

VISIT US ONLINE AT REALTYLINE.US

VOLUME 29, ISSUE 8 | DECEMBER 2024













In this issue ...

1. AUSTIN TITLE: SHOP 'TIL YOUR DROP & COATS FOR KIDS

- 2. WOMEN'S COUNCIL OF REALTORS: PURSE BINGO
- 3. ALL CITY REAL ESTATE 2024 AWARDS

4. VISION BOARDS WITH CHICAGO TITLE

CLICK TO VIEW ALL ONLINE PHOTO GALLERY!



Attract More Buyers By Taking Eye-pleasing Listing Photos

In the fast-paced world of real estate, first impressions are everything. With the majority of buyers beginning their home search online, captivating listing photos have become a non-negotiable element in selling homes quickly and at the best price. The National Association of REAL-TORS® (NAR) reports that 97% of buyers use the internet during their search, and high-quality images often determine whether a buyer clicks to learn more or moves on to the next listing. Texas REAL-TORS® reinforce this point, emphasizing that professional, eye-pleasing photos can dramatically boost a home's appeal and generate more interest.

If you're looking to attract more buyers, here's how to ensure your listing photos stand out in a crowded marketplace.

Preparation is the Foundation of Success

Great listing photos start with thor-

ough preparation. A home that is clean, organized, and free of clutter allows its best features to shine. Potential buyers need to be able to envision themselves living in the space, which means removing personal items such as family photos, children's artwork, and anything that makes the home feel too specific to the current owner.

Focus on creating a neutral, welcoming environment. Texas REALTORS® recommend paying particular attention to the kitchen, bathrooms, and main living areas, as these are the spaces that tend to leave the strongest impressions. Ensure countertops are clear, furniture is arranged to maximize flow, and decor is kept simple yet inviting.

Staging is an additional step that can pay significant dividends.



NAR data shows that staged homes sell faster and often for higher prices than non-staged properties. In fact, the same report highlights that buyers are willing to pay more for homes that look move-in ready. In a city like Austin, staging outdoor spaces can also be a game-changer. From cozy patios to modern rooftop decks, showcasing how these areas can be used for relaxation or entertaining is key to capturing buyers' attention.

Professional Photography: An Investment in Success

While it might be tempting to take photos yourself, hiring a professional real estate photographer is one of the best investments you can make when selling a home. Professional photographers bring expertise, CONTINUED ON p. 9

Follow Us On facebook





Presorted Standard U.S.. Postage PAID Austin, Texas Paid Permit #715

HARVESTING NEW BEGINNINGS

Ashley Long Business Development ashley.long@stewart.com (737) 389-4771 cell

Welcoming Ashley Long to the Round Rock Team!



Kimberly McGarry Branch Manager/Escrow Officer kimberly.mccgarry@stewart.com



Barbara Jamerson Escrow Officer barbara.jamerson@stewart.com



Tony Sandoval Austin Division President tony.sandoval@stewart.com



stewart.com/austin



Stewart Title Company - Austin Division 559 S IH 35, Ste 300 Round Rock, TX 78664 (512) 582-4900 main



PUBLISHER/PRESIDENT **DOREN CARVER** doren@myrealtyline.com

ASSOCIATE PUBLISHER TAWANNA VEROCK tawanna@myrealtyline.com

EDITORIAL ASSISTANT **CAROLINE CARVER** caroline@myrealtyline.com

Founded in 1995, RealtyLine is a trade publication for real estate professionals. As a non-subscription publication, it is distributed by the US Postal Service to over 19k+ members of the Austin Board of REALTORS® (ABoR), over 1,800+ members of the Williamson County Association of REALTORS® (WCREALTORS) and the Home Builders Association of Greater Austin, as well as those involved in the real estate industry.

It is our pleasure to be a member of ABoR, WCREALTORS, HBA, and have been designated as an honorary member of the WCR Austin Chapter. We are equally proud to be a Major Investor in TREPAC (2019, 2020).

In advertising or editorial copy, RealtyLine is not responsible for viewpoints, facts, or errors expressed by non-staff writers. REALTOR® is a registered trademark. There are times when REALTOR® appears in this publication without the registered trademark symbol (®). A registered trademark should be assumed whenever the word REALTOR® appears in this publication.

