



SELLING YOUR HOME WITH STRATEGY

Selling your home is an important financial decision that also carries personal significance. Our role is to strategically position your property in the market, attract qualified buyers, and guide you step-by-step through a proven process designed to maximize your results.



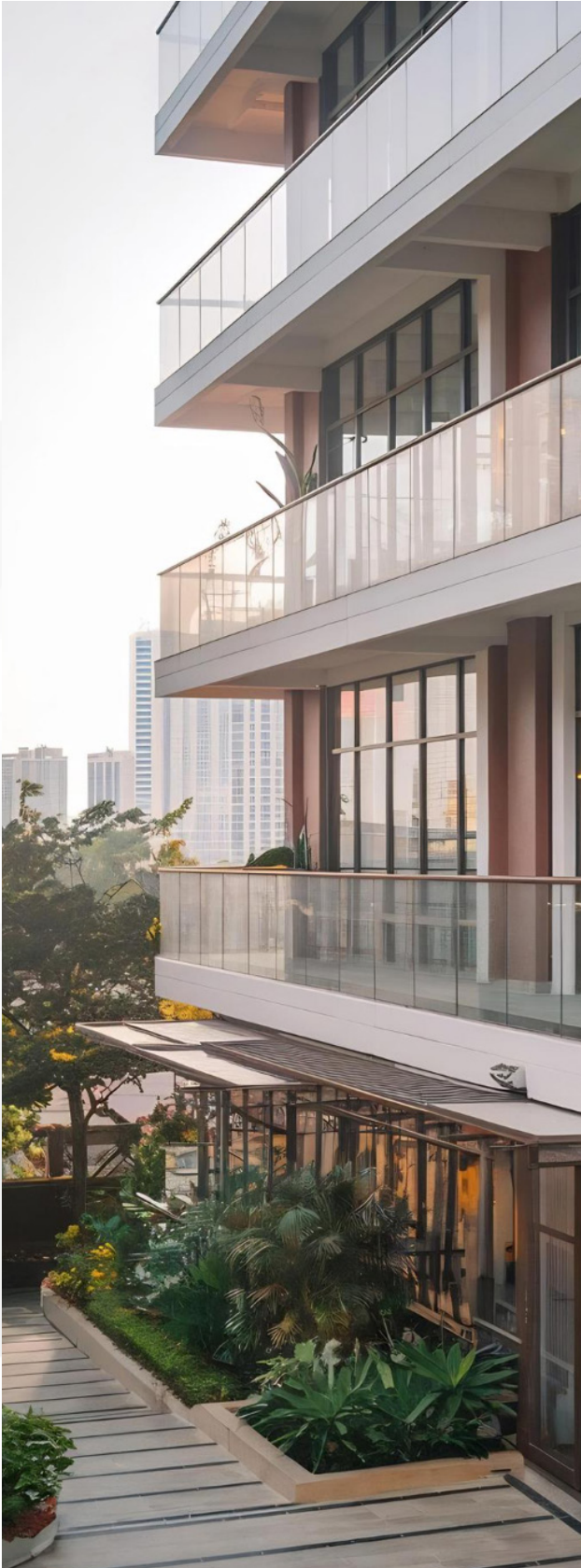


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Welcome!

Selling your home is not about placing it on the market. It's about positioning it to win.

From pricing to closing, you will have structure, strategy, and clear communication at every step.

OUR ROLE IS TO:

Protect your equity

Control the narrative

Create demand

Negotiate from strength

Execute with precision

About me



Erik Arias

Born and raised in Houston and licensed since 2015, Erik Arias brings over a decade of local market expertise and advanced negotiation strategy to every transaction. His focus is simple: Position his clients to achieve the strongest outcome while protecting their equity when selling their home.

Relationship driven and results focused, his approach is built on clear communication, thoughtful strategy, and precise execution from listing to closing.

Through strategic pricing, precise market positioning, and high level negotiation, Erik creates leverage in the market to protect his clients' equity and secure the strongest terms.

To Erik, real estate is more than a transaction it's trust. He is committed to ensuring every client feels confident, protected, and understood throughout the entire process.

Our Commitment to You

We serve our clients with integrity, strategy, and genuine care - We help them achieve their goals by delivering an exceptional real estate experience built on trust, joy, and lasting relationships, while guiding them confidently into their next chapter.



