

Your Guide to Selling a Home

with The Next Las Cruces Team



Selling a Home in Las Cruces



Las Cruces market stands out as one of the most diverse and competitive real estate scenes, and we recognize that making the decision to sell a home here can be a particularly overwhelming experience. Achieving the optimal return on your investment requires planning and preparedness.

That's why we created this seller's guide--to set you on the right course to selling a Las Cruces home of your own.

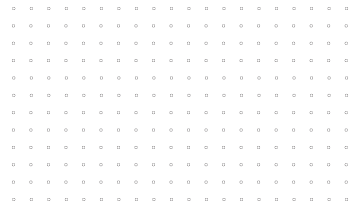


Table of Contents

Selling a Home In Las Cruces

Preface

About The Next Las Cruces Team

How To Sell A Home

Pricing Your Home

Your Transaction Timeline

Your Marketing Timeline

Staging

Photography

Sourcing Your Buyer

Open House Events

Print Materials

Digital Presence

Email marketing

Advertising

Monitoring the Market

Market Reports

Driving Traffic to Your Listing

Intelligent Digital Marketing

Estimated Closing Costs

EXIT Realty Cares

Dear Friend,

We hope this finds you well.

To formally introduce ourselves, we are Connor Murray and Cristal Garcia, the founders of The Next Las Cruces at EXIT Realty Horizons. As both native and non-native Southern New Mexicans, we share a combined eleven years in luxury real estate; we have experienced the intricacies of what is needed to achieve a seamless transaction. In addition, we surround ourselves with a team of experts who not only have experience in the field but are empathetic, accountable, and knowledgeable in navigating clients through the real estate selling process. Together, we have seen our fair share of positive and negative accords and, thus, have gathered the tools to provide an effortless and seamless transaction.

We recognize that trust and reliability are the cornerstone of a seller's and their broker's relationship. It's this foundation that assures you of our steadfast commitment to your best interests throughout every step of the process.

This guide is a meticulously curated wealth of information designed to demystify the selling process and introduce you to the array of professionals who will play a pivotal role in your journey. We request you review these essential details, as they serve as the blueprint for a successful listing launch. Rest assured, any information you share with us is treated with the utmost confidentiality. Safeguarding your interests is our top priority, and we are committed to maintaining the privacy of your personal details.

From our dedicated team to your trusted attorney, accountant, and other indispensable collaborators, we're united by a singular objective: to facilitate the realization of your real estate aspirations with unparalleled seamlessness and efficiency. We eagerly anticipate the opportunity to embark on this significant chapter of your life alongside you, committed to achieving your goals and ensuring that the journey is as enjoyable as it is rewarding.

Sincerely,

Cristal Garcia

THE NEXT LAS CRUCES





Connor Murray

Luxury R.E. Advisor
m: 603.918.1745
o: 575.532.5678
connor.murray@thenextlascruces.com

Relocating to Southern New Mexico, from the fast-paced life of Miami, Florida, Connor quickly fell in love with all Las Cruces has to offer. While he may be a newer agent comparatively speaking to his colleagues, he has actively participated in the real estate industry since his sophomore year of high school. He has held real estate licenses in FL, MA, ME, NH, and NM. But make no mistake – his youthful ambition, persistent negotiation tactics, and vast knowledge aim to provide the best service to his clients when purchasing or selling their homes.

Practicing real estate in several different markets across the country has proven to strengthen Connor's ability to find solutions to every problem. Having been mentored by several distinguished agents, he has gained extensive knowledge and multiple perspectives of uniquely marketing properties in any given market condition. With his utilization of technology, the buying and selling process becomes intelligent and seamless. Connor believes that homes are more than just shelter and security; they give us a sense of belonging and allow us to display self-expression. Aligning with his mission to help give everyone a chance to find their place in the world.

Beyond his genuine passion for Real Estate, Connor has a Bachelor of Architecture / Minor in Marketing from the University of Miami and pursuing a Master of Real Estate Development from the University of Arizona. Furthermore, he was an architectural apprentice at Desert Peak Architects in downtown Las Cruces. He believes furthering his education to broaden his knowledge of architecture and the construction process will give him the additional tools necessary to help him achieve his goal of becoming a real estate developer and provide him with comprehensive knowledge for buyers and sellers. Having set new roots in the Las Cruces Sonoma Ranch area, Connor spends his free time exploring the New Mexico scenery, staying fit, working towards his private pilot's license, and spending time with his two dogs and partner.



Cristal Garcia

Associate Broker
m: 575.650.5039
o: 575.532.5678
cristalgarcia Realty@gmail.com

Cristal Garcia is a bilingual Associate Broker & Realtor® with EXIT Realty Horizons, here in Las Cruces, NM. She specializes in single family residential homes, new construction & vacant land and serves all of Doña Ana County.