HOW TO REACH US

Editorial Submissions To submit a news release or editorial inquiry email tawanna@myrealtyline.com

Print & Online Advertising Send request to tawanna@ myrealtyline.com or reach Doren at (512) 514-3141

Postmaster

Send changes of address to RealtyLine, P.O. Box 81366, Austin, Texas 78708-1366

/line

.om/

267

ents

vline

Social Media



m.com/

IJ	@myreal

unkeain.
@myrealt

Digital Issues Issuu.com/realtyline

⊳)	YouTube.cor
	@realtyline6

24	Up-to-date
MAY	Calendar of Ev

Subscribe

SERVING THE AUSTIN METRO AREA AND SURROUNDING CITIES



HOLIDAY **HOMES**

Up to \$70,000 in flex cash*, paid closing costs**, and below market interest rates^{***}.



Total flex cash varies by community. Flex cash available To-Be-Built contracts written between November 1st and December 31st and the discount can be applied towards design, structural, and/or lot premium. See an M/I Homes New Home Consultant for more details. Offer subject to change without notice. Available on new business only to new New Home Consultant for more details. Offer subject to change without notice. Available on new business only to new customers not currently under contract with M/I Homes. "The buyer is to receive up to 3% of the homes base price to use with M/I Financial, LLC on any home purchased between November 1st and December 31st. 2024 Please see a New Home Consultant for more information and details. Buyer must use M/I Financial, LLC in order to qualify for this incentive. The seller's contribution is limited to agency limits which depend on the loan program and LTV. Buyer must submit loan application within 48 hours of writing the contract. Buyer must occupy the property and meet all the qualification requirements. Offer subject to change without notice. Available on new business only to new customers and currently under contract with M/I brones. Flanarcism is offered therwork M/I Financial, LLC (MII S# 60624) Connel.

Austin Board of REALTORS® President's Column

A Year of Growth, Service and Innovation

KENT REDDING 2024 PRESIDENT

REALTOR® Berkshire Hathaway TX Realty



As we approach the end of 2024, I am proud to reflect on the remarkable progress and accomplishments our ABoR and Unlock MLS community has achieved this year. It has been an honor to serve as president during this year of innovation, collaboration, and heartfelt service—a true testament to the power of REALTORS® working together to elevate our industry and strengthen our communities. Below are a few highlights of 2024:

Unlocking the Power of Data: The Launch of UnlockStats

One of our most exciting milestones this year was the launch of UnlockStats, a groundbreaking analytics tool integrated with Unlock MLS. UnlockStats empowers REALTORS® with on-demand access to comprehensive residential and rental real estate data.

Whether analyzing neighborhood trends, preparing market reports, or forecasting rental potential, UnlockStats provides the insights needed to make informed decisions. This tool is already transforming how we serve our clients, enabling REALTORS® to deliver data-driven strategies and stay ahead in a competitive market.

Subscribers can take advantage of this free benefit at UnlockM-LS.com/UnlockStats.

Right Here, Right Now: Supporting Members Through NAR Settlement Updates

This year brought significant shifts to the real estate landscape, including the National Association of REALTORS®-required settlement changes. These updates presented challenges, but Unlock MLS and ABoR quickly developed the Right Here, Right Now Resource Hub to provide resources, training, and ongoing support to ensure a seamless transition.

Through classes, events, and tailored resources, we worked diligently to help REALTORS® understand and adapt to these changes. Our goal was not just compliance but empowering members to thrive in a rapidly evolving market. Your adaptability and professionalism throughout this process exemplify the strength of the REALTOR® community.

Members can find Right Here, Right Now resources at UnlockMLS.com/RightNow.

Giving Back and Making an Impact With the ABoR Foundation

The ABoR Foundation has been busy in 2024. This year marked our largest REALTOR® Service Day, an event that embodies our commitment to giving back to the communities we serve. In partnership with the Central Texas Food Bank, REALTORS® from across Austin came together to fight hunger and support families in need.

The numbers tell only part of the story: thousands of meals provided, hundreds of volunteers mobilized, and countless lives touched. What truly stands out is the sense of unity and purpose that Service Day inspires.

