

# LISTING GUIDE



**INTEGRITY** and **HONESTY** is at the foundation of our success. Through **TRUST** with our clients and business partners our goal is to remain **RESILIENT** in your home ownership goals and provide **HOPE** to New Mexicans across the state



PREPARED BY  
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# ABOUT NORTH STAR REALTY GROUP NM

## What

North Star Realty Group NM is a Veteran owned company that works in residential real estate sales with a specialization in military relocation. Our goal is to cover all military bases in New Mexico and provide an exceptional customer experience and smooth transition. In addition to helping in the selling and buying of real estate North Star Realty Group NM provides 10% of net profits to help in combating homelessness in New Mexico.

## Why

North Star Realty Group NM was founded with the purpose of providing real estate services across New Mexico and providing hope for the communities in which we serve. Built on the Catholic principles of serving others our goal is to be able to provide affordable housing in the community to enrich hope in others guiding them to their North Star. Integrity is at the foundation of North Star and how we provide and serve others through real estate. We provide real estate services for the community and in return, our goal is to provide affordable housing and a path to home ownership. Just as the North Star is known for holding nearly still in our sky as the entire Northern sky moves around it, North Star Realty Group NM is steadfast and a fixed destination you can depend on to guide you home.

## How

Through real estate sales, North Star Realty Group NM will contribute 10% of net profits to make an impact on the homelessness surrounding New Mexico. Through our initiatives, our goal is to find the underlying problems and provide affordable housing while educating on available resources and home ownership. Through our efforts, we will develop a homeless-to-homeowner program designed to provide affordable housing while working through the program to qualify for a home.

Integrity | Honesty | Trust | Resilient | Hope



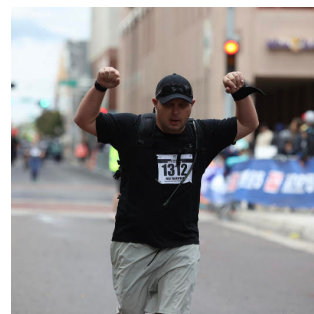
# ABOUT JUSTIN LENTE



## JUSTIN LENTE Founder/CEO

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Justin Lente was born in Albuquerque New Mexico and shortly after high school, he joined the United States Navy in 2003 where he was stationed on the U.S.S. Tarawa, a ship out of San Diego California. While stationed on the ship he had the opportunity to travel and see a lot of the world from places like Australia, Hong Kong, Singapore, and many more. After his tour of duty on the ship he was then stationed at Marine Aviation Logistics Squadron 24 in Kaneohe Hawaii, where he lived for three years. In 2010 after serving in the Navy Justin was ready to move forward to pursue his college degree and moved to North Carolina and received his bachelor's degree from The University of North Carolina at Charlotte in Business Administration with majors in both Business Finance and Business Management in 2014. Along with pursuing his degree in North Carolina Justin developed a passion for real estate and real estate investing in 2012 where he was awarded Rookie of the Year for Coldwell Banker. Along with working in the real estate industry as a Realtor Justin worked as a Mortgage Loan Officer licensed in North Carolina, Pennsylvania, Virginia, Tennessee, Michigan, Indiana, California, Hawaii, New Mexico, Oregon, Texas, and Ohio with Cardinal Financial. In 2017 Justin decided to follow his North Star which led him back to his hometown of New Mexico 2017 where he pursued a master's degree and graduated from the University of Dayton with an MBA in May of 2020 with a 3.51 GPA. Most recently in the last few years, he has worked for the Department of Housing and Urban Development as a Tier 2 Customer Service Representative and Realtor. As of December 2022, Justin has now started his own brokerage NorthStar Realty Group NM where he provides residential real estate services for buyers and sellers and specializes in military relocation across New Mexico. On a personal side, Justin lives at home in Rio Rancho with his wife Romelda and 2 dogs Brutus and Shadow, and has a daughter Hayley that is attending the University of New Mexico pursuing a nursing degree. Justin enjoys sports, spending time with his family at their lake house in Lake Sumner, and most recently started running and competed in the Duke City Marathon.



