTube
- Many are homeowners considering their next move

How We Reach *Active* Buyers We Know

These are buyers actively working with our team and searching for a home.

- 100–200 active buyers in our pipeline at any time
- 4,000+ listing alert emails sent monthly
- Weekly team meetings focused on matching buyer needs with our listings
- Buyers referred by past clients, friends, and partners

BUYER *Universe* *Continued*

How We Market To Active Buyers We Don't Know

These buyers are actively house-hunting, but we haven't met them yet. Our marketing puts your home directly in their path.

- Exposure through the largest MLS in New Mexico, reaching 4,000+ local Realtors
- Listings broadcast to 1,000+ real estate websites, including Zillow, Redfin, Homes.com, and Realtor.com
- Open house strategy designed to connect with new buyers
- High-visibility yard signs with QR codes
- Organic social media reach: 10,000+ monthly views
- Targeted paid ads on Facebook, Instagram, and YouTube
- SEO marketing—featured listings on Albuquerque's #1 agent website
- Zillow Preferred Partner — priority routing of buyer inquiries
- Systems in place to capture every call, click, and inquiry

BUYER *Universe* Continued

How We Market To Passive Buyers We Don’t Know

These buyers aren’t actively looking but could be inspired by the right home and message.

- 10,000+ monthly organic reach via social media
- Weekly podcast listeners: Albuquerque Real Estate Talk
- #1 YouTube channel for NM real estate: 1,200+ videos, 1,000+ subscribers, 150,000+ views in 2024
- SEO and online presence drive 4,000+ monthly website visitors
- Targeted ads designed to spark curiosity and interest
- Yard signs and open houses that attract drive-by interest

PROPERTY *Listing Launch*

Pre-Launch Preperation

- Staging and Home Merchandising
- Professional Photography
- 3D Interactive Virtual Tour
- Prepare Floor Plan
- Expert Property Description
- Property Information and Documents
- Strategic Pricing System

Buzz Creation

- Coming Soon Marketing
- Yard Sign
- Broker Network Marketing

Targeted Outreach

- Reverse Prospecting our database
- MLS Reverse Search

Full Court Press

- We "Turn On" our Systematic Implementation Marketing.
- New on Market Open House
- Broad exposure Syndication to over 1000 Home Listing Sites
- Weekly marketing and activity update
- Showing Feeback
- Weekly check-in

We systematically prepare the home for sale with careful attention and build out a phased launch schedule

Systematic Implementation

Listing Launch System

- Pre-Launch
- Buzz Creation
- Targeted Outreach

Property Showcase System

- Broad Exposure Listing Broadcast
- Syndication to 1,000+ Real Estate Broker websites.
- Placed on the "Big 4" home search destinations.
  - Zillow.com
  - Realtor.com
  - Trulia.com
  - Homes.com
- Broadcast to all the National broker websites such as Redfin, ReMax, Keller Williams, Berkshire Hathaway Home Services, Coldwell Banker, C21, Etc.

Buyer Inquiry System

- No Home Inquiries Missed
- Full-time "Inside Sales" Team. A Venturi Exclusive
- Immediate response system for buyer inquiries.

Broker Network System

- Just Listed Distribution to our Broker Network to market to the REALTOR® community

Social Media System

- Full-time Marketing Specialist
- Paid Targeted "Home For Sale" Ads
- Large Social Media Following

Contract to Close System

- A custom-designed system to track and communicate all the steps, dates, and tasks once the Home is Under Contract.

Strategic Pricing System

By analyzing recent sales, market trends, and active listings we will position your home competitively. This approach helps avoid overpricing, which can lead to a stale listing, or underpricing, which leaves money on the table.

