SELLER'S GUIDE



LET'S GET YOUR HOME SOLD

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United Realty Group has proudly served the Las Vegas community since 2012, providing exceptional real estate services with a strong commitment to professionalism and client success.

With two convenient office locations in the valley, our East/Central office at 4496 S. Pecos Rd and our Summerlin office at 8330 W. Sahara Ave, Suite 110. We are strategically positioned to serve clients across the entire Las Vegas area.

United Realty Group has grown into one of the top real estate brokerages in Las Vegas, with a team of over 300 agents dedicated to delivering outstanding results. Our brokerage consistently ranks among the Top 10 offices out of more than 100 in the market, reflecting our performance, leadership, and strong presence in the industry.

We are also proud to be recognized as the #1 Hispanic-owned real estate brokerage in Las Vegas, a testament to our diverse community, culture, and commitment to excellence.

At United Realty Group, we continue to raise the standard by supporting our agents, empowering our clients, and building lasting success in every transaction.

INTRODUCTION



Born and raised in the City of Angels, Los Angeles is in my DNA. My lifelong connection to Southern California gives me an intimate understanding of the region's diverse geography, demographics, and unique microclimates — knowledge that helps my clients make informed decisions.

Over the years I've had the privilege of selling real estate throughout California and working with clients from all walks of life. One of the most rewarding parts is the excitement on a first-time buyer's face as they open the door to their new home for the very first time. I'm also proud to be a licensed REALTOR® and homeowner in Nevada. As more Angelenos make the move to Las Vegas, I'm uniquely positioned to help navigate that transition — with the same market expertise, personal attention, and attention to detail my Los Angeles clients expect.

Gabriel Browne

GABRIEL BROWNE

SUCCESS STORIES

Gabriel is the best agent in the business. Very helpful, accessible, answered my question promptly. If anyone would like to own a place to call home I promise you with everything in the world, working with Gabriel is the best option. I had worked with multiple agents and no one i mean no one will come close to Gabriel. I really,genuinely respect and appreciate Gabriel for making my purchases easier. He's confidence, honesty i will remember for the rest of my life. Gabrie, I just wanted you to know how much I appreciate you for everything.

Sam



He is the greatest. He has helped me and my family so much. Very attentive, nice, caring, knowledgeable, always available. You couldn't ask for a better realtor. And he was so patient and catered all of my needs. Thank you Gabriel!!!

Heather Ogden

THE PROCESS

So that you know what to expect.



1.CLEAN HOUSE

Declutter, repair, update and clean your home thoroughly.



2. PRICING

We will find comparable listings and determine a fair price that you can be confident in.



3. PHOTOS

Gorgeous photos attract buyers, particularly online. Our photography partners would love to work with you to showcase your home.



4. SHOWINGS

Keeping your home "showing perfect" can be difficult, but a clean, orderly home sells.



5. OFFERS

We will review all offers with you, and advise you as we negotiate.



6. CLOSING

It's finally closing day! The inspection is done, the keys will be handed over, and you will receive your proceeds.

FACTORS WHEN SELLING

PRICING

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.



HOW IT SHOWS

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

PREPARATION

Getting your home ready to sell is all about creating a strong first impression and positioning it to attract the right buyers. With the right preparation, you can sell faster and often for a higher price.

TAKE STOCK

We'll take a good look around to determine where your current home needs improvement. Some fixes are mainly cosmetic and you may be able to handle them on your own. Other problems are more significant and may require replacement and/or hiring home maintenance professionals.

CLEAR OUT & CLEAN UP

Once we've taken stock of it all, tackle what matters most. This initial investment of time and money can help generate a faster sale at a higher price. You want home-buyers to imagine your house as their own, so clear out the clutter. You'll also want to clean everything, from the baseboards to the ceilings and every spot in between.

UPDATE & UPKEEP

Impress house-hunters with simple yet visually appealing updates. Inside, consider swapping out old light fixtures, painting dark walls lighter, and replacing dingy carpets. Outside, keep up with your yard work: trim bushes and trees, keep the grass cut or the driveway shoveled, and tend to plants and flowers. All of this will lead to a great first impression.

SHOW-READY & LIST

Once your home is prepped, we'll schedule photography and get everything ready for the market. From there, you can take a step back while we launch a full marketing plan using open houses, social media, and print marketing to reach the right buyers.

FIRST IMPRESSIONS MATTER

Simple updates can make a big difference. Inside, light and neutral spaces feel more inviting. Outside, maintaining your yard, trimming landscaping, and keeping everything tidy helps create that strong first impression buyers remember.