# FORMULA FOR SUCCESS



## PROFESSIONAL PHOTOGRAPHY

Most potential buyers will not only view the images of your home before reading anything about it, but they'll also only look at those images for a few seconds before forming an opinion.

## SOCIAL MEDIA MARKETING

WE'RE ON FACEBOOK and Instagram  
Reach the influential  
Find "hidden buyers".  
Create excitement and  
Invitations to open houses



## WEBSITE/DATABASE

Instant information is available 24 hours a day.



# INFORMATION SOURCES USED IN HOME SEARCH



Studies by the National Association of Realtors® have shown the following:

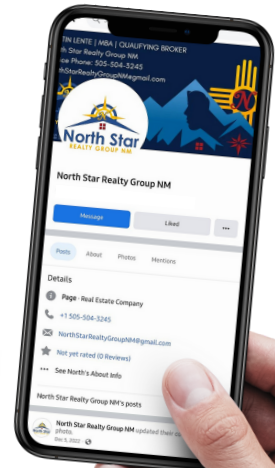
- Nearly all buyers used online tools in the search process at 95%.
- 87% of buyers purchased their home through a Real Estate Agent or Broker.
- Buyers benefit from the assistance of a real estate professional to find the right home for them, negotiate the terms of the sale and negotiate the best price.

Source: NAR 2021 Profile of Home Buyers and Sellers

# SOCIAL MEDIA



We're on Facebook and Instagram!



- Reach the influential
- Find the "hidden buyers"
- Create excitement
- Invitations to Open Houses



# PICTURE PERFECT



# STEPS TO GET YOUR HOME SOLD!



## THE FOLLOWING ARE STEPS WE TAKE TO GET HOME **SOLD!**

1. Submit your home to our local Multiple Listing Service
2. Keep you updated on a weekly basis with all social media & website hits.
3. Price your home competitively. To open the market vs. narrowing the market.
4. Promote your home at the company Facebook page.
5. Develop a list of features of your home for the Brokers to use with their potential buyers.
6. Suggest and advise as to any changes you may want to make in your property to make it more saleable.
7. Constantly update you to any changes in the marketplace (EVERY FRIDAY)
8. Prospect 4 hours per day and talk to 50 people per day looking for potential buyers.
9. Contact over the next seven days, my buyers leads, center of influence and past clients for their referrals and prospective buyers.
10. Add additional exposure through a professional sign and lock box
11. Professional pictures to be taken.
12. Matterport to be added to the listing for additional exposure
13. Whenever possible, pre-qualify the prospective buyers.
14. Keep you aware of the various methods of financing that a buyer might want to use.
15. Follow up on the salespeople who have shown your home for their feedback and response.
16. Represent you in all offer presentations to assist you in negotiating the possible price and terms.
17. Handle all the follow up upon a contract being accepted, all mortgage, title, and other closing procedures.



# LISTING PLAN OF ACTION



## LISTING PLAN OF ACTION

1

To assist in getting as many qualified buyers as possible into your home until it is SOLD

2

To communicate to you every Monday the results of our activities .

3

To assist you in negotiating the highest dollar value...between you and the buyer

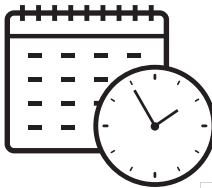
MONDAY

Schedule professional photos of the house



TUESDAY

Plan or schedule open house



WEDNESDAY

Final review of listing Info



THURSDAY

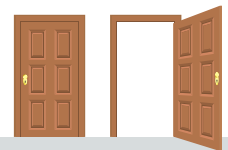
Go Live!

Pass out 'Just Listed' flyers



FRIDAY

DOOR KNOCKING THURSDAY!



