



SIGNATURE
REAL ESTATE

LUXURY HOME

Buyer

MARKETING GUIDE



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REAL ESTATE



SCAN TO GET
STARTED!

Welcome!

**I'm Shekura Gopie
To Meet You!**

When I became a real estate agent, I realized that every buyer is unique, and so is every buying journey.

What I bring to the table is a customized plan designed around your lifestyle, budget, and goals—ensuring you find a home you'll love, in the timeframe you need, with as little stress as possible.

Imagine this: Your perfect home is out there right now, ready to welcome you. The longer you wait, the higher the chance someone else may snatch it up—don't miss the opportunity to make it yours!

SCHEDULE YOUR FREE CONSULTATION TODAY!

WHY CHOOSING ME?

These skills make your agent an invaluable partner, helping you make smart, informed decisions while reducing risks and surprises. With each step, their expertise brings you closer to not just a new house, but the right home.



PERSONALIZED PROPERTY SEARCH

Curated listings based on your specific criteria.
Access to off-market properties and exclusive listings.



FINANCIAL CONSULTATION

Connecting you with reputable lenders and financial advisors.
Guidance on mortgage options and loan pre-approval.



IN-DEPTH MARKET ANALYSIS

Detailed reports on current market conditions and trends.
Comparative Market Analysis (CMA) to ensure fair pricing.



CLOSING COORDINATION

Overseeing the closing process to ensure a smooth transaction.
Reviewing final documents and coordinating with all parties involved.



SKILLED NEGOTIATION

Strategic negotiation to secure the best possible terms.
Handling multiple offers and counteroffers with expertise.



POST-PURCHASE SUPPORT

Continued assistance with any post-purchase needs or questions.
Access to a network of local service providers and contractors.



LEGAL AND CONTRACTUAL GUIDANCE

Assistance with all legal documents and contracts.
Ensuring compliance with local regulations and laws.



RELOCATION ASSISTANCE

Comprehensive support for buyers moving from out of town.
Neighborhood orientation and local insights.



INSPECTION AND DUE DILIGENCE

Coordinating thorough home inspections with trusted professionals.
Evaluating inspection reports and advising on necessary actions.



HOMEOWNER RESOURCES

Providing tips on home maintenance and improvements.
Access to guides on maximizing your property's value.

BUYER COMPENSATION

HOW BUYER COMPENSATION AFFECTS YOUR PURCHASE

1. SELLER OFFERING FULL COMPENSATION

In this common scenario, the seller agrees to pay the full commission for both their agent and the buyer's agent. This arrangement is often included in the property's listing agreement.

Impact on Buyer

There are no additional costs for you as the buyer since the seller covers the commission for your agent. This ensures you receive full representation without any extra financial burden.

2. SELLER OFFERING PARTIAL COMPENSATION

In this situation, the seller offers less than the standard commission to the buyer's agent. This may occur in certain market conditions or specific listing agreements.

Impact on Buyer

You may need to cover the difference in commission. This can be negotiated with the seller or factored into your purchase agreement. It's important to discuss this scenario with your agent to understand the potential financial implications.

3. SELLER OFFERING NO COMPENSATION

Sometimes, a seller may not offer any commission to the buyer's agent. This could happen in rare cases or with specific types of property sales.

Impact on Buyer

In this case, you would need to directly compensate your agent. This can be done through a flat fee, hourly rate, or a percentage of the purchase price, as agreed upon in your buyer representation agreement. It's crucial to discuss and understand this arrangement with your agent upfront.



MEET SHEKURA

Buying a home can be daunting, but not with our expert team!

We're here to provide a smooth, stress-free experience backed by our deep knowledge and dedication. Let's meet your Realtor

Make Your Move. Make It Signature



SHEKURA GOPIE

With 2 decades of dedicated military service, I bring a unique blend of discipline, integrity, and professionalism to the real estate industry. I'm a wife and a mom, and I love to serve the Lord and others in all aspects of life. My extensive career in the Army has instilled in me a commitment to excellence and meticulous attention to detail, ensuring that

I deliver the highest level of service to my clients. Transitioning from a structured environment to the dynamic world of real estate, I've brought with me the same level of commitment and discipline that served me on the battlefield.

Throughout my military career, I learned the importance of dedication, trust, reliability, and precision—values that I now apply to every real estate transaction. I recognize the significance of finding not just a house but a home – a place where you can build your future, create lasting memories, and feel secure.