Strengthening Partnerships: Community First! Village

The ABoR Foundation also deepened its relationship with Community First! Village, a transformative community that provides affordable, permanent housing and a supportive environment for individuals experiencing chronic homelessness.

By working closely with their leadership and neighbors, REALTORS® helped amplify their mission, participated in meaningful projects, and explored new ways to collaborate. This growing partnership reflects our shared values and commitment to creating a more inclusive and compassionate Central Texas.

Join the ABoR Foundation and be a part of something amazing at UnlockMLS.com/Foundation.

Expanding Horizons: The North American Global Congress and Central Texas Housing Summit

This year also saw a successful North American Global Congress. This inaugural three-day event brought together thought leaders, industry experts, and REALTORS® from across the world to ABoR Headquarters to explore emerging trends, exchange ideas, and forge international connections.

This event was hosted in tandem with the Central Texas Housing Summit, where participants heard an update on international homebuying trends from the 2024 Central Texas Homebuyers Report, presented by Unlock MLS Housing Economist Dr. Clare Knapp.

Looking Ahead

As your 2024 board president, I am deeply inspired by the consistent innovation and dedication demonstrated by our members. From launching new tools like the Forewarn app and CubiCasa to UnlockStats and stepping up to support our neighbors, Unlock MLS subscribers and ABoR members are more than just professionals—we are leaders and change-makers.

As we gear up for 2025, let's continue to set the bar high, harnessing technology, advocating for our industry, and serving our communities with heart and purpose. Together, we are not only shaping the future of real estate but also leaving a legacy of service and excellence.

Thank you for making 2024 a year to remember. It has been my highest honor to serve as your president!

Don't Be Out of Sight, Out of Mind in 2025. Be Seen in RealtyLine.

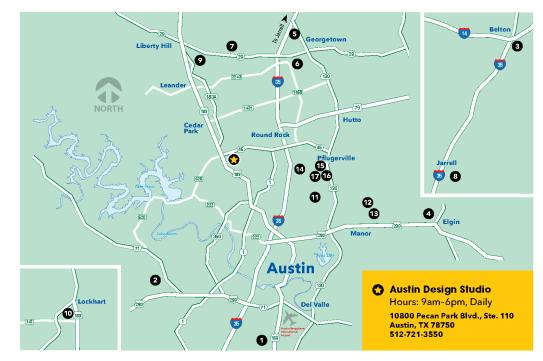
Inquire now about our budget-friendly Advertising Rates! Tawanna Verock - tawanna@myrealtyline.com



5



KB Home Communities in the Austin Area



Coming Soon

Last Chance

Last Chance

Austin

McKinney Crossing

- From the mid \$300s
- 1,491-3,475 sq. ft., 3-5 bdrms., 2-3.5 baths • Easy access to IH-35 and Hwy. 183 7803 Tranquil Glade Trl., Austin, TX 78744 512-767-1460

2 Scenic Pass - Heritage Collection From the high \$500s ast Chance

• 2,070-2,485 sq. ft., 3-4 bdrms., 2.5-3 baths Less than 8 miles to downtown Austin 8002 Little Deer Crossing, Austin, TX 78736 737-443-6606

Belton

Hidden Trails

• 1,491-2,880 sq. ft., 3-6 bdrms., 2-4.5 baths • Close to desirable Belton ISD schools IH-35 and Bella Garden Way, Belton, TX 76513 254-970-2059

Elgin

4 Eagles Landing

- From the high \$200s
- 1,271-2,411 sq. ft., 3-4 bdrms., 2-3 baths Near Elgin ISD schools
- 18625 Golden Eagles Way, Elgin, TX 78621
- 737-200-4300

Georgetown

- Berry Springs
- From the mid \$300s
- 1,871-1,987 sq. ft., 3 bdrms., 2.5 baths
- Zoned for Georgetown ISD NE Inner Loop and Weir Rd., Georgetown, TX 78626 512-714-9086

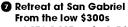
Overlook Ranch Now Open

From the low \$300s

- 1,271-2,968 sq. ft., 3-5 bdrms., 2-3 baths Near historic Georgetown Square 2508 Donna Olene Dr., Georgetown, TX 78626 737-637-5292