SATURDAY OR SUNDAY

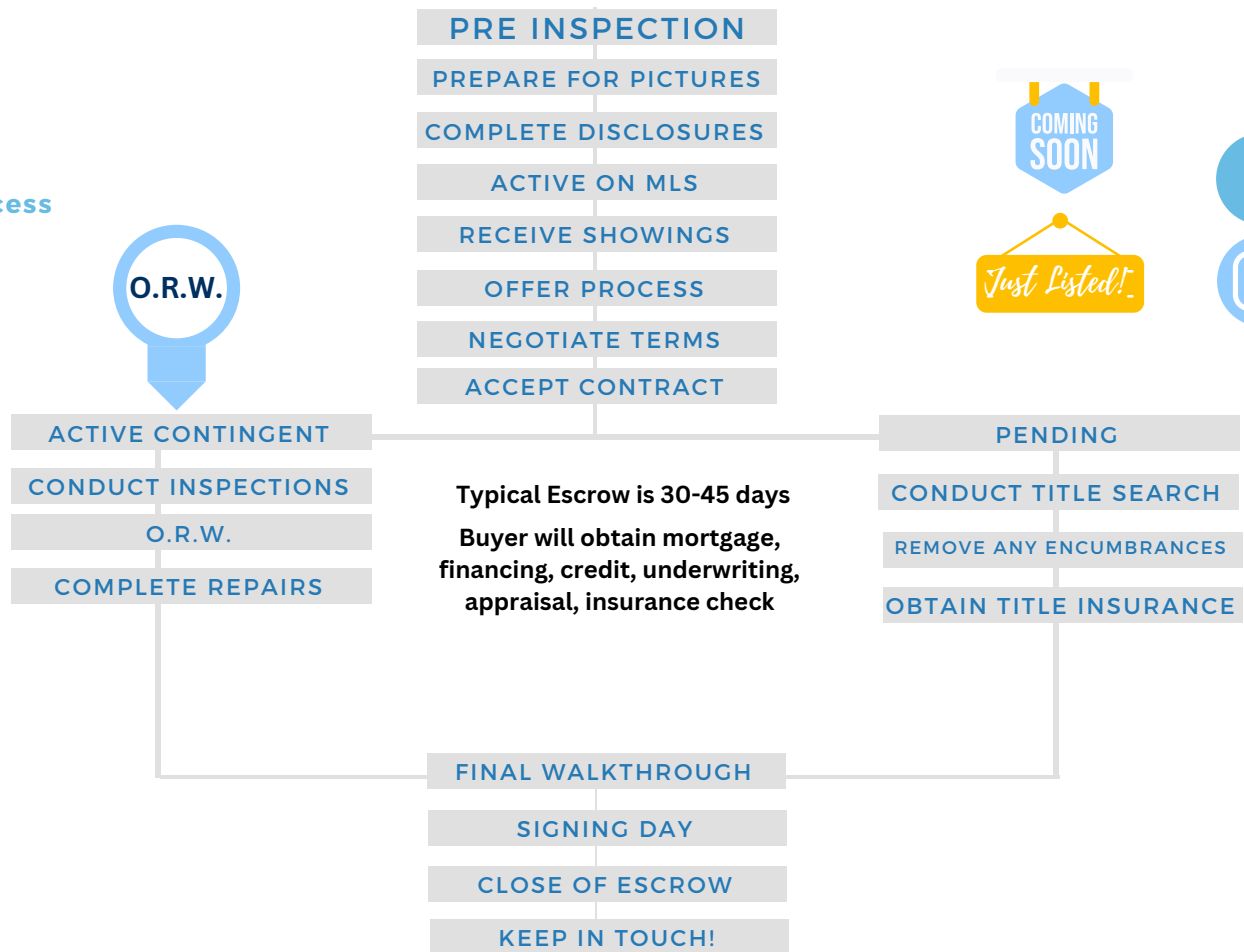
OPEN HOUSE



# SELLING YOUR HOME



## Our Process



# LOCAL MARKET EXPERTS



## The Impact of Monthly Housing Inventory on Home Prices

### LESS THAN 3 MONTHS

SELLERS MARKET

Home prices will appreciate

### BETWEEN 3-6 MONTHS

NEUTRAL MARKET

Home prices will appreciate with inflation

### GREATER THAN 6 MONTHS

BUYERS MARKET

Home prices will depreciate



# PRICING COMPETITIVELY



## FIRST 30 DAYS ARE CRITICAL

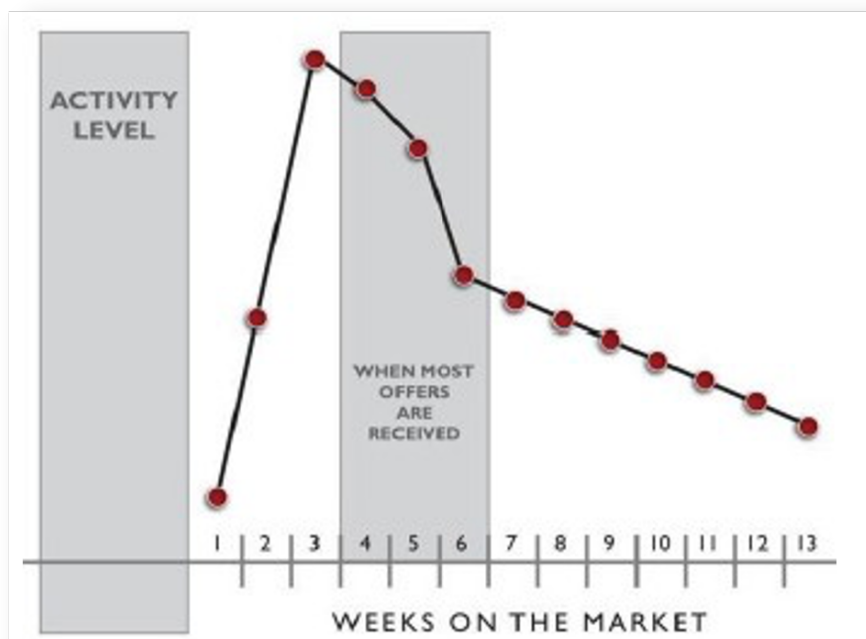
The right price is important

A PROPERTY GENERATES THE MOST INTEREST WHEN IT FIRST HITS THE MARKET

THE NUMBER OF SHOWINGS IS GREATEST DURING THIS TIME IF IT IS PRICED AT A REALISTIC MARKET VALUE.

STARTING TOO HIGH & DROPPING THE PRICE LATER MISSES THE EXCITEMENT & FAILS TO GENERATE STRONG ACTIVITY.

MANY HOMES THAT START HIGH, END UP SELLING BELOW MARKET VALUE.



# 3 OUTCOMES



One of three things will happen next...

1

The property receives little action (low to no showings)



**Solution:** Reposition the bait (large price reduction).

2

The property has no showings, but no offers.



**Solution:** Reposition the bait (smaller price adjustment).

3

The property sells!

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are underpriced. It means we were fortunate to hit the market at the perfect time. It's like catching a fish on the first cast. It happens but that does not mean it will happen again and again.

***So, do I have permission to sell your home quickly?***

I understand/agree with this concept

\_\_\_\_\_ initials

\_\_\_\_\_ initials

# SELLING YOUR HOME



Once a buyer chooses your house they will write a purchase agreement.

While much of the agreement is standard, there are a few areas that we can negotiate.

THE PRICE	CLOSING COSTS	CLOSING DATE	ADDITIONAL PROPERTY
Based on current market value.	Typically split 50/50 but some buyers will ask for the seller to assist.	Typically 30-45 days from the offer acceptance.	Refrigerator, washer, dryer, furniture etc.