Whether you are searching for a stunning luxury property or looking to sell your home for its maximum value, I am here to guide you every step of the way with unwavering commitment and personalized service.

Your dream home is not just a destination; it's a mission, and I am here to lead the way!

The Market Is Moving Fast So Should You!

HERE'S WHY ACTING FAST CAN MAXIMIZE YOUR SALE

With years of experience and proven strategies, I know how to make your home search stand out in a competitive market. While other buyers are still looking, you could be one step ahead—because working with me means more than just house-hunting, it's about securing the best opportunities quickly so you can move into the perfect home with confidence.



WHY START NOW?

The real estate market can move fast, and waiting might mean missing out on a home that's perfect for you. But don't worry – as your dedicated agent, I'm here to make sure you're ready to move forward with knowledge and confidence. With this guide, you're already a step ahead, and together, we'll make sure that when the right opportunity appears, you won't miss a beat.

Let's dive in and make this exciting chapter of becoming a homeowner smooth, enjoyable, and successful!



Why Choosing the Right Agent Matters

WHO YOU WORK WITH CAN MAKE ALL THE DIFFERENCE?

With 8 years of experience in real estate, I've developed the expertise needed to guide clients through the buying process with confidence and precision. I understand market trends, what drives demand, and the details that can turn a good investment into a great one.

HOW WILL THESE SKILLS BENEFIT YOU IN BUYING A HOME?

- You'll connect with skilled professionals, from inspectors to financing experts, ensuring you have the best support at every step of the buying journey.
- I'll craft a personalized search strategy focused on your needs, helping us find a home that fits your lifestyle and budget.
- By staying ahead of market trends and identifying unique opportunities early, we'll have a competitive edge in securing the right property.
- I'll provide honest, transparent advice, so you can make informed decisions with confidence.
- You'll have access to my network of trusted professionals, from lenders to contractors, making every step of your home-buying process smoother and more efficient.
- My insider knowledge of off-market and exclusive listings will give you a unique advantage, allowing us to explore properties before they hit the general market.

IN A FAST-MOVING MARKET, YOU NEED AN AGENT WHO KNOWS HOW TO GET RESULTS.



**52 HOMES SOLD
LAST YEAR**



**8 YEARS OF
EXPERIENCE**



**EXPERT
NEGOTIATOR FOR
TOP RESULTS**



**100% CLIENT
SATISFACTION
RATING**



**TOP-RATED
MARKET INSIGHTS**



If We Don't Work Together, You Risk...

1. OVERPAYING FOR YOUR HOME

Without skilled negotiation, you could end up paying more than the home's actual market value.

2. WASTING TIME

Delays in finding the right property or navigating the process could leave you searching for much longer than necessary.

3. MISSING OUT ON GREAT OPPORTUNITIES

Hesitation or unclear priorities can cause you to miss ideal homes that meet your needs and budget.

4. MAKING COSTLY MISTAKES

Errors in the process, like overlooking inspection issues or hidden costs, could lead to unexpected expenses.

5. BEING STUCK IN UNCERTAINTY

Without a clear buying plan, you might find yourself unsure about next steps, prolonging your search.

6. FALLING SHORT OF YOUR GOALS

Not securing the right price, location, or timing can leave you disappointed despite all your efforts.