888-KB-HOMES | kbhome.com

Broker Cooperation Welcome. ©2024 KB Home (KBH). No affiliation or sponsorship is intended or implied with ShadowGlen Golf Club, and all trademarks are owned by the trademark owner. Payment of Broker Co-op requires broker or agent to accompany and register client on their first visit to community and comply with Broker Co-op Agreement. Plans, pricing, financing, terms, availability and specifications subject to change/prior sale without notice and may vary by neighborhood, lot location and home series. Buyer responsible for all taxes, insurance and other fees. Sq. footage is approximate. HOA applies, Map not to scale. See sales counselor for details, AUS-910202



- 1,271-2,897 sq. ft., 3-5 bdrms., 2-3.5 baths • Close to recreation at Lake Georgetown
- 1104 Cole Estates Dr., Georgetown, TX 78628 737-738-5778

Jarrell

- 8 Sonterra Cool Water
- From the mid \$200s
- 1,042-2,897 sq. ft., 2-5 bdrms., 2-3.5 baths Close to Jarrell ISD schools
- 85 Hematite Ln., Jarrell, TX 76537 512-598-0023

Leander River Bluff

- From the high \$300s
- 1,491-3,474 sq. ft., 3-5 bdrms., 2-4 baths
- Zoned for Liberty Hill ISD schools
- 1809 Garlock Rd., Leander, TX 78641 737-637-4224

Lockhart

Centerpoint Meadows

- From the mid \$200s • 1,271-2,968 sq. ft., 3-5 bdrms., 2-4.5 baths Zoned for Lockhart ISD schools
- 303 Pitkin Dr., Lockhart, TX 78644 737-477-3030

Manor

EastVillage - Classic Collection From the high \$300s

• 1,491-3,475 sq. ft., 3-5 bdrms., 2-3.5 baths • Zoned for Manor ISD schools

EastVillage - Heritage Collection

- From the high \$300s • 1,360-2,898 sq. ft., 3-5 bdrms., 2-3.5 baths Master-planned EastVillage community
- 4805 Delancey Dr., Manor, TX 78653 512-766-1600

From the high \$300s

- Zoned for Hutto ISD schools 3711 Riardo Dr., Round Rock, TX 78665

From the mid \$400s

- 2,381-3,474 sq. ft., 3-6 bdrms., 2-4.5 baths Convenient to major employers
- 737-327-4455

Salerno - Heritage Collection From the mid \$300s

- 1,360-2,897 sq. ft., 3-5 bdrms., 2-3.5 baths • Easy access to IH-35, Hwy. 79 and Hwy. 130 3805 Tufino Ln., Round Rock, TX 78665
 - HOME

Built on Relationships



Now Open

Last Chance

Scan the QR code for directions and more information on communities in the Austin area.

Now Open

Last Chance

Mustang Valley

- From the mid \$300s • 1,491-2,880 sq. ft., 3-5 bdrms., 2-3 baths • Easy access to US-290 and Hwy. 130
- 15204 Garrano Way, Manor, TX 78653 737-232-5544

Presidential Meadows

From the high \$200s

• 1,315-2,708 sq. ft., 3-5 bdrms., 2-3.5 baths Close to ShadowGlen Golf Club 14009 Vigilance St., Manor, TX 78653 512-278-8181

Pflugerville

Village at Northtown

From the high \$300s • 1,360-2,586 sq. ft., 3-5 bdrms., 2-3.5 baths Walking distance to Ruth Barron **Elementary School** 14609 Jefferson Craig Ln., Pflugerville, TX 78660 737-327-4004

Round Rock

Salerno - Classic Collection

- 1,675-3,474 sq. ft., 3-5 bdrms., 2-3.5 baths
- 737-327-4242

Salerno - Hallmark Collection

- 3806 Riardo Dr., Round Rock, TX 78665

- 737-327-4200



Five Points Board of REALTORS® President's Column

A Night of Celebration, **Transition and Triumph**

KIM DALE 2024 PRESIDENT

REALTOR® Realty Texas



Honoring Excellence and Welcoming New Leadership

The evening was dedicated to recognizing excellence within our REALTOR® community and beyond. From the hardworking committee volunteers to the unwavering leadership team, the event spotlighted the dedication and passion that fuels our association.