MARKETING

A proven approach to maximize exposure, attract the right buyers, and sell your home for top value.

PROSPECTING

Consistent outreach to buyers, agents, neighbors, and my network to create interest and opportunities around your home.

MARKETING

A full marketing launch including coming soon exposure, online marketing, social media, and print to maximize visibility.

COMMUNICATION

Ongoing updates, showing feedback, agent follow-ups, and weekly check-ins so you're always informed.

FIRST IMPRESSIONS MATTER. YOUR MARKETING IS EVERYTHING.

SHOWCASING YOUR HOME

Beautiful professional photos and video are proven to increase interest. Our photography partners will make your home look its best.

- **AERIAL PHOTOGRAPHY**
  Highlight land, views, and outdoor space
- **VIRTUAL TOURS**
  Great for out-of-area buyers
- **PROFESSIONAL VIDEO**
  High-performing content that drive engagement

PHOTOS

Beautiful professional photos and video are proven to increase interest. Our photography partners will make your home look its best.

SOCIAL

Most new home searches begin on the internet, and many start with social media. Our social media presence will ensure more buyers view your home.

PRINT MARKETING

A well-crafted professional brochure can help answer questions a buyer may have. It will also highlight the home's features and any nearby amenities.

OPEN HOUSE

A well-executed open house brings qualified buyers through your home and creates a sense of demand. It's a key part of building momentum and showcasing your home at its best.

PRICING YOUR HOME TO SELL

Setting the right price is one of the most important steps in the selling process. A strong pricing strategy can mean the difference between selling quickly or sitting on the market.

ESTABLISHING THE RIGHT PRICE

We'll conduct a detailed market analysis using data from recently sold homes in your area. This allows us to determine a competitive and realistic price that aligns with current market conditions.

Buyers today are well-informed. They've seen multiple homes and understand value quickly. Pricing your home correctly from the start helps attract more interest and stronger offers.



WHAT IMPACTS YOUR HOME'S VALUE

- Location and neighborhood
- Current market conditions
- Comparable homes for sale and recently sold
- Age and condition of the home
- Design, layout, and amenities
- Upgrades and improvements

WHY PRICING MATTERS

Pricing your home at fair market value from day one creates urgency, attracts more buyers, and can lead to stronger offers. Overpricing can cause your home to sit on the market, while strategic pricing helps you sell faster and for the best possible return.

STAGING

To highlight a property's best features, we often stage a home. This includes removing excess furniture, removing personal belongings, and rearranging the layout for optimal flow and space.

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This helps secure the full financial potential of the property, selling for a higher price. We will assist with the homes staging or hire a professional stager.

BEFORE



AFTER



TIPS FOR SHOWING YOUR HOME & CURB APPEAL

- If you've painted in neutral tones, add touches of color with accessories.
- Place fresh flowers where they'll stand out.
- Open all doors and windows beforehand to circulate fresh air.
- Pick up toys, remove all clutter, ensure beds are made, put clothes away.
- Floors should be clean, carpets and rugs vacuumed.
- Trash and recycling bins should be tidy and odor-free.
- The kitchen and bathrooms should sparkle.
- Ideally, pets should be unseen. Pet areas should be clean and odor-free.
- Remove all cash, jewelry, and small valuables from view.
- Add a fresh coat of paint to the front door
- Place flowers or planters near the entry
- Update exterior lighting and hardware if needed
- Pressure wash the driveway and walkways
- Keep the lawn trimmed and landscaping well-maintained
- Update house numbers and check the condition of your mailbox
- Add a clean, welcoming doormat at the front door

PHOTOGRAPHY & SHOWINGS CHECKLIST

GENERAL PREP

- ◯ Declutter: Clear off all flat surfaces (less is more)
- ◯ Remove personal items, photos, and documents
- ◯ Store valuables, mail, and prescription medications
- ◯ Make beds, put away clothes, toys, & misc. items
- ◯ Deep clean the entire home
- ◯ Touch up paint on walls, trim, and doors
- ◯ Replace burnt-out light bulbs and clean fixtures
- ◯ Ensure doors, windows, & lighting are all functioning
- ◯ Clean closets (buyers will look!)
- ◯ Reduce or remove visible pet items
- ◯ Avoid strong cooking smells or odors