Here's What I Offer That Makes the Difference



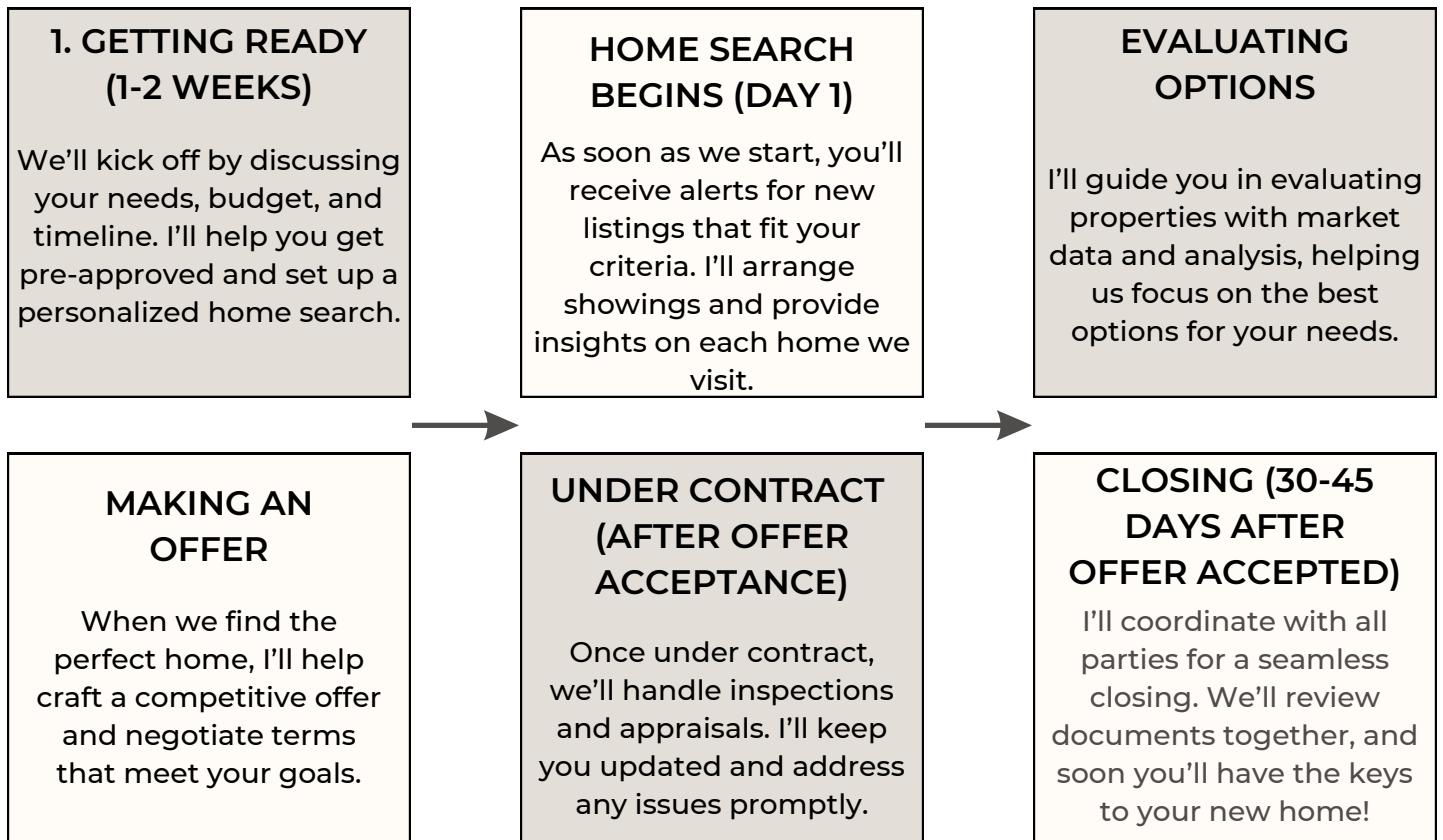
LET'S CONNECT AND GET STARTED!

The right home for you is out there right now. Waiting could mean missing out on your perfect match. Don't let that happen—reach out today, and let's find your dream home quickly and for the best possible price.

PERSONALIZED SUPPORT EVERY STEP OF THE WAY	I know this market inside and out. I'll help you find homes within your budget, maximizing your options without compromising on value.
BROAD EXPOSURE TO NEW LISTINGS	From instant alerts to private tours, you'll see the latest listings and exclusive properties before they hit the broader market.
GUIDANCE ON THE BEST OFFER	When it's time to make an offer, I'll help you secure not only the right price but the terms that fit your needs and timeline.
ENJOY A STRESS- FREE HOME SEARCH	With personalized support and market insight, I'll ensure a smooth and rewarding experience from start to finish.

Your Easy and Stress-Free Home Buying Process

WHAT'S NEXT ON THE ROAD TO HOME?



If we start now,

YOUR NEW HOME COULD BE JUST WEEKS AWAY!

IT COULD BE YOURS, AND THE PROCESS COMPLETED WITHIN JUST 2-3 MONTHS FROM TODAY, BRINGING YOU CLOSER TO YOUR DREAM HOME!

1. GETTING READY (1-2 WEEKS)

- Discuss your goals, budget, and ideal timeline.
- Guide you through pre-approval for financing.
- Set up a tailored home search to match your criteria.
- Address any initial questions about the buying process.
- Establish a clear plan for finding your ideal home.