We celebrated our exceptional 2024 award recipients, who have raised the bar in real estate and community engagement:

REALTOR® of the Year: Joseph Towns, Keller Williams Lone Star; Rookie of the Year: Jason Hamilton, Realty Texas; Affiliate Member of the Year: Kyle Taylor; Affiliate Company of the Year: Corridor Title; Builder of the Year: Scott Felder Homes; Distinguished Service Award: Avis Wukasch; and President's Award: Darian Rausch

These honorees represent the very best of our profession, and we are inspired by their commitment to excellence.

A Warm Welcome to the 2025 Board of Directors

The banguet was also a momentous occasion to warmly welcome our 2025 Board of Directors, including our incoming president, Julie Jones, whose vision and leadership will guide us into another

Visit our website at prioritytitleus.com



incredible year. Their enthusiasm and dedication promise to strengthen our organization and create even greater opportunities for our members.

Entertainment and Elegance

The evening shone with charm and humor as emcees Avis Wukasch and Steve Simmons guided the event with their delightful hosting. Adding to the festivities, musical artists Kenn and Christine Renner provided lively entertainment, making the night truly unforgettable. Photographer Shelly Anderson Vasquez and 3D printing specialist Reuben Austin beautifully captured the magic of the night, ensuring the memories will last forever.

A Special Thanks to Our Sponsors

This spectacular event wouldn't have been possible without the support of our generous sponsors. A heartfelt



HAMILTON

thank you to our presenting sponsor, Stewart Title, and our event sponsors: Chesmar Homes, Champions School of Real Estate, Grand Endeavor Homes, First American Home Warranty, Fidelity National Home Warranty, Super Inspector, Amplify Credit Union, and The Hollows. Your

unwavering support elevates our REALTOR® community and ensures our continued success.

Reflecting on the Journey and Looking Ahead

This banquet was more than an event; it was a celebration of transition, collaboration, and unity. As we said goodbye to WCREALTORS and embraced our new identity as the Five Points Board of REALTORS®, the evening showcased the resilience and camaraderie that define our REAL-TOR® community in Williamson and Bastrop counties.

As we move forward, we are excited to build on the strong foundation laid in 2024 and continue serving our members with excellence. Here's to another remarkable year ahead, filled with growth, opportunity, and success.

Here's to the future of the Five Points Board of REAL-TORS®-stronger, united, and ready for success!





Hesch and Edmarie Mason, both of LPT Realty

We're the best present you can give your clients— No returns are needed. Re-gifting is highly encouraged!

and Happy Holidays





ABREP Appreciation Luncheon: **Edie Phillips** with KB Home and **Shelton Green**



Harris of Compass













Looking to Buy Soon? Rates starting at 4.49% (6.572% APR)*

With below-market interest rate financing, there's never been a better time to buy. Take advantage of rates starting at 4.49% (6.572% APR) and enjoy a 2-1 buydown on your mortgage loan when you finance with our trusted partner, First Equity Mortgage, Inc. Celebrate the season in style & gift your family lasting memories.

How does this work? With a 2-1 buydown on a fixed-rate mortgage loan, in year one, your payments will be based on a rate that's 2% lower than your original locked-in rate. In year two, your payments are 1% lower than your original locked-in rate. In years 3-30, your mortgage rate will be the full locked-in rate. Sounds good, right? Drees covers the difference between what your payment typically would be and the adjusted bought-down rate.

"Yule" love these year-end savings but hurry, this opportunity is only available until December 31, 2024!



FIND YOUR HOME!

*The 4.49% (6.572% APR) interest rate incentive is based on a 2-1 buydown of a conventional fixed-rate loan and is valid on firm, non-contingent, owner-occupied home purchase agreements accepted by Drees Custom Homes between December 1-31, 2024, that close with First Equity Mortgage, Inc. by January 31, 2025. The 2-1 buydown program may not be combined with other financing incentives. Excludes Elevate by Drees Custom Homes and townhome purchases.