As a Southern New Mexico resident of 25 years+, she's been involved in our communities; previously served as a Commissioner for the Sunland Park Planning & Zoning Commission, currently a Member & Officer with the "Sunland Proud Toastmasters", and a devout member of Thrive City Church of Las Cruces. Prior to joining EXIT Realty Horizons in 2020, she spent 15 years as an Designer & Project Manager for an Architectural Design & Construction firm.

Her energetic & friendly approach to real estate allows her to provide a high level of customer service. She strives to simplify the real estate process by explaining details clearly & concisely and answer any questions you may have. She's in constant contact with all parties involved and will take your transaction as slow or as fast as you need her to. She is proactive, not reactive, and can foresee roadblocks ahead, giving you alternate routes to get you to your goal.

She currently lives with her husband in Las Cruces on a 1-acre mini farm with 2 mini goats, 5 chickens, and 4 dogs. Her favorite pastime is gardening, playing with my fur babies, and volleyball.

How to Sell a Home

Las Cruces

01

Setting the Stage

From applying a fresh coat of paint to rearranging furniture, your real estate advisor ensures the property is visually ready for showing. Your real estate advisor arranges a professional photo shoot, commissions an illustrative floor plan, and prepares a listing description.



02

Going Live

The listing is broadcast on TheNextLasCruces.com and sent across our 100+ partner sites for the duration of the selling process.

03

Spreading the Word

Our marketing team produces beautiful print collateral to strategically showcase your property. Your real estate advisor develops and executes an intelligent, effective paid marketing plan in relevant publications. Eye-catching property signs are produced and placed outside your property.

04

Making Connections

Your real estate advisor continuously leverages professional contacts and the Network Tool to find ideal buyer brokers. Open houses are hosted for both brokers and clients on an ongoing basis.

05

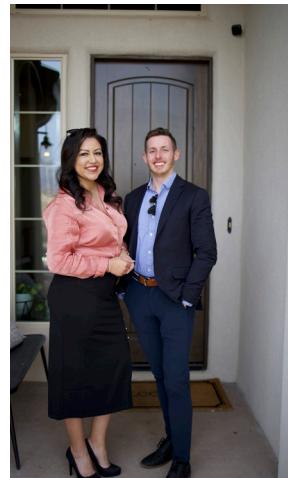
Building a Strategy

Your real estate advisor conducts an assessment of the market response within the first 30 days of your listing going live. Feedback from agents and buyers is aggregated, and the listing strategy revised if needed.

06

Measuring Success

Your real estate advisor provides bi-weekly 1:1 updates and provides continuous traffic metrics.



07

Optimizing the Offer

Following an offer, your real estate advisor contacts all interested parties, reviews the offer terms, and raises all counter-offer options with you. The contract is negotiated and accepted, and the transaction summary is circulated to all parties.

08

Finalizing the Details

Your real estate advisor notes and observes all contingency periods throughout the in-contract stage. All financial and supplemental information is collated and submitted to the involved parties.

09

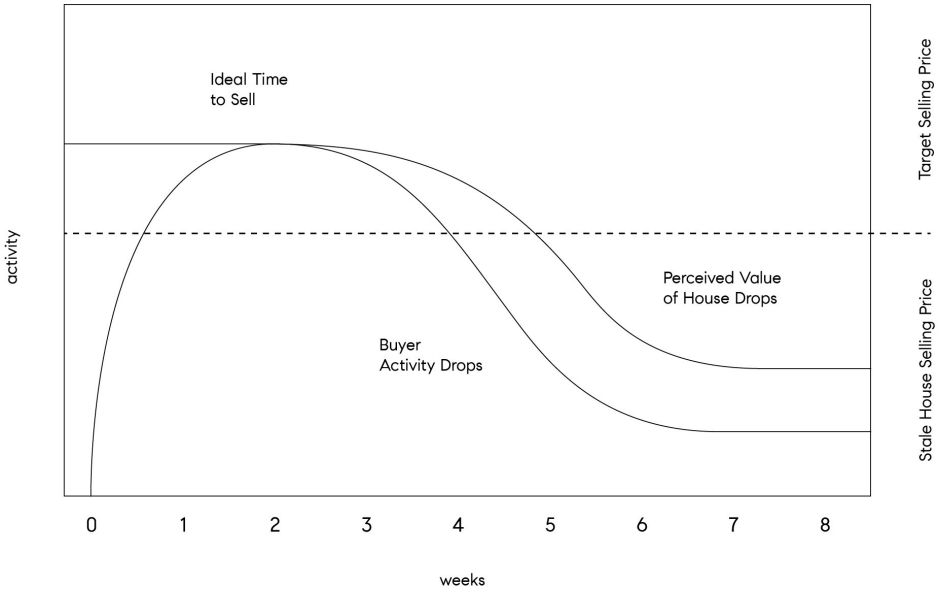
Completing the Close

The property appraisal and home inspection takes place. The closing date is set with the title company. Your real estate advisor arranges the final walk-through and closing at which time the keys are handed over to the buyer.