We have 3 choices

- Accept the offer
- Reject the offer
- Counter the offer with changes

***When a counteroffer is presented, you and I will work together to review each specific area of it, making sure that we move forward with your goals in mind and ensuring that we negotiate the best possible price and terms on your behalf.***

## THE FOUR HURDLES

1

**NEGOTIATING  
THE CONTRACT**

2

**NEGOTIATING  
INSPECTION  
REPAIRS, ASSIST  
WITH  
CONTRACTORS,  
COLLECT ALL  
RECEIPTS**

3

**APPRAISAL FOR  
SALES PRICE OR  
NEGOTIATE**

4

**PULLING ALL  
PARTIES  
TOGETHER  
FOR CLEAR TO  
CLOSE**



# SELLING YOUR HOME



## THE INSPECTION & O.R.W. PROCESS

The buyers will conduct all inspections within the first 10 days unless otherwise specified. You will need to make the house available for any inspections. The most common inspections are a general home inspection, termite inspection, and a roof inspection.

### THE O.R.W. (OBJECTION, RESOLUTION, & WAIVER NOTICE)

After the buyer has conducted all inspections they will submit the O.R.W. Once received you have 5 days to do the following



### MAKING REPAIRS

After the O.R. W. is agreed upon by the buyer and seller you will then start doing any repairs/treatments that were agreed upon. Please have these done in a timely manner as we have to turn in receipts for repairs/treatments to the buyer 5 days prior to the close of escrow. If escrow will be paying any invoices out of the proceeds make sure the title has a copy of the invoice 7 days prior to the close of escrow as well.



# SELLER HOME ENHANCEMENT CHECKLIST



This checklist is meant as a guide to help you get your home ready to be sold. You will want to capture the potential buyer's interest from the moment they step out of their car and increase their interest as they open your front door and move throughout your home. To create a better home showing consider the following:

## REMOVE CLUTTER

Clear off counters and pack unnecessary decorative items. Put extra furniture in storage and remove out-of-season items. Don't forget to clean out the garage, too.

## LET IT SHINE

Cleaning windows and screens will help bring more light into your home. Replace burnt bulbs and consider higher wattage in low-light areas. Clean the walls or brush on a fresh coat of bright, neutral paint. Replace heavy curtains with sheer ones and show off your view.

## KEEP IT CLEAN

A deep clean before listing your home will make upkeep easier. Consider hiring a cleaning service to help.

## MAXIMIZE COMFORT

In summer, shut A/C vents on the first floor so more air will get upstairs. Reverse the process in winter.

## THE SNIFF TEST

Clean carpeting and drapes to eliminate odors. Open the windows to air out the house. Consider potpourri or scented candles and diffusers. For quick fixes in the kitchen, cotton balls soaked in vanilla extract or orange juice can instantly make the fridge a nicer-smelling place. Boil lemon juice in your microwave, then adds it to your dishwasher to eliminate odors. You can also run lemon rinds through the garbage disposal for a similar effect.

## TAKE CARE OF MINOR REPAIRS

Sticky doors, torn screens, cracked caulking, or a dripping faucet may seem trivial, but they'll give buyers the impression that the house isn't well-maintained.

## SET THE SCENE

A bright afghan or new accent pillows easily jazz up a dull room.

Pretty dishes or a simple centerpiece on the tables can help buyers picture themselves living there. Try staging a chess game in progress. If you have a fireplace, lay fresh logs or a basket of flowers there.

## MAKE THE BATH LUXURIOUS

Make sure your personal toiletry items are out of sight, along with old towels and toothbrushes. Add a new shower curtain and fancy guest soaps.

## SEND THE PETS TO THE NEIGHBORS

If that's not possible, crate or confine them to one room, and let the real estate practitioner know where they'll be to eliminate surprises

## LOCK UP VALUABLES & MEDICATION

Agents can't watch everyone all the time.

## HEAD OUT

It can be awkward for everyone if you're home at the time of a showing.

# CLOSING 101



## **PREPARE FOR IT**

The closing day marks the end of your home-selling process and the beginning of your new life! Once your home goes under contract the title company will get in contact with you to collect information from you for the mortgage payoff. When title asks for information please get it to them promptly.