With the advertised rate, borrower payments for the first year will be based on an interest rate of 2% below the current market rate. The second year's payments will be based on an interest rate 1% below the current market rate. In years 3-30, payments will be based on a 4/9% interest rate (6.572% APR then 6/6 572% APR than 6/6 572% A

Buyer is not required to finance through First Equity Mortgage to purchase a Drees Custom Home; however, buyer must use First Equity Mortgage Inc., an Equal Housing Lender licensed by the Texas Department of Savings and Mortgage, License #SML; MNLS #21157 (www.nmlsconsumeraccess.org), to receive the 2-1 buydown option. Other restrictions may apply, First Equity Mortgage, Incorporated is a wholly-owned subsidiary of The Drees Company located at 211 Grandview Drive, Suite 102, Fort Mitchell, KY 4107: Equal Housing Lender. See First Equity Mortgage loan officer for details.

Consumers wishing to file a complaint against a mortgage banker or a licensed mortgage banker residential mortgage loan originator should complete and send a complaint form to the Texas Department of Savings and Mortgage Lending, 2601 North Lamar, Suite 201, Austin, Texas 78705. Complaint forms and instructions may be obtained from the department's website at www.sml.texas.gov. A toll-free consumer hotline is available at 1877-276-5550.

The department maintains a recovery fund to make payments of certain actual out of pocket damages sustained by borrowers caused by acts of licensed mortgage banker residential mortgage loan originators. A written application for reimbursement from the recovery fund must be filed with and investigated by the department prior to the payment of a claim. For more information about the recovery fund, please consult the department's website at www.sml.texas.gov.

Women's Council of REALTORS® - Austin Chapter President's Column

Celebrating Growth and Looking Ahead to 2025



2024-2025 PRESIDENT

REALTOR® Pacesetter Properties

The new 2025 Women's Council of REALTORS® Austin officers officially took their positions on Nov. 12, 2024. I am honored to serve as the 2025 president alongside a powerhouse team: Sherri Monroe as president-elect, Renee Damron as treasurer, Edmarie Mason as events director, Leanna Borsellino as first vice president, Ashley Hesch leading marketing and social media, and Maggie Luce overseeing education. Together, we are committed to bringing value and growth to our Austin network.

December marked the perfect finale to an incredible year with our sold-out event, Strike a Pose. This unique gathering equipped our members with professional headshots, business planning tools, tips for success, and the opportunity to craft a vision board. After all, without clear goals or a vision, how can we chart the course for success? We are focused on helping members grow into leadership and prepare to hit the ground running in 2025.

The Austin network is thrilled to kick off the new year with our 2025 Installation: Austin Roots & Bold Boots, hosted at the IBC Bank Ballroom. This event promises to be a celebration of connection and community, complete with live music, delicious food, exciting raffle prizes, and plenty of opportunities to engage. Tickets are available now—don't miss out on this memorable evening! Get tickets here: https://bit.lv/4fcRnvJ.

We are also incredibly grateful for our early-bird strategic partners who have committed to supporting us in 2025: Willowbend Mortgage, IPX 1031, and Conventus. Their collaboration helps us create meaningful programs that benefit not only our members but also the greater Austin real estate community.

As we wrap up 2024, we want to thank our members, partners, and community for your ongoing support. On behalf of the Women's Council of REALTORS® Austin, we wish you a joyful holiday season. We look forward to serving our community and continuing to bring value to our members in 2025.

If you'd like to get involved with our network or learn more about our upcoming events, feel free to contact me, Tanya Chappell, at 512-736-5670 or via email at tcrealestatetx@gmail.com.

Here's to a year of bold vision, collaboration, and growth—cheers to 2025!



lappy Holidays from CH

At Choice Home Warranty, we're here to ensure your home stays cozy and worry-free—this season and beyond. Wishing you and your loved ones a holiday season filled with peace, happiness, and a little extra home warranty magic.

Start the new year with peace of mind. Give yourself (or a loved one!) the gift of a worry-free home.

Contact us today or visit chwpro.com to learn more!



Melissa Barringer Area Account Manager 512-734-6089 mbarringer@chwpro.com

Salatin Salati



Chase McRoberts Account Executive 512-948-2256 cmcroberts@chwpro.co

Home Warranty

CONTINUED FROM FRONT PAGE

specialized equipment, and a keen eye for capturing a home's most attractive features. They use advanced techniques such as high dynamic range (HDR) photography, which balances light and shadow, ensuring that every room looks bright, vibrant, and inviting.