Pricing Your Property

Intelligent pricing is among the most crucial determinants of a successful sale. By considering both timing and value, we're able to strategically assess your home and price it for maximum impact.



80%

The percentage of buyers who purchase their home at its fair market value

- •
- •

7 Days

The period of time during which your home receives peak attention once it's been listed

9%

The average percentage below market value that homes sell for after 24+ weeks on the market

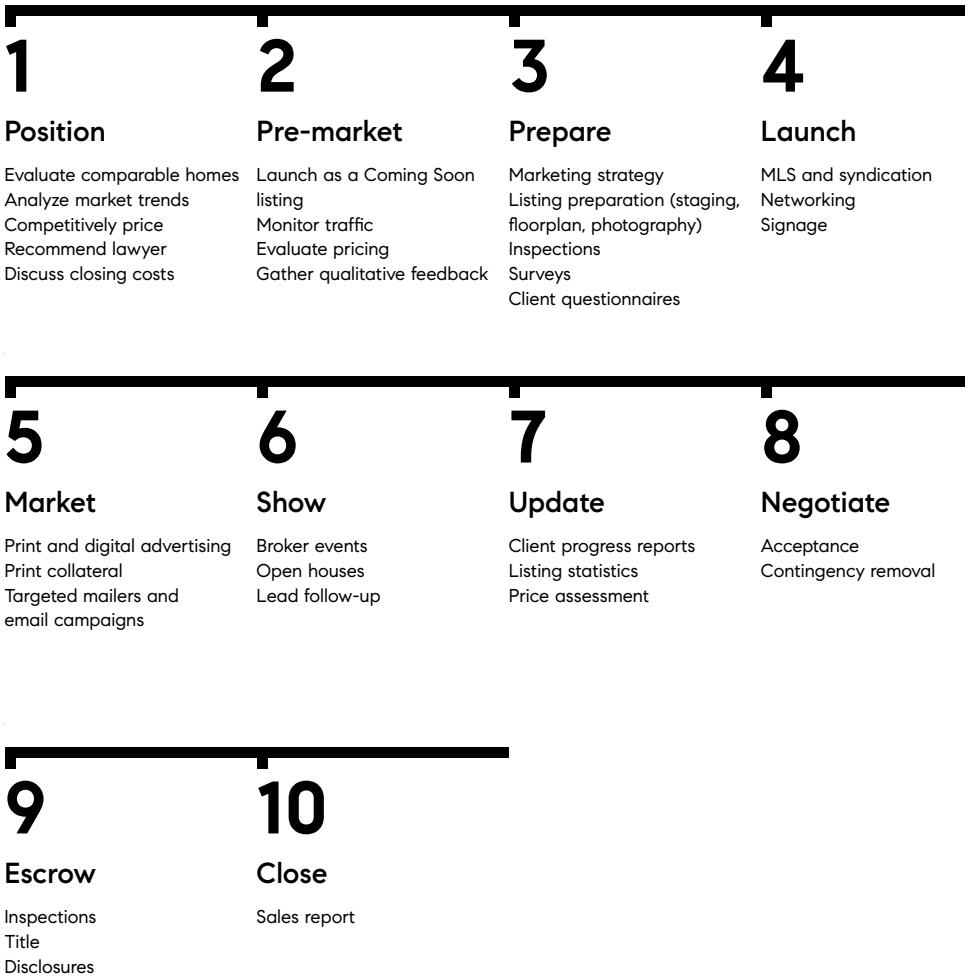
THE NEXT LAS CRUCES

Listing Price Pyramid



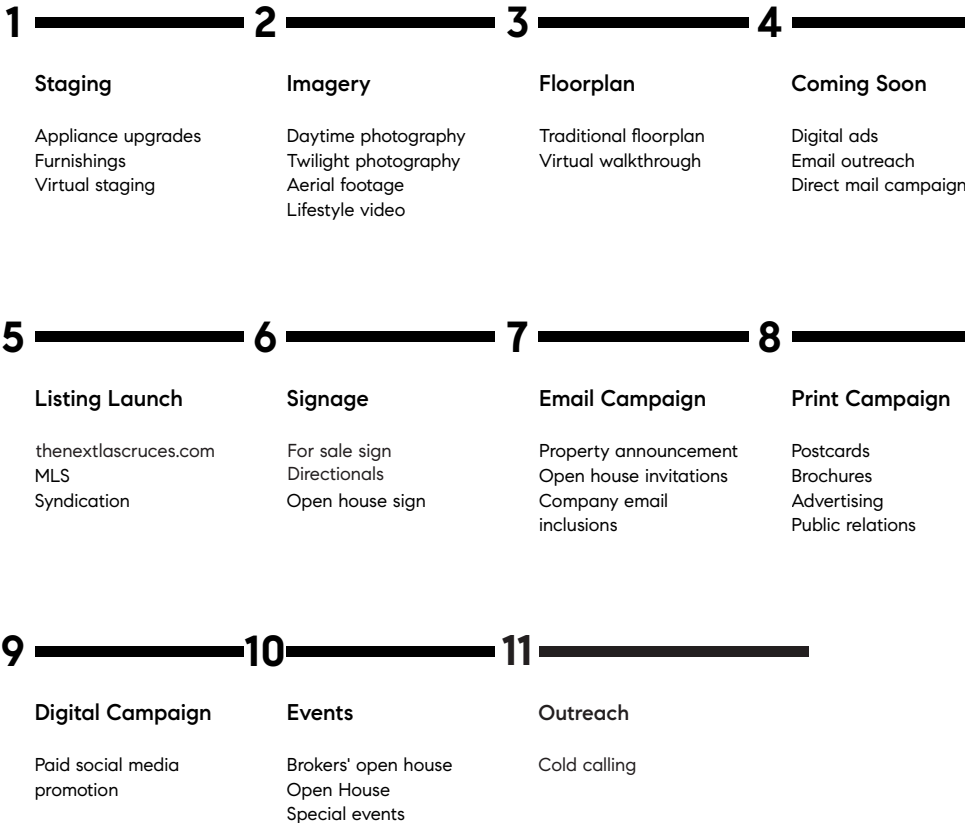
When a property is appropriately priced, the opportunity for getting it noticed by a greater percentage of Potential Buyers is dramatically increased.