KITCHEN & BATHROOMS

- ◯ Clear countertops as much as possible
- ◯ Put away dishes, sponges, and cleaning supplies
- ◯ Remove magnets, and clutter from the fridge
- ◯ Keep everything clean, minimal, and organized
- ◯ Remove personal items from showers, and tubs
- ◯ Store cleaning supplies, trash cans, & plungers
- ◯ Hang towels neatly and remove rugs if needed
- ◯ Close toilet lids and ensure everything is spotless

EXTERIOR & CURB APPEAL

- ◯ Mow lawn, trim bushes, and clean up landscaping
- ◯ Weed gardens and tidy patios
- ◯ Pressure wash driveway and walkways
- ◯ Clean windows and gutters
- ◯ Add plants or flowers near the entrance
- ◯ Paint or touch up the front door
- ◯ Add a clean welcome mat
- ◯ Ensure doorbell, lighting, & exterior fixtures work
- ◯ Remove old or worn outdoor furniture

DAY OF PHOTOS OR SHOWINGS

- ◯ Turn on all lights and open blinds
- ◯ Turn off ceiling fans
- ◯ Remove trash before each showing
- ◯ Hide pet items (and pets if possible)
- ◯ Eliminate any odors (pets, food, etc.)
- ◯ Do a quick final tidy before leaving
- ◯ Replace or clean carpets

💡 Pro Tips

- Don’t shove clutter into closets, buyers will open them
- Keep everything feeling clean, bright, and neutral
- First impressions matter, buyers notice details immediately

THE ADVANTAGE OF LISTING WITH ME

When you're selling your home, it's important to have an expert on your side. If you need assistance with selling your home or would like more information, here are some ways I can help you:



EXPERIENCED PROFESSIONAL

One of the main reasons to hire a real estate agent is because they have the experience and knowledge necessary to help you sell your home quickly and for the best possible price. Real estate agents have a deep understanding of the real estate market and know how to price your home competitively.

NETWORKING AND CONTACTS

In addition to my experience, real estate agents also have a vast network of contacts, including other real estate agents, mortgage lenders, home inspectors, and

NEGOTIATIONS AND PAPERWORK

Another advantage of working with a real estate agent is that they can take care of all the paperwork and negotiations for you. This can be a big help, especially if you're busy or if you're not familiar with the process.

MARKETING YOUR HOME

Marketing your home plays a key role in securing the highest value and attracting the right buyer. A strong, multi-channel strategy ensures your home stands out from day one.

MLS LISTING

Listed on the MLS and major platforms like Zillow and Realtor.com to reach active buyers and agents.

SHOWINGS & LOCKBOX

Secure lockbox access allows agents to easily show your home to qualified buyers.

SOCIAL MEDIA

Targeted promotion across platforms like Facebook, Instagram, and LinkedIn to increase visibility.

SIGNAGE & OPEN HOUSES

“For Sale” signage and strategically scheduled open houses to drive traffic and attention.

EMAIL MARKETING

Featured in email campaigns and newsletters sent directly to buyers and agents.

VIRTUAL TOUR

A detailed walkthrough experience that allows buyers to explore your home online.



OFFER

We've recieved an offer, or multiple offers; now what?

YOU ACCEPT

If you accept the offer and it's unconditional, congratulations! You've sold your home. If you accept the offer and it contained conditions, the buyer's real estate professional will work with their clients to satisfy and waive conditions by the condition('s) expiry date.

YOU REJECT

If you reject the offer, it's up to the buyers to decide what they want to do next. They can submit a new Offer to Purchase or look elsewhere.

YOU COUNTER

If you want to make a counter offer, discuss with your real estate professional the terms with which you were unhappy (price, possession date, inclusions, etc.). Provide a counter offer with the terms you want.

MULTIPLE OFFERS

A multiple offer situation is when multiple buyers submit an Offer to Purchase on the same property, at the same time. It's your decision how to proceed in the event of multiple offers. We will help you to understand your options, and to advise and guide you through this.



FACTORS TO CONSIDER

When a buyer submits an offer, it's important to look at the full picture, not just the highest price. Understanding each part of the offer allows you to choose the best overall terms for your situation.

OFFER PRICE

The amount the buyer is willing to pay for your home, including how costs may be structured within the offer.

EARNEST MONEY

A deposit (typically around 1%) showing the buyer is serious. This is applied toward their costs at closing.

CLOSING COSTS

Usually paid by the buyer, but some may request the seller to cover a portion as part of negotiations.

LOAN TYPE

Conventional loans are often the least complicated and most appealing for a seller. FHA and VA offers can be strong, but they often come with stricter appraisal and property condition requirements.