In a state as diverse as Texas, real estate photographers are accustomed to highlighting the unique characteristics of properties, whether it's a contemporary urban condo or a sprawling suburban home. Austin, in particular, offers a wide range of architectural styles, from mid-century modern designs to Craftsman bungalows. A professional photographer knows how to emphasize these details, ensuring the listing resonates with buyers seeking Austin's eclectic charm.

Lighting: The Secret Ingredient

Lighting is one of the most critical factors in creating stunning listing photos. Natural light is your best friend, as it adds warmth and dimension to photos. Schedule your shoot during the "golden hour," which occurs shortly after sunrise or before sunset. This time of day offers soft, diffused light that enhances the home's appearance without harsh shadows or glare.

For interior shots, open all curtains and blinds to let in as much natural light as possible. Balance this with artificial lighting to avoid overly dark corners. Ensure all light bulbs are of the same color temperature to create a cohesive and appealing look throughout the home. When photographing exterior spaces, pay attention to how shadows fall across the property and make adjustments as needed.

Highlight the Home's Best Features

Not all rooms or features carry the same weight when it comes to buyer interest. Focus your efforts on capturing the spaces and details that are most likely to appeal to potential buyers. These often include:

Kitchens: Buyers love kitchens that feel spacious, functional, and modern. Highlight clean countertops, updated appliances, and ample storage space. If the kitchen has a standout feature, such as a farmhouse sink or a stylish backsplash, make sure to emphasize it.

Bathrooms: Create a spa-like feel by showcasing sparkling clean surfaces, fresh towels, and elegant fixtures. Bathrooms should feel luxurious and relaxing.

Living Areas: Emphasize open layouts, cozy seating arrangements, and natural light. If the home has unique architectural features like exposed beams or a stone fireplace, make these elements a focal point.

Outdoor Spaces: With Texas' warm climate, outdoor living areas are a major selling point. Highlight well-maintained lawns, inviting patios, or scenic views. If the property includes a pool or garden, these should be prominently featured.

Edit with Integrity

Photo editing is a valuable tool that can enhance listing images, but it must be done carefully to maintain trust with potential buyers. Use editing software to adjust brightness, contrast, and color balance, but avoid over-editing or altering the property to the point that it looks misleading. Buyers who feel let down after visiting a home that doesn't match its photos are less likely to make an offer.

Instead, focus on enhancing the natural beauty of the home. Subtle adjustments can make a significant difference, ensuring that the photos look polished while still being an honest representation of the property.

Optimize for Online Platforms

Since most buyers will view the listing online, optimizing your photos for digital platforms is essential. Ensure images are resized for fast loading times without sacrificing quality. Each platform, whether it's an MLS site or a real estate website, may have specific requirements for photo dimensions and resolution—make sure your images comply with these standards.

Adding descriptive alt text to photos is another important step, as it makes your listing accessible to visually impaired buyers. For example, an alt text description might read, "Bright kitchen with quartz countertops, stainless steel appliances, and a large island with seating for four."

Why Great Photos Matter

The importance of high-quality listing photos cannot be overstated. According to NAR, homes with professional photography receive 61% more views and are more likely to sell quick-ly. Eye-pleasing photos create an emotional connection with buyers, making them more likely to schedule a showing and envision themselves living in the home.

By taking the time to prepare the property, hire a professional, and focus on key details, you'll give your listings the competitive edge needed in today's market. In real estate, a picture truly is worth a thousand words—and often thousands of dollars.