Your Transaction Timeline



Your Marketing Timeline

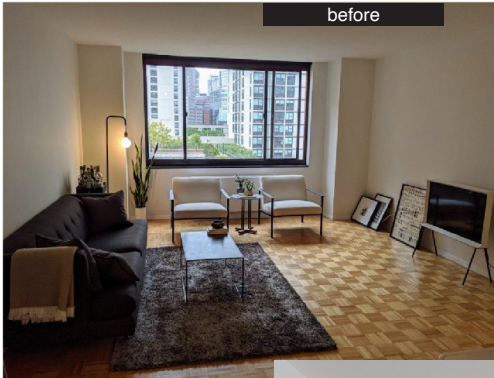
Working with our in-house marketing team, we will target the right audience across the most effective channels - all to elevate the style and story of your homes.



Staging

When prospective buyers evaluate a home, they seek a space that they can make their own. A few simple shifts can dramatically impact your listing's perceived appeal.

-
-
-



Photography

Proponents of powerful imagery, we invest in visual editors, creative producers, and the industry's most respected photographers to capture your home's finest selling points.



Our photographers' work has appeared in such publications as:

dwll

The New York Times

AD
ARCHITECTURE DIGEST

THE WALL STREET JOURNAL

DECOR

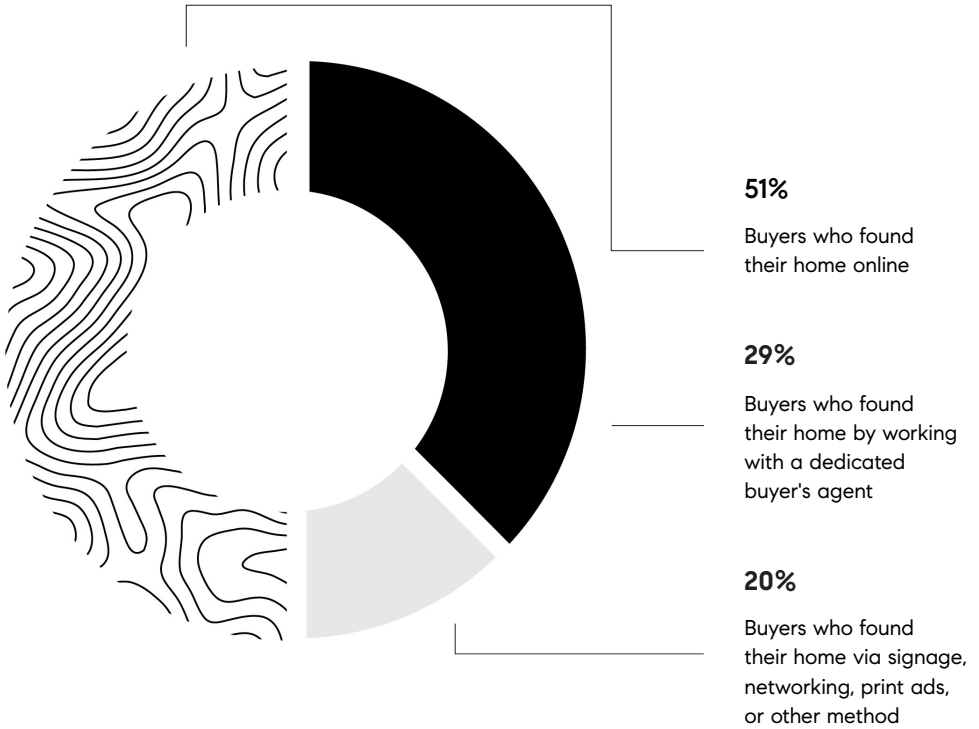
TOWN&COUNTRY



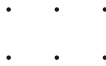
Sourcing Your Buyer

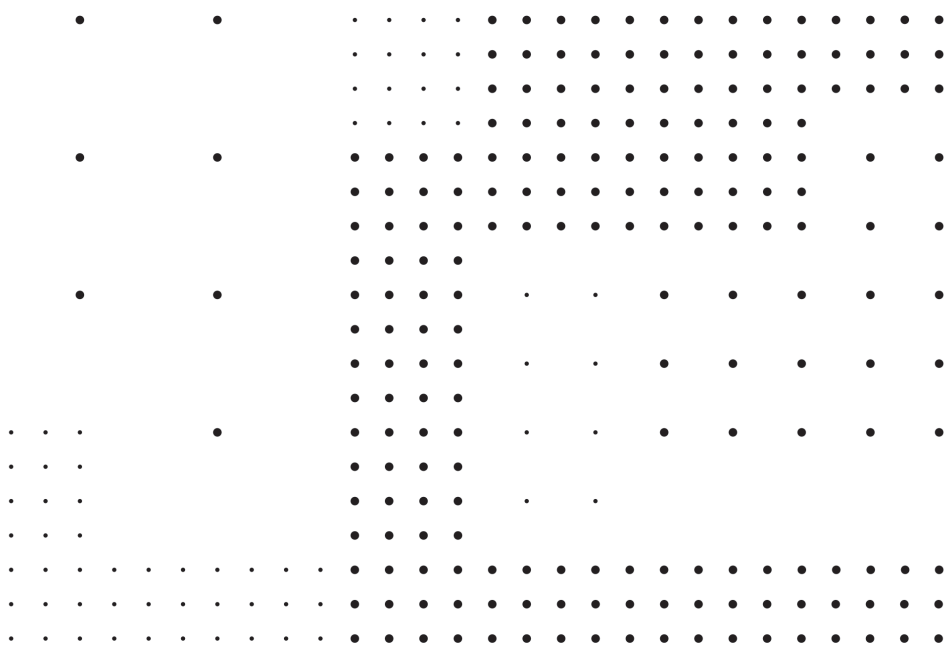
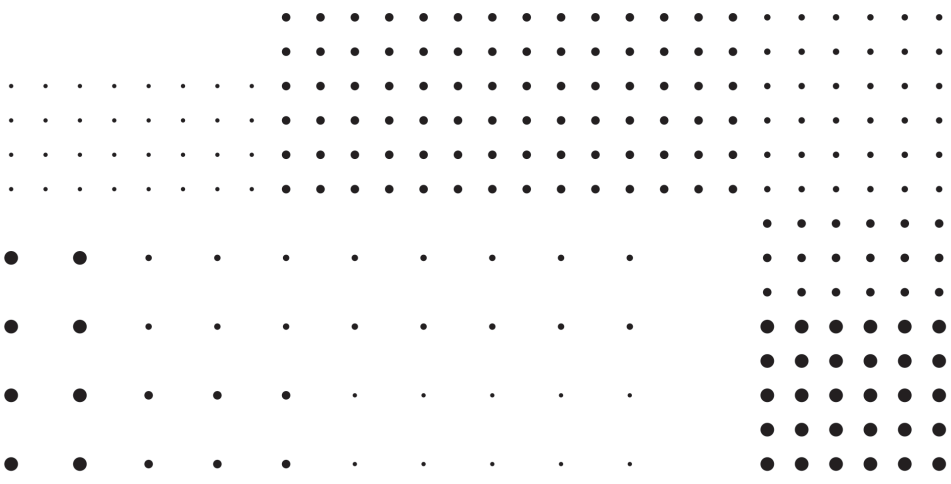


The next owner of your home could be searching for properties anywhere. That's why I'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.



Source:
National Association of Realtors, 2022





Open House Events

There's no better way for buyers to experience a home's merits than in person. Our seamless, well-conceived open houses invite them to truly connect with the space.



