

YOUR ULTIMATE GUIDE TO

LISTING YOUR HOME

TR

TIFFANY RUSSELL
real estate group

01 MEET THE TEAM

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

We look forward to the opportunity of earning your business and sharing this life milestone with you and your family.





Tiffany Russell

BROKER OWNER

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ABOUT

Tiffany Russell leads her real estate group with a commitment to building lasting partnerships grounded in trust and community connection. With over 20 years in the industry, Tiffany brings a unique blend of local insight and global reach, guiding clients through Austin's dynamic market and expanding opportunities in places like Costa Rica.

With experience spanning land, commercial properties, residential homes, and hospitality investments, Tiffany's strategy caters to clients from first-time homebuyers to seasoned investors. In recent years, she's expanded her investment footprint into Savannah, Georgia, where her real estate knowledge extends across diverse property types. She's more than a guide—she's an advocate who prioritizes each client's unique vision, ensuring they feel at ease and well-informed.

CREDENTIALS

- Broker Owner
- Certified Green Agent
- CIPS- Certified International Property Specialist

What you can expect working with me

I'm *Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

I'm *Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

I'm *Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

I'm *Personal*

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.



Valeria Ramos

REALTOR

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ABOUT

As a dedicated Texas real estate agent, Val is passionate about helping people find their dream homes. With deep roots in Texas, she's lived in various cities, including Corpus Christi, San Antonio, Houston, Dallas, and now Austin. This diverse background gives her a unique understanding of the state's diverse real estate market.

Beyond real estate expertise, Val is an active community member, volunteering time and supporting local initiatives. When not at work, she enjoys spending time with my pets, Lola and Cashew, or cheering on my favorite sports teams. Val's commitment to excellence and client-focused approach make her a trusted advisor for buyers and sellers alike.

Cresil Lomocso

ABOUT

Cresil, a dedicated mother of two, brings invaluable real estate expertise to her position as an administrative assistant. Specializing in administrative support and listings management, she ensures her clients have ample time for what truly matters while consistently delivering exceptional service and satisfaction.



02

Prepare for the Market



Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall the sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale of your home, it will keep the sale process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.

03

Strategic Marketing



Pricing Your Home

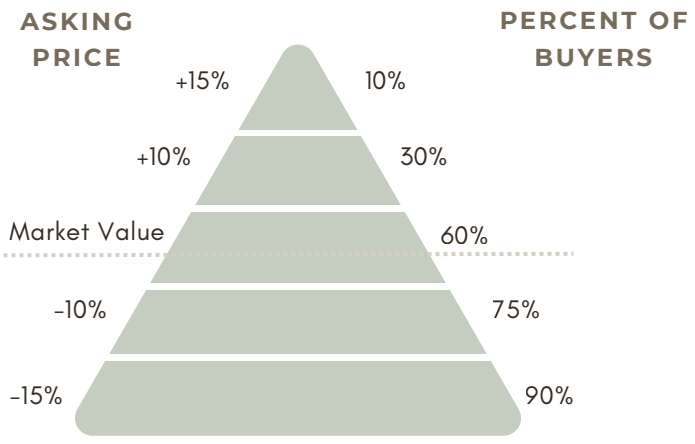
Here's something that may surprise you...

Properties that are priced right from the beginning *typically sell for more in the end.*

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

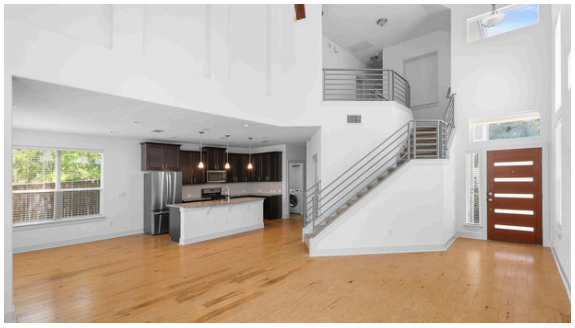
A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.









What's the big deal about listing photos & videos?

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

The photos to the left are examples from our previous listings

What's Included in my Marketing Plan

- Guidance on staging & decluttering
- Professional photography
- Professional videography
- 3D virtual tour
- 2D home layout
- Displayed on brokerage website
- Social media campaigns
- Pre-listing exposure on Top Agent Network
- Exclusive sneak peeks
- Notify surrounding neighbors & welcome them to the open house
- Open houses 1st & 2nd Weekend
- Digital & Print Flyers
- Youtube walkthrough
- Yard sign
- Broker previews & tours

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Hollywood-Level 3D Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

OUR REACH

3k+

SUBSCRIBERS + FOLLOWERS

Top 10% In Austin

WE'RE APART OF THE TOP AGENT NETWORK, AN EXCLUSIVE & PRIVATE GROUP FOR THE TOP 10% OF AGENTS IN THE AUSTIN AREA

4k+

AGENT DATABASE



Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones, but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

04

Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

We'll provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, we are notified. That means no one is accessing your home without my knowledge.

After each showing we will share any feedback received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.

05

The Closing Process



This process begins once we accept an offer on the home. Here are the major milestones to expect:

Escrow: The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

Buyer's Due Diligence/Option Period: The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

Loan Approval and Appraisal: The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

Final Walkthrough: Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

Closing Day: The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

Private Listing Options



Sometimes the right move isn't going fully public right away. Our private listing strategy allows us to build interest and momentum while keeping your preferences and timeline in mind.

FLEX MLS – Private Listing
We'll enter your property into FLEX MLS as a Private Listing. This allows us to market within MLS directly to other agents, while keeping the listing hidden from consumer-facing sites. It's a smart way to capture attention and generate early interest before going fully live in December.