CONTINGENCIES

Conditions that must be met (like inspections or financing). Fewer contingencies typically mean a stronger offer.

CASH OFFER

Cash offers can be more appealing since there's no lender involved, often leading to a faster, smoother closing.

CLOSING TIMELINE

Buyers may want a quick close or need more time depending on their situation. The right timeline depends on what works best for you.

WHAT ARE CONTINGENCIES?

Contingencies are conditions that must be met for the sale to move forward. These can include financing, inspections, or the sale of another home. If not met, the buyer may cancel without penalty.

PRO TIP

The best offer isn't always the highest—it's the one with the strongest terms, least risk, and best fit for your timeline.

PRE-CLOSING & FINAL NEGOTIATIONS

HOME INSPECTION

After your home goes under contract, the buyer will typically schedule a professional inspection. This is a detailed evaluation of the home's condition, including structural, mechanical, and safety components. Based on the findings, the buyer may request repairs, a credit, or a price adjustment. This is a normal part of the process, and we'll guide you through how to respond strategically.

APPRAISAL

If the buyer is obtaining financing, their lender will require an independent appraisal to confirm the home's value. The appraiser evaluates the property based on comparable sales, condition, location, and market trends. If the appraisal comes in below the agreed price, the buyer may request a price reduction or renegotiate terms to move forward.

NEGOTIATIONS

This stage often involves back-and-forth discussions after inspections and appraisal. Buyers may request repairs, credits, or changes to terms. My role is to help you navigate these conversations, protect your interests, and keep the deal moving forward while working toward a fair outcome for both sides.

REPAIR REQUESTS

Inspection findings may lead to repair requests from the buyer. Some items are minor and easily resolved, while others may require more consideration. We'll review each request together, determine what's reasonable, and negotiate solutions that make sense without overextending you.

FINAL WALK THROUGH

Within 24 hours of closing, the buyer will complete a final walkthrough of the home. This is their opportunity to confirm the property is in the agreed-upon condition, verify that any negotiated repairs have been completed, and ensure nothing included in the contract has been removed. This step helps ensure a smooth transition into closing.





CLOSING DAY

WHERE CLOSING TAKES PLACE?

Closing is typically held at the office of the title company. A Notary will be sent to your designated location if you are out of state. This is where all final documents are signed and funds are processed to complete the transaction.

WHO WILL BE THERE?

Several parties may be involved in closing, including a title representative, your agent, the buyer and their agent, the lender, and any attorneys involved. Each plays a role in ensuring everything is completed correctly.

CLOSING COSTS FOR SELLERS

As the seller, there are a few standard costs to expect at closing. These may include:

- Remaining mortgage balance and any applicable penalties
- Real estate agent commissions
- Title insurance policy
- Property taxes (typically prorated with the buyer)
- Any unpaid assessments, liens, or claims against the property
- Optional home warranty (if offered in the sale)
- Recording or administrative fees

WHAT TO BRING TO CLOSING

- Government-issued photo ID (typically two forms)
- House keys
- Garage remotes
- Mailbox keys

Make sure everything is ready to ensure a smooth and efficient closing appointment.

SIGNING & COMPLETION

On closing day, you'll review and sign the final documents needed to transfer ownership. Once everything is signed and funds are received and processed, the transaction is officially complete.

FAQS

Your questions, our answers!



How long will selling my home take?

Depending on market conditions and other factors, the process can really vary. We can generally expect an accepted offer in under 4 weeks.

What is the best time of year to sell?

A general rule of thumb is that the Spring and Summer are ideal times to sell. However, in our current market, any time is good.

How do I know what my home is worth?

We will provide a comprehensive Comparable Market Analysis (CMA), which is a comparison of similar properties actively listed, recently sold and those that didn't sell. The CMA makes it easier to understand market value and helps us to to set a price you are comfortable with.