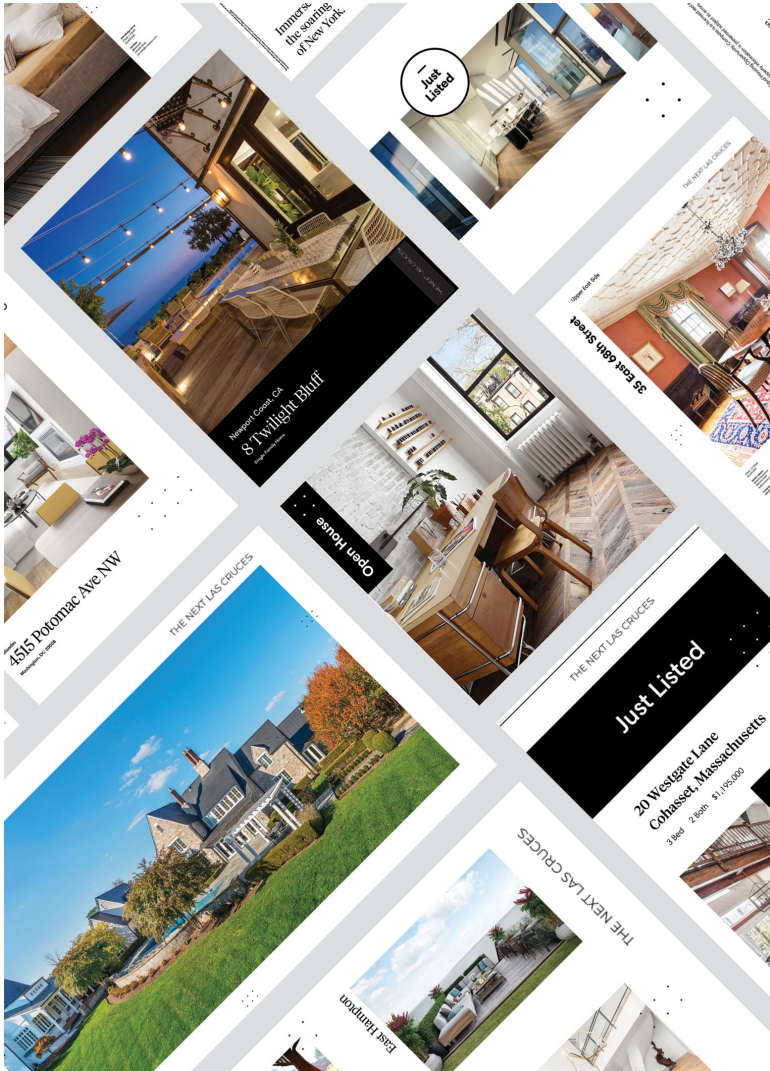
45%

The percentage of buyers who attend open houses over the course of their search process



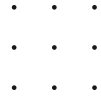
Print Materials

Every single marketing piece - from multipage brochures to custom mailers to open house handouts - creates a cohesive story around your property and elevates it to luxury status.



Formats

- Postcards
- Notecards
- Bi-folds
- Mailing Brochures
- Tri-folds
- Gate-folds



Digital Presence

At the forefront of modern marketing, we take a multi-pronged approach to the digital promotion of your property.



MANSION GLOBAL
ONLY THE EXCEPTIONAL



The New York Times

THE WALL STREET JOURNAL

trulia

 Zillow®

THE NEXT LAS CRUCES

800+

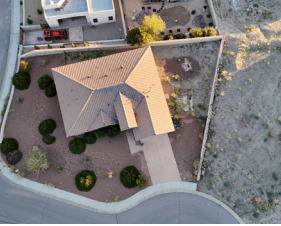
Partner websites to which your listing is automatically syndicated for maximum digital coverage

Email Marketing

Communication plays a critical role in the swift and successful sale of your home. We will pair well-designed email design with data-driven targeting to ensure your listing arrives in precisely the right hands.

On the Market

THE NEXT LAS CRUCES



[View Listing](#)

4170 Calle Belleza

3 Bed | 2 Bath | \$344,900

This 3-bedroom, 2-bath home on .24 acres is an excellent opportunity to embrace a comfortable and vibrant lifestyle in a tranquil setting. Whether you're relaxing by the outdoor firepit, tending to your garden, or enjoying outdoor activities, this property has something for everyone. Don't miss the chance to make it your own and create lasting memories in this welcoming home. Schedule your showing today!



[View Listing](#)

Eye-catching design

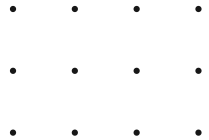
Our crisp, clean aesthetic beautifully frames your images and listing details.

Intelligent targeting

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

Mobile optimization

With so many buyers viewing email on their phone, our scrolls are designed for both platforms.



National Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.



Digital

Facebook

1.4B
Daily active users
worldwide

\$4.3B
Average quarterly
advertising revenue
(US & Canada)

Instagram

77.6M
US users

1B
Monthly active users

LinkedIn

141 M
Daily active users
worldwide

YouTube

368 M
Daily active users
worldwide

Print

Architectural Digest

4.5M+
Unique readers worldwide

\$46B+
Total audience spend on home

\$106K+
Median HHI

Vogue

11.9M+
Print readership

1.2M+
Circulation

6.7M
HHI \$100K+

Elle Decor

559K+
Circulation

\$100K+
Median HHI

44%
\$200K+ Median HHI

GQ

7M
Circulation

18M
Total Reach

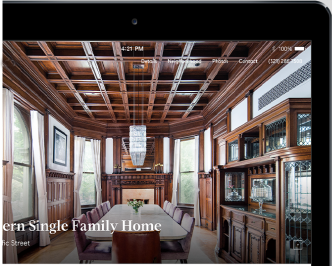
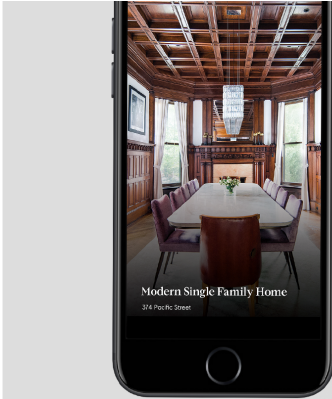
6M
\$100K+ HHI

The Las Cruces Bulletin

New Mexico Magazine

Advertising

Our in-house media team has fostered relationships with key print and digital publications. Based on your buyer profile, I'm able to craft an effective, targeted campaign strategy unique to your listing.