THE ASCEND TEAM

The Ascend team is built on one belief: that selling your home should open doors, not close them. With a refined process, deep market insight, and an unwavering commitment to our clients, we deliver results that set you up for whatever comes next with confidence.



Erik Arias

Team Leader
Strategy. Negotiation Expert.
Leadership.



Zachary Foster

Listing Coordinator
Execution. Timelines.
Contract Management.



Angela Bach

Social Media Coordinator
Marketing. Exposure.
Digital Strategy.

Over 125–5 Star Reviews From Past Clients



Erik is a longtime family friend, so we knew we could trust him—and he didn't let us down! He made the whole process smooth, answered all our questions, and went above and beyond. Highly recommend!



- Mayra Salazar



We've been working with Erik for a long time. Erik & his team have been instrumental with his service. We've not only made a business connection, but a friend for life. Thank you Erik!!!



- John Cayabyab



Erik made the process of finding our dream Home very easy! He kept us updated at all times and went above and beyond to help us all the way.



- Paco Rodriguez



Erik provided Great service and was super professional, he really knows the area so if you are looking for something local you are in the best hands .



- Erika Dominguez



I've been working with Erik for several years now, and he continues to exceed my expectations every single time. Erik and his team are professional, honest and their dedication is unmatched. Whether buying or selling, they always make the process smooth and stress free.



- Miguel Giron



The Selling Process

01 FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

02 SET A PRICE

Work with your agent to determine a price that's in line with the market value of your home.

03 STAGE YOUR HOME

Depersonalize and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

04 MARKET YOUR HOME

We strategically market your home through high quality presentation, targeted exposure, and direct outreach to buyers and agents. This approach creates demand, increases visibility, and positions your home for a strong sale.

05 LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area.

06 SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

07 REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

08 SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete inspections and secure financing.

09 FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10 CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.

ONLINE MARKETING



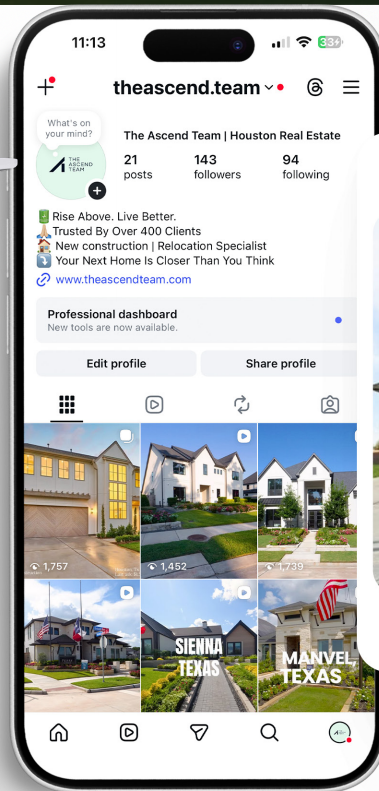
Custom Property Website

We create a dedicated website for your home to support our targeted marketing efforts and maximize exposure. This allows buyers to explore your property in one place while elevating its presentation online. We see the value in your home just as much as you do so it deserves a platform of its own.

