

Your Seller Success Guide

Integrity • Professionalism • Results



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Welcome Letter

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Selling a home is one of the biggest financial decisions you'll make, and I'm honored to be considered as your partner in the process. My goal is to ensure you feel confident, informed, and supported every step of the way. With a commitment to integrity and professionalism, I take pride in delivering results while keeping the experience stress-free for you and your family.



About Me / My Brand

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I've built my career on the foundation of hard work, transparency, and service. My brand, JP Bernal Real Estate | Notary Public, represents more than just transactions — it's about relationships.

I specialize in:

- Corpus Christi & South Texas Market: Deep understanding of pricing trends and buyer demand.
- Luxury & Residential Sales: Professional marketing strategies designed to elevate your home's appeal.
- Fast, Smooth Transactions: From listing to closing, my systems are designed to keep the process efficient.



Why Sell With Me

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When you choose me, you gain:

- **Proven Marketing Strategies:** Targeted campaigns that reach qualified buyers quickly.
- **Accurate Pricing Expertise:** In-depth Comparative Market Analysis to determine the best price.
- **Professional Network:** Stagers, contractors, photographers, lenders, and title companies to support your sale.
- **Negotiation Skills:** Protecting your bottom line so you don't leave money on the table.



The Home Selling Process

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- 1) Consultation & Market Analysis — We'll review your goals and analyze comparable properties.
- 2) Preparing the Home — Guidance on staging and small repairs to maximize appeal.
- 3) Professional Photography & Marketing — High-quality visuals, video tours, and drone footage.
- 4) Listing on MLS & Online Exposure — Syndication to major real estate sites.
- 5) Showings & Open Houses — Coordinated with your schedule so your home shines.
- 6) Negotiations & Offers — I present offers and advise on best terms.
- 7) Under Contract — Inspections, appraisal, and title work managed seamlessly.
- 8) Closing & Beyond — Clear communication through signing and continued support after closing.



Marketing Plan

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Digital Strategy:

- Social ads, MLS syndication, online exposure, email campaigns.

Print Strategy:

- Custom flyers, neighborhood mailers, open house signage.

Property Tours:

- Video walkthroughs, drone footage, and 3D virtual tours.

Targeted Buyer Reach:

- First time homebuyers, Relocation buyers, military families, and investors in Corpus Christi.



Pricing Strategy

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Comparative Market Analysis (CMA):

- Recent sales, actives, and pendings in your area.

Strategic Pricing:

- The right price attracts the most buyers in the shortest time.

Risks of Overpricing:

- Longer market time and price reductions.

Benefits of Pricing Right:

- Competitive offers, quicker sale, and stronger negotiating position.



What to Expect From Me

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Weekly Progress Updates:

- Showings, feedback, and marketing reach.

Open Communication:

- Call, text, or email — fast responses and clear guidance.

Professional Advice:

- Staging tips and repair recommendations.

Full Support:

- I coordinate with all parties to keep your transaction moving forward.



Seller Checklist

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Before listing, prepare:

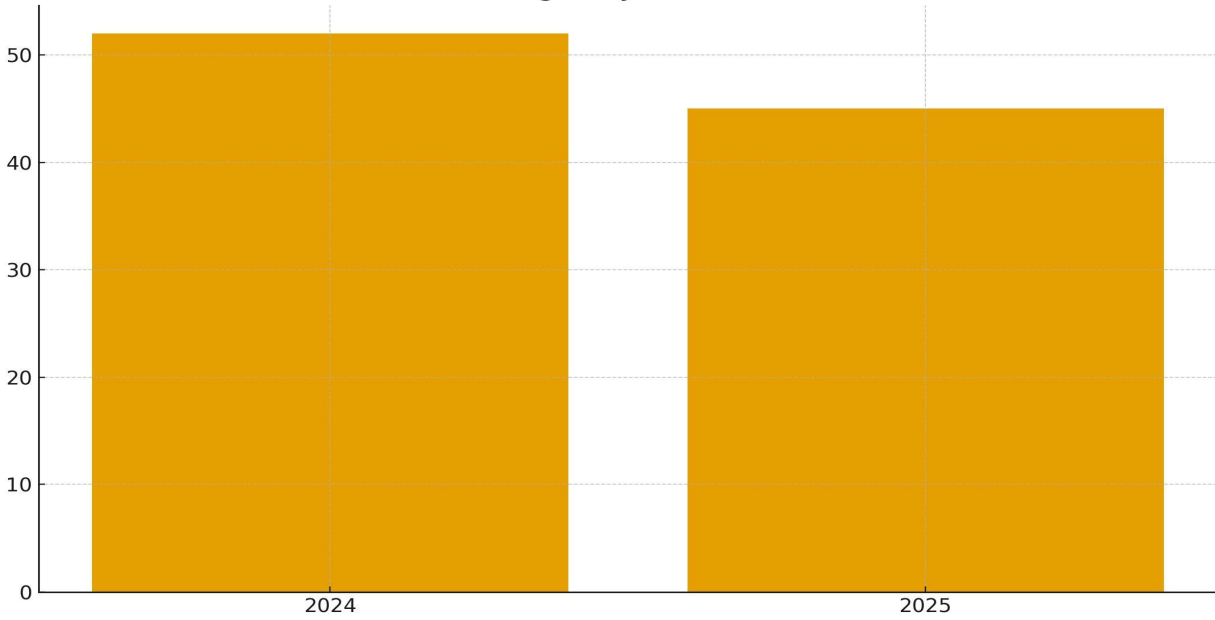
- ✓ Deep clean (baseboards, windows, carpets)
- ✓ Declutter & depersonalize
- ✓ Minor repairs (leaks, paint touch-ups)
- ✓ Curb appeal (landscaping, pressure wash)
- ✓ Documents (HOA, survey, warranties)
- ✓ Showing prep (lighting, scents, safety)