Who Pays What

THIS CHART INDICATES WHO CUSTOMARILY PAYS WHAT COSTS		CASH	FHA	VA	CONV
1	Down Payment	BUYER	BUYER	BUYER	BUYER
2	Termite (Wood Infestation) Inspection			SELLER	
3	Property Inspection (if requested by Buyer)	BUYER	BUYER	BUYER	BUYER
4	Property Repairs, If any (Negotiable)	SELLER	SELLER	SELLER	SELLER
5	New Loan Origination Fee (Negotiable)		BUYER	BUYER	BUYER
6	Discount Points (Negotiable)		BUYER	SELLER	BUYER
7	Document Preparation Fee (Negotiable)		SELLER	SELLER	BUYER
8	Credit Report		BUYER	BUYER	BUYER
9	Appraisal or Extension Fee (Negotiable)		BUYER	BUYER	BUYER
10	Interest Proration on Sellers Existing Loan				
11	Existing Loan Payoff	SELLER	SELLER	SELLER	SELLER
12	Existing Loan Payoff Demand	SELLER	SELLER	SELLER	SELLER
13	Loan Prepayment Penalty (If any)	SELLER	SELLER	SELLER	SELLER
14	Next Month's PITI Payment		BUYER	BUYER	BUYER
15	Prepaid Interest (Next 30 Days)		BUYER	BUYER	BUYER
16	Mortgage Transfer Fee				
17	Reserve Account Balance (Credit Seller / Charge Buyer)		PRORATE	PRORATE	PRORATE
18	FHA MIP, VA Funding Fee, PMI Premium		BUYER	BUYER	BUYER
19	Assessments Payoff or Proration (sewer, paving, etc)	SELLER			
20	Taxes	PRORATE	PRORATE	PRORATE	PRORATE
21	Tax Impounds		BUYER	BUYER	BUYER
22	Tax Service Contract		SELLER	SELLER	BUYER
23	Fire/Hazard Insurance	BUYER	BUYER	BUYER	BUYER
24	Flood Insurance		BUYER	BUYER	BUYER
25	Homeowners Association (HOA) Transfer Fee	SPLIT	SPLIT	SELLER	SPLIT
26	HOA/Disclosure Fee	SELLER	SELLER	SELLER	SELLER
27	Current HOA Payment	PRORATE	PRORATE	PRORATE	PRORATE
28	Next Month's HOA Payment	BUYER	BUYER	BUYER	BUYER
29	Home Warranty Premium (Negotiable)				
30	Sales Agent/Broker Commissions	SELLER	SELLER	SELLER	SELLER
31	Homeowners Title policy	BUYER	BUYER	BUYER	BUYER
32	Lenders Title Policy and Endorsements		BUYER	BUYER	BUYER
33	Account Servicing Set-Up Fee (Negotiable)				
34	Escrow Fee (NOTE: Charge Seller on VA Loan)	SPLIT	SPLIT	SELLER	SPLIT
35	Recording Fee's (Flat Rate)	SPLIT	SPLIT	SPLIT	SPLIT
36	Reconveyance/Satisfaction Fee	SELLER	SELLER	SELLER	SELLER
37	Courier/Express Mail Fees	SPLIT	SPLIT	SPLIT	SPLIT
38	Wire Fee's	SPLIT	SPLIT	SELLER	SPLIT
39	Email Loan Documents		BUYER	SELLER	BUYER

Note: Prorated items will appear on Closing Statement as charges for one and credits for the other.

A LUXURY ESCROW EXPERIENCE



Clear Title has been delivering exceptional luxury service since 2015, meeting the high expectations of our elite clientele. When closing a transaction through Clear Title, you can expect a true white-glove experience no matter what type of property you purchase.

NAR SETTLEMENT

The National Association of REALTORS® (NAR) has announced a settlement to end litigation related to broker commissions affecting over one million members and various REALTOR® associations and MLSs. This settlement includes a $418 million payment.
NAR denies any wrongdoing related to the MLS cooperative compensation model but agreed to new rules prohibiting offers of broker compensation via MLS and requiring written agreements between MLS participants and buyers.

Changes NAR Agreed to Implement:

- Prohibit MLS Compensation Offers: Sellers CAN offer a Co-Op it just MAY NOT be marketed through the MLS
- Written Agreements: Requirement for MLS participants working with buyers to enter into written agreements with their buyers.
- Continued Option for Compensation: Offers of broker compensation can still be pursued off-MLS through negotiation.
- Implementation Timeline: Changes effective mid-July 2024.

In summary: sellers can still offer cooperative commissions to buyer agents. With the new buyer broker agreement system, every buyer must have a written agreement with their agent, detailing commissions. Commissions for buyer's agents are now a negotiable closing cost added to the other terms in offers similar to other closing expenses. We excel at getting these costs covered for our clients and will never let commissions stand in the way of you securing your desired home. Through our preferred partners, we have a program in place to cover some of these costs for you.

A LUXURY ESCROW **EXPERIENCE**

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CLEAR TITLE COMPANY



NOTES



UNITED REALTY GROUP
The World is Yours

READY TO SELL?

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REALTOR® EQUAL HOUSING OPPORTUNITY