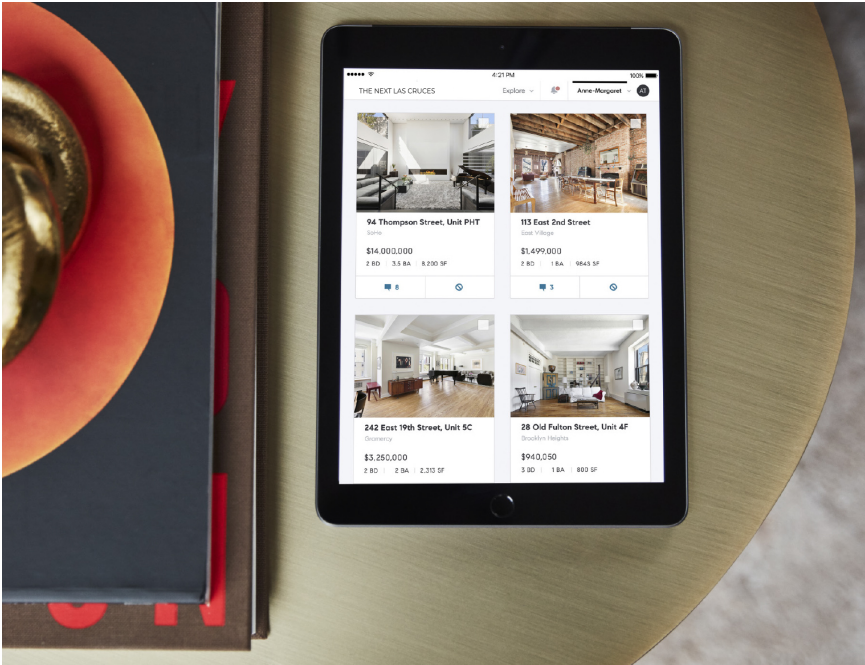


"This limestone mansion is certainly one of our city's most spectacular homes."



Monitoring the market

Called the Pinterest of real estate, Collections allows us to track the local landscape for the duration of your sale in a centralized, visual space.



Collections

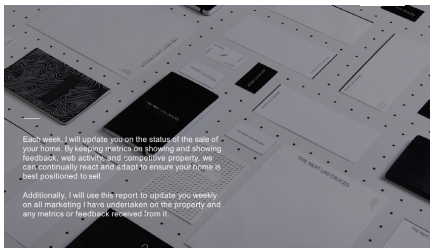
Together, we can keep a close eye on homes similar to yours, keeping tabs on the competition in order to make strategic decisions based on price and status updates.

Bi-Weekly Marketing Reports

Bi-Weekly traffic and feedback reports

Every other Monday, we compile a report for you including the following information so you can keep track of our progress, as we aim for complete transparency:

- Showings and feedback
- Web activity
- Competitive property activity (new product to market, competing property undergoing price reductions, and pertinent contract activity)



Showings and Feedback

SHOWINGS WEEK OF 2.3.20:

Overall Summary
The last week of marketing activity. Showing a positive MINDS feedback from guests and showing interest.

Marketing Strategy
Marketing Strategy: Focus on the target market for the property type.

Marketing Budget to Date

Marketing

Feedback

Showing



Comparables

A weekly insight into comparable and competitive product to enter the market, enter contract, or undergo price reductions.