HOME SEARCH BEGINS (DAY 1)

- Send you alerts for new listings that fit your needs.
- Schedule showings at convenient times for you.
- Provide insights on each home we view.
- Highlight pros and cons of properties based on your goals.
- Keep you informed of market trends affecting your search.

EVALUATING OPTIONS

- Review properties with market data for informed decisions.
- Narrow down options based on your priorities and lifestyle.
- Discuss resale value, neighborhood insights, and future potential.
- Help you visualize each home's possibilities and limitations.
- Ensure you feel confident about the homes we focus on.

MAKING AN OFFER (2-4 WEEKS)

- Craft a competitive offer based on market analysis.
- Negotiate terms to suit your needs and budget.
- Advise on contingencies and timeline for a smooth process.
- Present your offer in the best light to sellers.
- Guide you through each step of the offer submission.



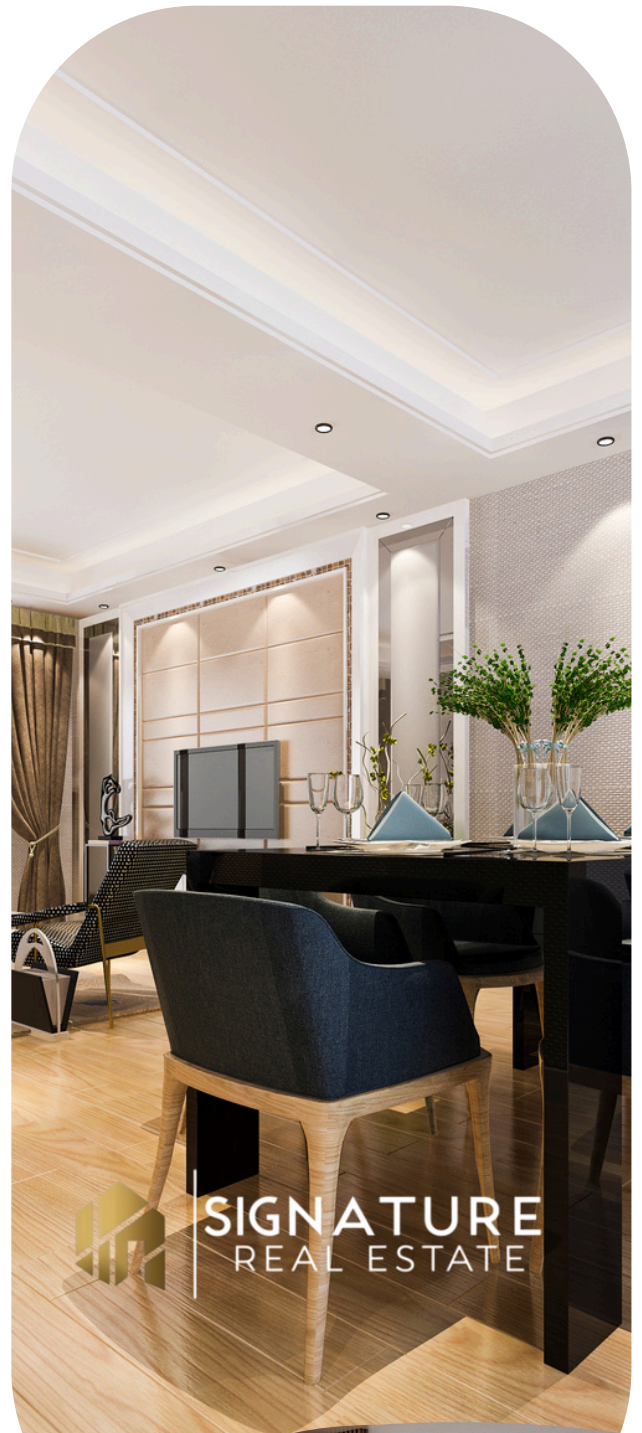
**UNDER CONTRACT
(AFTER OFFER
ACCEPTANCE)**

- Coordinate inspections and handle necessary paperwork.
- Provide regular updates on the process status.
- Work closely with the seller's team to address any issues.
- Ensure timely responses to keep everything on track.
- Address any contract changes smoothly and promptly.

**CLOSING (30-45
DAYS AFTER
OFFER ACCEPTED)**

- Liaise with all parties to finalize closing arrangements.
- Review documents with you to ensure accuracy.
- Resolve any last-minute concerns or questions.
- Facilitate a smooth ownership transfer.
- Celebrate your new home with a personalized closing touch.