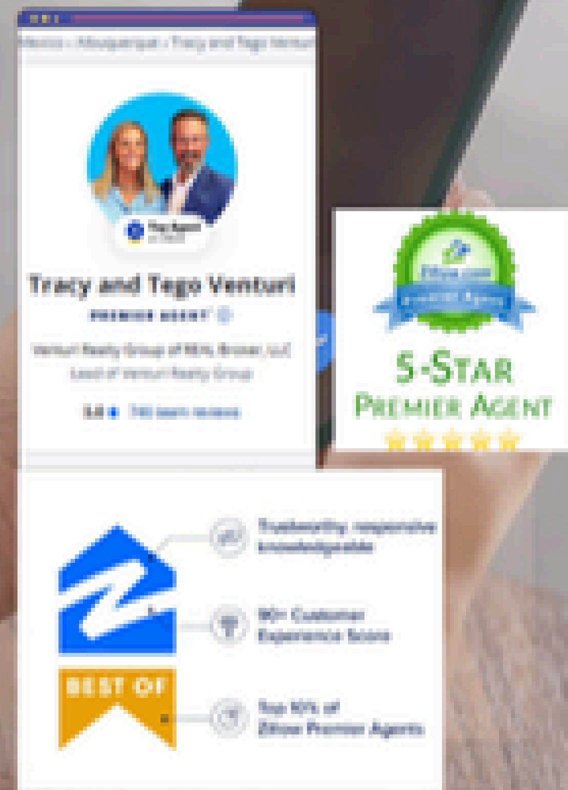
Open House System

- Grande (Launch Weekend) Open House
- Social Media Open House Marketing
- Neighborhood Marketing
- Upcoming Open House Signage

Professional Photography

We use professional photographers and the latest 3-D technology and floor plans to present your home in its best light

TOOLS TO SELL YOUR HOUSE

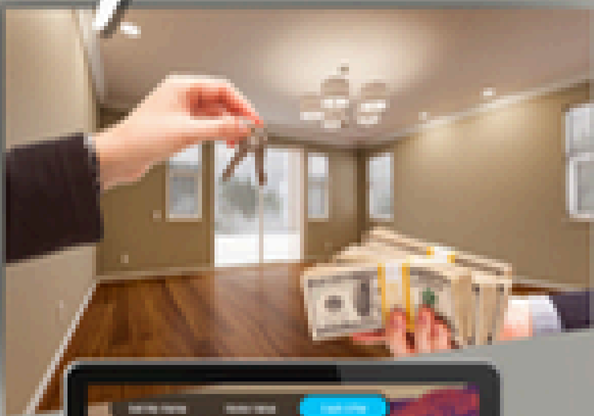


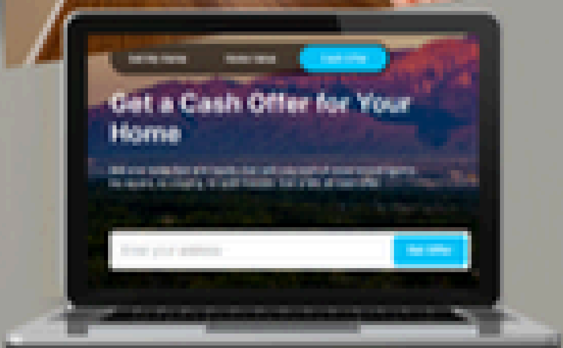
Zillow PREMIER AGENT

OUR AGENTS ARE AT THE TOP OF THEIR GAMES WITH ALL THE TOOLS TO HELP YOU SELL. GET ALL THE BENEFITS TODAY!