Coming Soon & Just Listed Launch

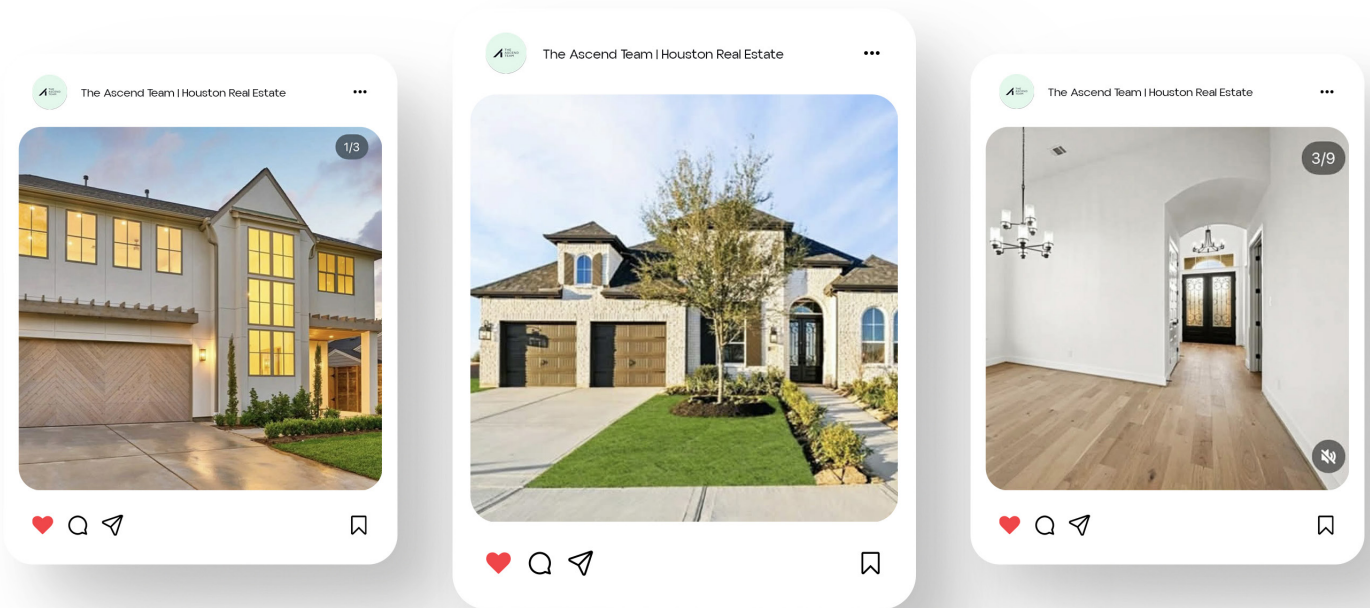
We strategically launch your home's debut with a targeted announcement to our private client database and thousands of local agents across our market. This coordinated release maximizes exposure, creates early momentum, and increases the likelihood of attracting qualified buyers quickly.

Combined with high-impact social media marketing, we position your home to reach the right audience and generate strong demand from day one.



Open House Invitations

We send targeted invitations to local agents who have active buyers searching in the area and promote the open house through the MLS. This increases exposure to both represented buyers and those currently searching on their own, creating more opportunities for strong interest in your home.



SOCIAL MEDIA

Social Media Exposure

We strategically leverage social media to showcase your home to hundreds of thousands of potential buyers. Through targeted promotion and high-impact content, we maximize your property's visibility across today's most influential platforms.

Strategy, Execution, and Exposure

We highlight your home's most compelling features and use strategic design and marketing tools to capture the attention of qualified buyers. Through thoughtful execution and targeted social media promotion, we maximize exposure and position your home to stand out in the market.



PROPERTY SIGNAGE

WHY STRATEGIC PRICING MATTERS

In today's market, pricing creates leverage.

When a home is overpriced, showings slow down. Fewer buyers walk through the door, interest declines, and the property can develop a negative market perception. This often leads to price reductions and stronger buyer negotiations forcing you to defend your number instead of controlling it.

When priced strategically against the competition, your home attracts more showings, stronger urgency, and higher buyer interest. Increased demand creates momentum, and momentum creates leverage positioning buyers to compete with one another rather than negotiate you downward.

The goal isn't to chase the highest list price. It's to create the strongest market response allowing you to sell faster and, often, for more.

OPEN HOUSE & FOR SALE SIGN

Open houses concentrate qualified buyer exposure into a defined window, increasing urgency and overall demand. By strategically gathering active buyers in your area, we expand reach, strengthen market presence, and create stronger opportunities for competitive offers to come in.

Professional signage enhances visibility beyond digital platforms, capturing drive-by traffic and local interest. Greater exposure drives stronger activity positioning your home to attract more buyers into your door.





TERMS TO KNOW



LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.



DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.



EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.



TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.



APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.



DEED

The legal document that transfers ownership of the property from the seller to the buyer.



HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.



UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.



CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection.



OFFER

A proposal to buy a property, including the price and terms of the sale.



CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.



CLOSING

The sale of a property typically involves standard closing costs, which may include the Title Policy, Escrow Services, Real Estate Commissions, Attorney Fees, Prorations, and other related transaction expenses.