**LET ME SHOW YOU
HOW I CAN SIMPLIFY
YOUR HOME-BUYING
PROCESS!**



Ready-to-Buy Home Checklist

This checklist will help you gather important information about the home you're considering. Reviewing these factors can assist in making an informed decision.

Have you determined your budget and obtained a pre-approval letter? ☐ Yes ☐ No

Do you have funds ready for the down payment? ☐ Yes ☐ No

Have you compared mortgage options to find the best rates? ☐ Yes ☐ No

Do you understand the closing costs involved? ☐ Yes ☐ No

Have you reviewed your credit report for accuracy? ☐ Yes ☐ No

Are you aware of any first-time homebuyer programs or grants? ☐ Yes ☐ No

Have you estimated monthly costs, property taxes and insurance? ☐ Yes ☐ No

Have you scheduled a home inspection to check for issues? ☐ Yes ☐ No

Are you prepared to negotiate based on inspection results? ☐ Yes ☐ No

Have you reviewed the purchase agreement terms? ☐ Yes ☐ No

Do you understand the timeline and steps leading up to closing? ☐ Yes ☐ No



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LET'S DIVE INTO YOUR FINANCIAL CAPACITY!

When searching for your new home, it's crucial to know both your mortgage pre-approval limit and your comfort level with monthly payments. Let's explore key questions to align your financial and lifestyle needs.

- ☐ Have you been pre-approved for a mortgage?
 - This is a crucial step in setting a realistic price range.
- ☐ What's your pre-approved amount?
 - Knowing this number helps create a financial framework and gives us a clearer sense of your purchasing power.
- ☐ Where do you feel comfortable in terms of monthly payments?
 - Your comfort zone may be lower than the pre-approval amount, which is perfectly fine—we're here to find a home that feels right for you financially.



Questions to Consider

- What's the absolute maximum you're willing to spend?
- Are you willing to compromise on certain features to stay within your budget?
- What's a price point that, if exceeded, you prefer not to consider?
- Are you open to homes that may need a little work if it helps you stay within budget?
- How flexible are you with the location in order to stay within your ideal price range?
- How important is the home's future resale value in your decision-making?

Essential Fees

Buying a home comes with several upfront expenses beyond the purchase price. Understanding these costs will help you budget effectively and avoid surprises as you move through the buying process.

- ☐ **Earnest Money Deposit:** Typically 1-3% of the purchase price, showing the seller you're serious.
- ☐ **Home Inspection:** Average cost ranges from \$300 to \$500, ensuring there are no hidden issues.
- ☐ **Appraisal Fee:** Generally \$300 to \$600, required by lenders to assess the home's market value.
- ☐ **Down Payment:** Varies based on loan type—from 3.5% (FHA) to 20% (conventional) of the home price.
- ☐ **Closing Costs:** Usually 2-5% of the loan amount, covering lender fees, title fees, and more.
- ☐ **Initial Repairs or Updates:** Plan for 1-3% of the home price for any immediate needs after move-in.
- ☐ **Home Warranty (Optional):** Typically \$300 to \$600 for the first year, offering peace of mind.
- ☐ **Moving Costs:** Local moves may range from \$500 to \$1,500, while long-distance moves can cost \$2,000 to \$5,000 or more.

SOME COSTS CAN BE NEGOTIATED FOR
THE SELLER TO COVER AT CLOSING.

MARKET STATISTICS

September 14, 2025

21

DAYS ON
MARKET

\$572,000

AVERAGE
LIST PRICE

14

UNDER
CONTRACT

\$568,000

AVERAGE
SALE PRICE

17

SOLD
LISTINGS

2.4

MONTHS OF
INVENTORY

37

ACTIVE
LISTINGS

\$210

AVERAGE
PRICE PER SQ. FT

102%

SALE-TO-LIST
RATIO

CURRENT MARKET

BUYERS



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Understanding the Current Market Together

INSIGHTS TO HELP YOU MAKE INFORMED DECISIONS

I'll provide an overview of current interest rates, pricing trends, and inventory levels. You'll get a clear picture of what's influencing the market, so you can make confident decisions as we move forward.

WHAT ARE THE KEY FACTORS AFFECTING HOME PRICES?

Let me share insights from recent data and industry reports, as well as what I'm seeing locally.