Internet & Broadcast Marketing

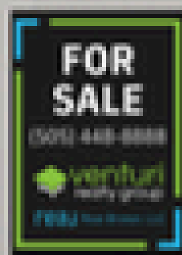
Faster

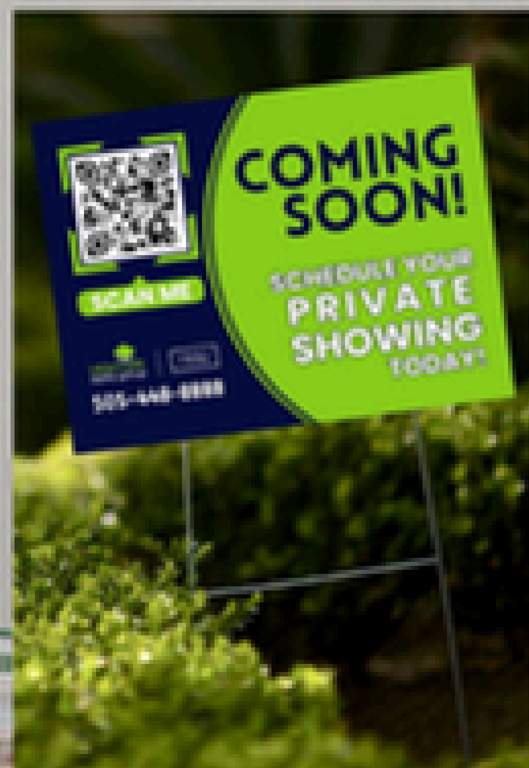


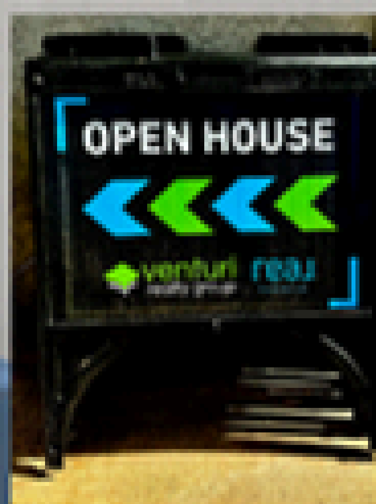


Physical Marketing

We offer a number of physical marketing options that help market your home before it even hits the market!



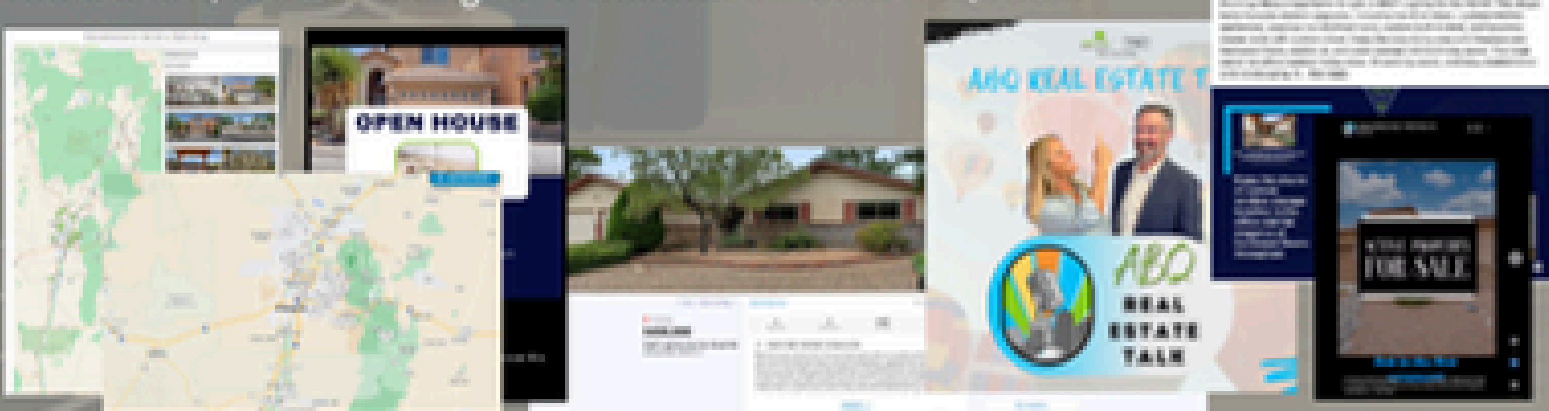




CASH OFFER PROGRAMS

THE VENTURI GROUP HAS TOOLS THAT CAN PURCHASE YOUR HOME FOR CASH IF YOU NEED TO SELL QUICK!

Not only do we market listings on traditional internet sites, we also feature them on our own websites, socials, and even our weekly radio show, broadcasting for a decade on local ABQ radio



SETTING THE RIGHT *Price*

One of the most critical aspects of selling your home is determining the right asking price. Pricing your home correctly from the start can make the difference between a swift, lucrative sale and a drawn-out process with multiple price reductions.

Understanding the Market

The real estate market is driven by supply and demand, which varies by location, season, and economic climate. As your broker, I will help you understand the current market conditions and how they should influence your pricing strategy.

Comparative Market Analysis (CMA)

A Comparative Market Analysis (CMA) examines the prices at which relevant properties in the same area have recently sold. The CMA is the best indicator of what buyers are willing to pay for a home like yours.