To make sure your closing goes smoothly, you should bring the following:

- A certified check for closing costs. Make the check payable to yourself; you will then endorse it to the title company at closing
- Photo IDs

## **OWN IT**

Transfer of title moves ownership of the property from you to the buyer. The two events that make this happen are:

### **DELIVERY OF THE BUYERS FUNDS**

This is the check or wire funds provided by your lender in the amount of the loan.

### **DELIVERY OF THE DEED**

A deed is a document that transfers ownership of the real estate. The deed names the seller and buyer gives a legal description of the property, and contains the notarized signatures of the seller and witnesses.

At the end of closing, the deed will be taken and recorded at the county clerk's office. It will be sent to you after processing.

# WHAT ALBUQUERQUE IS SAYING



## HERE ARE EXPERIENCES FROM YOUR NEIGHBORS



### THE KNOWLEDGEABLE REALTOR®

"My wife & I closed on a house this week & Justin Lente was our Realtor®. I highly recommend Justin to anyone. Justin knows the area, showed us a house, he took care of the paperwork, was fast to reply to our messages, and showed up on time, & I feel very lucky we were able to work with him. Thanks for all your help, Justin. Hope to see you around Albuquerque!"

### PATIENCE IS A VIRTUE

"First of all, Justin had the patience & determination to find the right home for my family & me. After many showings, Justin was able to isolate & identify exactly what I was looking for, even before I knew it! He was always there with knowledge & support from start to finish. When I decide to buy another home or an investment property, my first call will be to Justin."

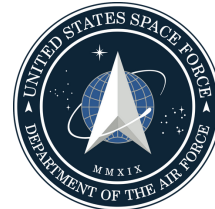
### THE HAPPY FAMILY

"Best Realtor® in New Mexico, hands-down. He took time with my family & me. We are first-time homeowners now because of Justin. Loved every experience with him. I highly recommend this man. He will definitely find your home's wants & needs!! As I said, he's the best in New Mexico."

### THE HAPPY INVESTOR

"Justin is very patient & worked well with me as an investor & SFH (single family home) buyer. He got back to me in a timely manner & was willing to work off hours with my busy schedule."

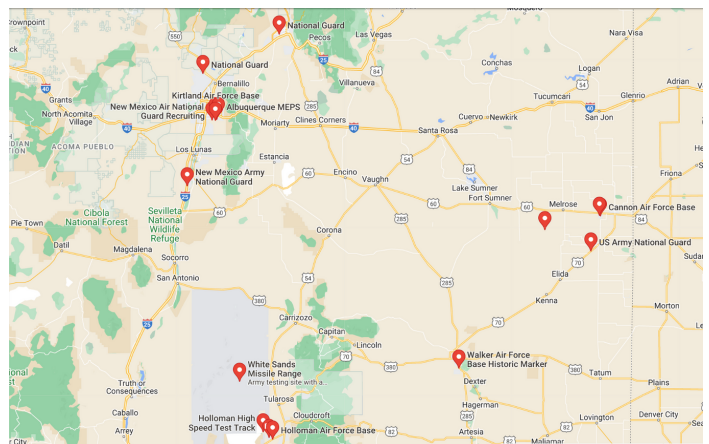
# MILITARY RELOCATION SPECIALISTS



We provide a network of real estate agents in other military communities that are in tune with your needs and can help you with your PCS move.

Don't wait to arrive at your new duty station to start looking for a home. With today's technology and the guidance of a seasoned agent, you can begin the process before relocating, saving valuable time and money, with reduced stress, prior to you arriving at your new unit.

- VA LOAN SPECIALISTS**
- PRIOR MILITARY**
- REAL ESTATE AGENTS NATIONWIDE**
- BUY/SELL/INVEST/RENT**



# Notes

Date:     /     /

*Imppt. Dates*

A series of horizontal lines for writing notes, with a light green shaded vertical margin on the left side.