I'll explain how factors like seasonality, neighborhood demand, and economic changes impact prices, so you're fully informed.

WHAT ARE THE CURRENT TRENDS IN NEIGHBORHOODS WE'RE EXPLORING?

Based on my recent experiences with open houses and showings, I'll provide you with the latest insights on each area's vibe, amenities, and popularity.

My goal is to help you understand the market dynamics of the neighborhoods you're considering, so you can feel certain about your choices.

This approach allows us to use my expertise as a guide, giving you the confidence to navigate the market strategically and find the perfect home with clarity and insight.





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MUST HAVE PART

NEW HOME WISHLIST

KITCHEN

☐
☐
☐
☐

BATHROOM

☐
☐
☐
☐

SAFETY

☐
☐
☐
☐

LOCAL AMENITIES

☐
☐
☐
☐

INTERIOR

☐
☐
☐
☐

EXTERIOR

☐
☐
☐
☐

HEATING A/C

☐
☐
☐
☐

NOTE :



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HOME SEARCH TRACKER

FINDING YOUR PERFECT HOME

ADDRESS

PRICE

HIGHLIGHTS

RATING

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

STAY AHEAD AND ACHIEVE SUCCESS IN A COMPETITIVE MARKET

In today's fast-paced market, having a plan that makes you stand out is essential. Over the next few pages, we'll look at tailored strategies to help make your offer stronger and increase the likelihood of securing your ideal home.

Often, it's not just about the price—other factors can make a big difference.

Each strategy we explore can add value to your offer and elevate it above the competition.

Our mission is to position you as a standout
buyer in a crowded market.

STRATEGIES FOR SECURING STRONGER OFFERS

- ☐ Pay cash
- ☐ Increase down payment on your loan
- ☐ Provide full lender approval (versus pre-approval)
- ☐ Provide a larger earnest money deposit (3% and up)
- ☐ Waive the appraisal contingency
- ☐ Pay for repairs identified in the inspection (up to a certain amount)
- ☐ Propose to pay for the seller's moving expenses

- ☐ Offer a rent-back option, allowing the seller to stay in the home after closing for a specified period.
- ☐ Provide proof of funds to demonstrate the ability to close quickly.
- ☐ Shorten the inspection period to speed up the process.
- ☐ Include a personal letter to the seller to build an emotional connection.
- ☐ Be flexible with contingencies to accommodate the seller's situation.
- ☐ Waive appraisal contingency
- ☐ Offer free occupancy post-closing (45-90 days)
- ☐ Offer extended occupancy post-closing (beyond 90 days)
- ☐ Agree to a quick closing
- ☐ Offer flexible closing date to accommodate seller's needs
- ☐ Accept property as-is (inspections still recommended)
- ☐ Offer to purchase some of seller's furniture or appliances
- ☐ Limit repair requests to major issues only
- ☐ Allow seller to remove certain fixtures they want to keep
- ☐ Offer to cover seller's closing costs



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My Proactive Approach to Buying Your Home

KEEPING YOUR HOME SEARCH FOCUSED AND EFFICIENT

Finding the right home quickly and efficiently is my priority. I'll ensure we stay on top of new listings and adjust our strategy as needed to match your evolving preferences.

FIRST 14-DAY REVIEW

Two weeks into our search, we'll review progress and refine our approach. This includes assessing the homes we've seen, evaluating your feedback, and analyzing current market trends to ensure we're on track.

ADJUSTMENTS BASED ON YOUR FEEDBACK

If we need to shift our strategy, I'll make targeted adjustments—whether it's broadening search criteria, focusing on different neighborhoods, or refining our priorities—to ensure we're zeroing in on the right options.

EXPERT OFFER STRATEGY

When we find "the one," I'll help craft a competitive offer, taking into account price, terms, and contingencies to stand out to sellers while aligning with your goals and budget.

OPEN AND TRANSPARENT COMMUNICATION

You'll receive regular updates on new listings, market insights, and the status of our search. I'll make sure you feel informed, confident, and ready for each step in the buying process.



SO, HOW ARE WE REACHING TODAY'S HOMES?