Home's Unique Features

While the market analysis provides a base, we'll also consider the unique aspects of your home. Upgrades, additional features like a pool or a large garden, and the overall condition can add value.

Market Trends

Broader market trends can impact your home's price. For instance, low mortgage rates can lead to increased buying power, potentially allowing for a higher asking price.

Remember, setting the right price is both an art and a science. It's about understanding the data behind recent relevant sales while also factoring in the unique qualities of your home. As your real estate broker, my role is to guide you in setting a price that meets your objectives, backed by a deep understanding of the market.

N O T E S

Real Estate TERMS

Adverse Material Facts Disclosure

A statement that a home seller provides, revealing any known significant issues or defects with the property that could negatively impact its value, safety, or desirability, and that a reasonable buyer would consider important in making a purchase decision.

Appraisal

An evaluation of a property's value conducted by a licensed appraiser typically for the benefit of the lender.

Broker

A real estate broker in New Mexico is a licensed professional who facilitates real estate transactions, representing buyers, sellers, or both.

Buyer's broker

The real estate broker representing the buyer.

Closing

A series of events, including Signing, Funding, and Recording, by which the Buyer and Seller satisfy all of their obligations in the Purchase Agreement and the title to the property is conveyed (transferred) to the buyer.

Closing Costs

These are fees paid at the closing by Buyers and Sellers of a real estate transaction.

Commission

The compensation given to real estate professionals for their services. It's usually a percentage of the property's selling price or a flat fee.

Comparative Market Analysis

A report that includes sales of homes in the area similar to yours. It is used to help determine a reasonable marketing price.

Contingency

A condition that must be met in order for a real estate contract to become binding.

Counteroffer

An offer made in response to a previous offer, in which the terms of the original offer are changed.

Deed

A legal document that grants the bearer a right or privilege, providing proof of ownership of real estate property.

Real Estate TERMS

Disclosure

The act of revealing or making known information that was previously hidden or unknown.

Earnest Money

A deposit made by a buyer towards the down payment in evidence of good faith when the purchase agreement is signed.

Escrow

Refers to a third-party service that's usually mandatory in a home-selling process. An escrow company holds onto funds and distributes them accordingly to process at close on a home.

Equity

The amount of the home actually "owned". It's the current market value of a home minus the outstanding mortgage balance.

Fair Market Value

The price that a buyer would probably pay and a seller would accept, both being willing parties.

For Sale By Owner (FSBO)

A property that's being sold without a REALTOR®. The owner handles all aspects of the sale.

Home Inspection

An examination of a real estate property's condition, usually performed by a professional home inspector.

Home Warranty

A policy that covers the cost of maintaining household systems or appliances.

Listing

A property listed for sale. The term "listing" also refers to the contract between the home seller and the real estate broker who will market the home.

Listing Broker

The real estate broker representing the seller.

Mortgage

A loan to finance the purchase of a home, where the property serves as the lender's security for the loan.

Real Estate TERMS

Multiple Listing Service

MLS is a tool that REALTORS® use to compile property data to share with other brokers.

Notice of Objection

A document used by a buyer to inform the seller of specific issues with the property or related documents, requesting that the seller address these concerns before proceeding with the sale.

Offer

The price that a buyer suggests they are willing to pay and terms for a property.

Open House

An event during which potential buyers can tour a house that's for sale.

Pre-approval letter

A letter from a lender indicating that a buyer qualifies for a mortgage of a specific amount.

REALTOR®

Licensed real estate professional who is a member of the National Association of REALTORS® (NAR) and adheres to a strict code of ethics in real estate transactions.

Staging

The act of preparing and showcasing residential or commercial property for sale.

Title Insurance

An insurance policy that protects the holder from financial loss sustained from defects in a title.

Under Contract & Pending

A term used to describe a home that has an accepted offer but the sale has not yet been completed.

Title Search

A process to ensure the property is free of any legal claims, such as liens or disputes, before sale.

Walk-Through

The final inspection by the buyer before closing, ensuring the property is in the agreed-upon condition.

Independent Consideration Fee

A non-refundable payment made by the buyer to the seller directly in exchange for the seller to accept their offer and take the property off the market.

VENTURI REALTY GROUP

YOUR TRUSTED TEAM OF REALTORS®