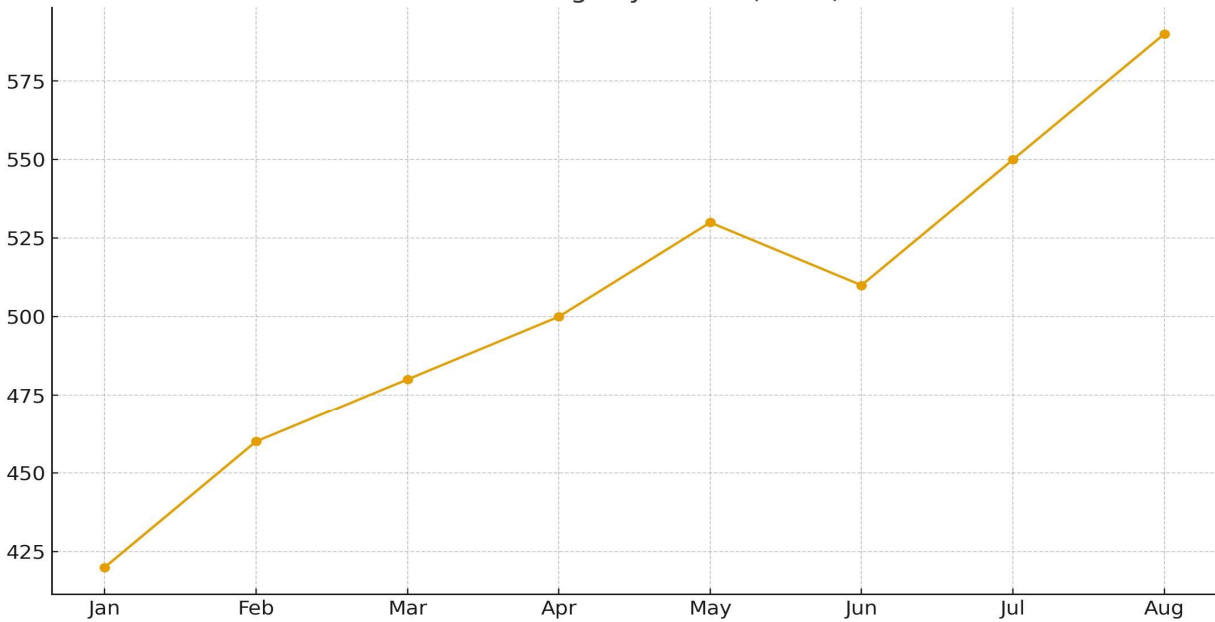
Market Trends 2025 (Infographic Page)

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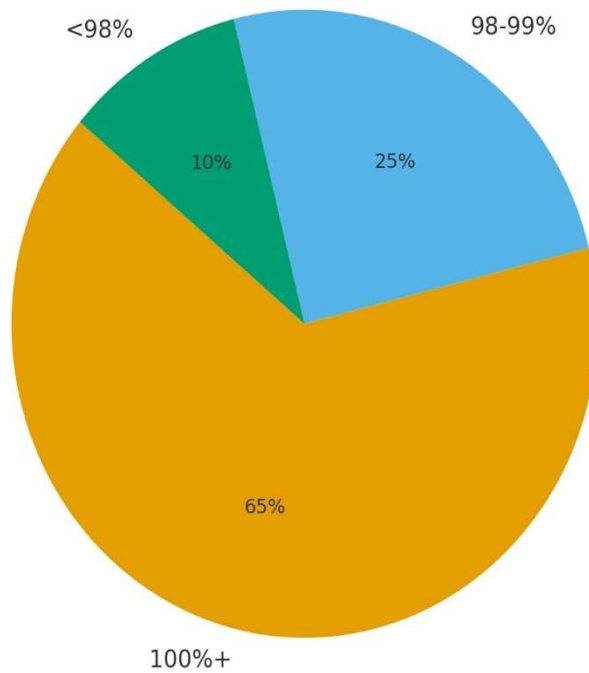
Average Days on Market



New Listings by Month (2025)



List-to-Sale Price Ratio (2025)



Next Steps

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- 1) Complimentary home valuation
- 2) Listing timeline and action plan
- 3) Sign listing agreement and prepare your home for market



Contact Information

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JP Bernal | Real Estate | Notary
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Thank you for trusting me with your home journey.



Contact Information

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