1	CUSTOM MLS SEARCHES I'll create a custom MLS search based on your criteria, provide instant alerts for new matches, and update you on market trends in your areas of interest.
2	BEYOND ACTIVE LISTINGS I'll go beyond active listings, checking expired, terminated, canceled, and withdrawn properties to uncover all potential options.
3	PROFESSIONAL NETWORK I'll leverage my network by connecting with top agents in your preferred areas, tapping into upcoming listings, and collaborating with colleagues to find hidden opportunities.
4	OFF-MARKET OPPORTUNITIES I'll give you access to exclusive off-market opportunities, including pocket listings, potential sellers I reach out to directly, and contacts from my database of past clients.
5	NEW CONSTRUCTION I'll work with trusted local builders to give you access to pre-construction opportunities and insights into builder reputations.
6	PERSONALIZED STRATEGY I'll continuously refine your search criteria based on your feedback, proactively pursuing promising leads to find the perfect home for you.
7	EXCLUSIVE ACCESS TO UPCOMING LISTINGS I stay ahead of the market by connecting with other agents to give you early access to properties before they hit the market.



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LET'S WORK TOGETHER!

MARLA JULIA - YOUR LOCAL REALTOR

Tips for Working with an Agent

- Ask your agent for a “Comparative Market Analysis” (CMA) report. **It's like a report card on the property**, showing how it stacks up against similar homes.
- Keep an open mind about timing. Sometimes waiting a week or two can save you thousands. **Your agent can help you identify those golden opportunities.**
- Ask your agent for introductions to key people early in the process. **Having a great lender or inspector lined up can make things move smoothly and quickly.**
- Work with your agent to list your must-haves and nice-to-haves. This clarity will make negotiations more effective, **helping you get what matters most.**
- Review the property's history. Ask your agent for insights into past sales or renovations, **as this can reveal potential negotiation points.**
- **Explore different financing options.** Don't settle for the first mortgage offer; your agent can connect you with trusted lenders to compare rates and terms.
- **Consider future resale value.** Look for locations or features that typically hold or increase in value for long-term benefit.
- **Evaluate the neighborhood's development plans.** Planned amenities, schools, or transport options can positively impact property value and quality of life.

Successful Home Buying Journeys

EMILY AND JAKE PETERSON (FIRST-TIME HOME BUYERS)

Situation: Emily and Jake were nervous about finding an affordable home in a competitive market.

Solution: Helped them strategically price the home to attract multiple offers.

- Conducted a thorough financial consultation to understand their budget and needs.
- Secured pre-approval quickly, strengthening their offer position.
- Guided them through multiple showings and explained each step in detail.

Outcome: Emily and Jake found their dream home within budget, with their offer accepted on the first bid.

KEVIN AND LISA ROBINSON (UPSIZING FOR FAMILY GROWTH)

Situation: Kevin and Lisa were looking to upsize to accommodate their growing family, but they didn't want to compromise on location.

Solution: I conducted a thorough needs analysis with Kevin and Lisa to identify their must-haves and prioritize essentials for their family's lifestyle and future growth.

- Leveraging my agent network, I found off-market listings in their ideal neighborhood, offering exclusive access to hidden opportunities.
- Once they found the perfect home, I negotiated terms that fit their budget and timeline, aligning with their long-term goals.

Outcome: Achieved a sale within 45 days at full asking price, with a move-out timeline that perfectly matched their relocation needs.



YOU COULD BE THE NEXT!

Let's get started on your journey today, with a personalized approach designed just for you!

Hey there, Ready to Find Your Perfect Home?

You're about to make one of the most important decisions for your future—buying a home. Here's the truth: every day you wait, the market changes, and competition is rising. Why not make sure you're the one securing the best opportunities?

THE RIGHT TIME TO BUY?

IT'S RIGHT NOW!

THE PERFECT HOME FOR YOU?

IT'S OUT THERE, WAITING!

**BUT ONLY IF YOU START
THE SEARCH BEFORE
MARKET TRENDS SHIFT!**

REACH OUT TODAY!

SHEKURA GOPIE
Realtor





SCAN TO GET
STARTED!



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Ready to Begin Your Home-Buying Success Story?

Here's How We'll Start:

- 1. Complimentary Consultation:** Let's chat about your home goals and explore how I can help. I'll answer your questions and ensure we're a great fit.
- 2. Personalized Home Search:** I'll craft a plan focused on your priorities to find the right match fast.
- 3. Secure Your Dream Home:** I'll guide you from showings to closing for a seamless, successful purchase.



256.508.4063



SIGNATURETXHOMES.COM



SHEKURA@SIGNATURETXHOMES.COM



ROUND ROCK, TEXAS

JB Goodwin
REALTORS®