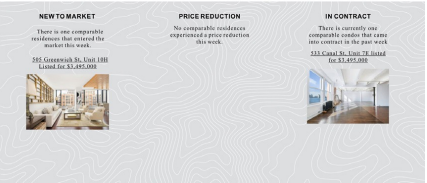


Table of Contents

ASKING PRICE: \$3,650,000 | SINGLE FAMILY | TAXES: \$2,330 | CC: \$2,786

1. Showings and Feedback
2. Comparables
3. Digital Metrics
4. Digital Portals

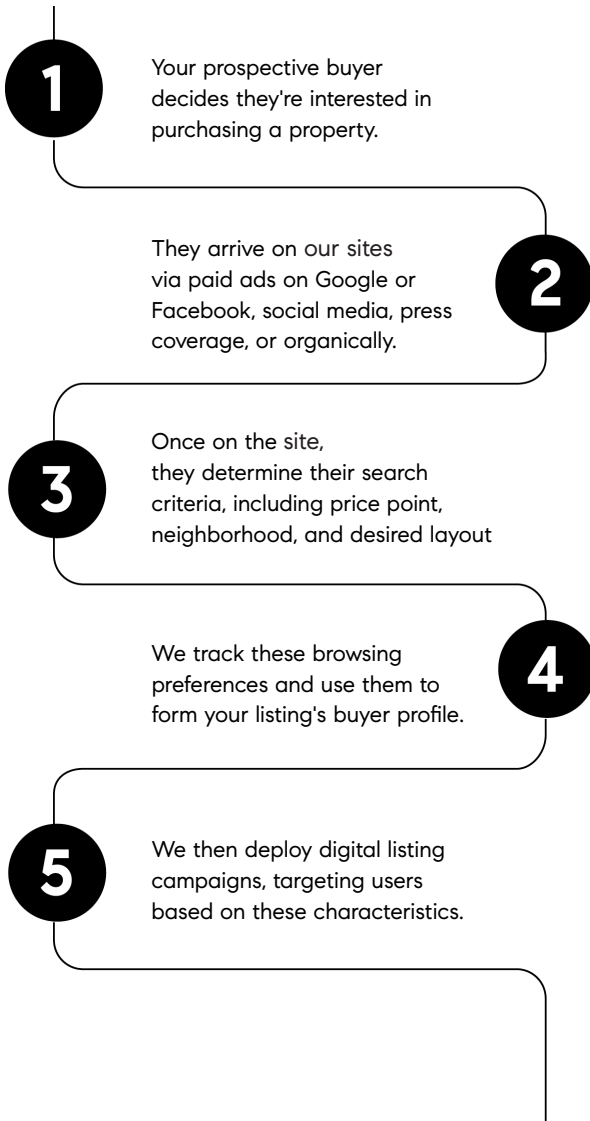
Digital Metrics

A weekly tracking of your web activities across major digital platforms.



Driving Traffic to your Listing

We attract prospective buyers to various platforms, then leverage their site activity and saved preferences to position your listing in front of the right audience.



Intelligent Digital Marketing

We can promote your listing on platforms like Facebook and Instagram, using data and industry experience to showcase your property to the right people at the right time.

Precise targeting

We find the most likely buyers for your property using exclusive data.



Optimized performance

We perform continuous testing to deliver the most successful ads.

In-Depth Analytics

We track and measure the results of every campaign for continued optimization.

Why paid advertising matters

- Reaches passive buyers
- Drives more private tour requests
- Brings more open house visitors
- Accelerates the transaction timeline
- Improves chances of competing offers
- Can drive a higher purchase price

Closing Costs

From your attorney to property surveyors, there are a number of costs to anticipate throughout the selling process. Here are the standard fees you can expect to incur.

Sellers Estimated Closing Costs & Estimated Net Profit		
Subject Property 4245 Sommerset Arc Las Cruces, NM 88011		Calculated on Sale Price of: \$375,000
Title Fees	Title Search	\$100
	Title Policy *will check with title company to see if they can offer a discount	\$1,981
	Title Closing Fee *typically this is half the fee	\$175
County Fees	Prorated Property Taxes Estimated \$3,865.88. (March, 19 closing date)	\$826.13
	Seller Recording Fees	\$25
Realtor Fees	Realtors Commission 6% + NM Gross Receipt Tax On Commission Tax Code: 07-105 = 8.0625%	\$24,314.06
Misc. Fees	Survey	-
	Flood Certification	\$100
	Tax Service Fee	\$100
	HOA Bundle	\$798
	Termite Inspection (dependent on offer)	\$90
	Total Estimate Sellers Closing Costs	\$28,509.19
	Minus Current Mortgage Owed	\$195,000
	Estimated Seller Profits	\$151,490.81

Seller:

Seller:

Broker:

Broker:

EXIT Realty Horizons Cares

As we work to help everyone find their place, EXIT Realty Horizons Cares empowers agents and employees alike to support meaningful causes where they count most: at home.



EXIT Realty Horizons Cares is our way of empowering agents and employees to give back to local communities with our time, resources, and skills -- because no one knows a community better than the agents and employees who serve it.

Through EXIT Realty Horizons Cares, 100% of our transactions lead to a donation back to the communities we serve.

We turn local knowledge into local impact by supporting meaningful local causes. EXIT Realty Horizons Cares connects the generosity and compassion of our people to a giving platform of 1 million nonprofits to create a regional and national community of givers. Because here at EXIT, we believe it's our responsibility to make the world a little better, one place at a time.



Connor Murray

Luxury R.E. Advisor

m: 603.918.1745

o: 575.532.5678

connor.murray@thenextlascruces.com



Cristal Garcia

Associate Broker

m: 575.650.5039

o: 575.532.5678

cristalgarcia Realty@gmail.com