Clubhouse Access
Through Clubhouse—a private, agent-to-agent platform exclusive to Austin's top-producing agents—we'll showcase your home to a curated group of professionals who specialize in connecting off-market opportunities with motivated buyers.

Top Agent Network (TAN)
As members of TAN, a trusted, invitation-only community for the top 10% of producing agents, we'll position your property in front of serious buyers who are actively seeking homes not yet available on MLS.
Social Media Preview (Address Withheld)
We'll create a teaser-style social media post highlighting your home without publishing the address. This sparks curiosity and drives inquiries from agents and tenants, while ensuring privacy until your tenant has moved out.

Our Layered Strategy
This approach ensures your home gains traction with the right audiences—all while protecting your privacy and timeline. By the time you're ready to return to the active MLS market, we'll already have strong interest in place.

Why Offering Buyer Agent Compensation is a Smart Move



Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



SERVICE *levels*

BASIC

2.25%

- Pricing strategy and Comparative Market Analysis (CMA)
- Listing paperwork and compliance with disclosures
- Professional photography (standard still photos)
- MLS entry and syndication to major real estate sites
- Yard sign and lockbox installation
- Coordination of buyer showings
- Offer presentation and contract negotiation
- Transaction oversight through closing (inspections, appraisals, title, etc.)

STANDARD

3%

Includes all Basic Service items, plus enhanced marketing and buyer engagement.

- Open house hosting (1-2 events included)
- Custom property flyers/brochures for buyers
- Social media promotion of the listing
- Enhanced MLS write-up with feature highlights
- Weekly marketing updates, strategy adjustments, and Buyer feedback collection
- Additional hands-on communication/marketing support with adjustments as needed until contract phase

ALL INCLUSIVE - PREMIUM

4%

- Full-service marketing package with maximum exposure and concierge-level support.
- All Basic + Standard Services
- Professional home staging consultation (and accessory staging if needed)
- Staging Assistance: If you need full or partial furniture staging, TRREG will meet the staging companies for walkthroughs and bids, and provide information on options
- Drone photography and videography for aerial views
- 3D/virtual tour for online buyers
- Premium ad campaigns (paid social, boosted online listings)
- Multiple open houses and broker tour
- TRREG will coordinate tradespeople on timelines & other necessary steps before the listing goes live

Please note: By law, all commission rates are negotiable. The rates listed in this guide are not fixed and can be adjusted based on a mutual agreement between the homeowner and the agent.



SERVICES *continued*

RETURN CLIENTS- SELLING

- Basic Package 2%
- Standard Package 2.5%
- Premium Package 3.25%

RETURN CLIENTS- BUYING & SELLING

- Basic Package 1.5%
- Standard Package 2%
- Premium Package 3%

FLAT FEE 5K

- Ideal for clients who have found their own buyer/seller and need guidance throughout the transaction. TRREG does not interact with the buyer
- All contract paperwork is filled out for the client
- Provides guidance on how to deal with negotiations and repair requests
- Navigation with the lenders and title companies
- Helps clients get to closing like a pro!

FOR SALE BY OWNER 1%

- Broker Fee, Photography and Marketing costs are separate
- Listing Placement: TRREG will handle the placement of signs and lockboxes for easy access during showings.
- MLS and Leading Real Estate Websites: TRREG will list your property on multiple platforms, including MLS, Zillow, Realtor.com, Trulia, Apartments.com, and more

THE LITTLE DETAILS

Buyer agency compensation is a separate and negotiated fee at the time of buyers offer. All programs are subject to change without notice. Seller and TRREG must agree on the list price and active list date to qualify. Buyer agency commission is set as a separate fee outside of the listing fee with TRREG. The home must be in sale condition and transition to "Coming Soon" status within 14 calendar days of the listing agreement. The home must become active 15 days after the first day of "Coming Soon" status. The replacement property must close within 365 calendar days of the sold home. Ranches, acreage, commercial, and multi-family properties are excluded. If an unrepresented buyer makes an offer and is accepted by the seller, TRREG will charge 1% over listing agreement compensation to complete the process for both parties.



CLIENT *accolades*

"

The Austin market has been challenging this year but Tiffany and her team were able to use their vast knowledge base and creativity to properly market and ultimately sell our home above asking. We've worked with Tiffany on two homes and would work with her a third if we were in the Austin area. She is very personable, patient, and always available for whatever questions arise - she's the best!

I don't think the English language has words powerful enough to convey how highly I recommend Tiffany. She is THE BEST realtor I could have ever imagined. She is extremely knowledgeable, attentive to detail, and is always ready to explain the nuances of a house. Tiffany is so responsible! She is always on the ball, does not procrastinate and is never too busy for questions or follow ups or showings. She is a fantastic negotiator, and got thousands knocked off our closing costs. Tiffany is just a true and honorable person, and also funny and kind and a joy to be around.

I've used Tiffany for 2 real estate purchases, and several rental properties, and she and her team have always handled things with the utmost care and professionalism.
I know I can always count on Tiffany and her team to be there if I ever have any questions.
Can not recommend more!

Tiffany is amazing. I can't recommend her highly enough. Tiffany recently worked with me to sell my home in Central Austin (the first time I had sold a home). From start to finish, she was responsive, efficient, decisive, and sharp. She returned calls right away, marketed the home early in the process to ensure a quick sale, and was available and knowledgeable throughout the negotiation and closing process. I was incredibly impressed with Tiffany and would recommend her without hesitation. Thanks Tiffany!

"



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 72 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

512-554-2620 | TiffanyRussellGroup.com | Tiffany@TiffanyRussellGroup.com