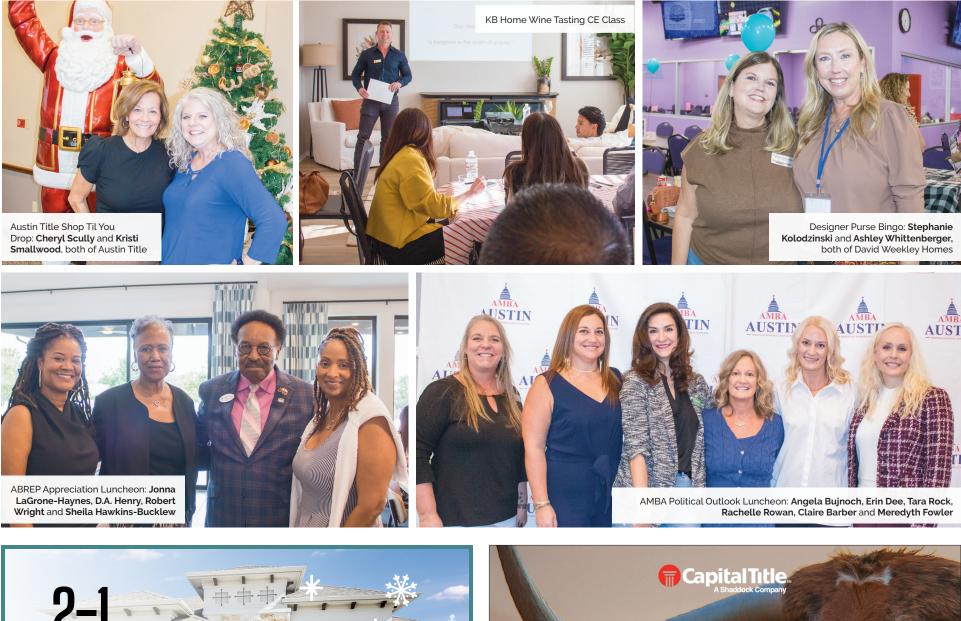


THE JUNCTION PAVILION AND WATERING HOLE POOL COMPLEX IS NOW OPEN!

TAKE A TOUR TODAY Lariat, the premier master-planned community located in Liberty Hill, provides quick access to Greater Austin Employment Hubs. Lariat will be sure to keep you and your family entertained, fit, and connected for years to come.

- Planned Extensive Trail System
- Sports Court in Future Phases
- v v v v
- Catch and Release Dock
 & Fishing Pond
- On-Site Future Elementary School
- Liberty Hill ISD Schools
- * * * *
- Future Dog Park
- EQUAL HOUSING OPPORTUNITY

RTX ***** RANDOLPH TEXAS DEVELOPMENT





Save on select quick move-in homes* at REDUCED PRICES plus 2-1 BUYDOWN FINANCING off current market rate.** Must use preferred lender Carrie Hundley, First United Mortgage Group NMLS #614065.***







*Offer based on accepted contract starting 121/12024. Offer subject to change without notice. Terms and conditions apply. **Market rate subject to change at anytime. See sales manager for details. **First Uhited Bank (NMLS #400025) is a licensed inder in Oklahoma and Tevas. The content in this davrisement is for informational purposes only. This is not an offer for extension of credit or committenent to lend. Al leass subject to program guidelines and final underwrifin approval. Not all applicants qualify. Information and pricing are subject to change at any time and without notice. Actual rates may vary based on market condition. Texas Based Texas Swned Locally Inspired



Scan the QR code to find a friendly Capital Title office near you





Cindie Brooks Business Development Cindie.Brooks@ctt.com



Beth Coffey Business Development Beth.Coffey@ctt.com



Business Development Tammy.Morrow@ctt.com



Shiloh Newman **Business Development** Shiloh.Newman@ctt.com



Maggie Garza **Business Development** Maggie.Garza@ctt.com



Ashle Miller

Business Development

Michele Vannostran **Business Development** Michele.Vannostran@ctt.com

BEE CAVE • CEDAR PARK • GREAT HILLS • ROUND ROCK • WESTLAKE AUSTIN.CTIC.COM

Understanding T-47 Affidavit, New T-47.1 Form

Recent updates from the Texas Department of Insurance (TDI) have introduced key changes to the T-47 affidavit, a vital document in real estate transactions. The revised T-47 now allows for a single declarant and features minor language adjustments for clarity. This updated version is available on the Texas REALTORS® website and will soon be offered through authorized forms vendors.

TDI has also introduced the T-47.1 Residential Real Property Declaration in Lieu of Affidavit, published on November 1. This form allows sellers to affirm the accuracy of their information without notarization. While the T-47.1 is available on TDI's website, the current One to Four Family Residential Contract (TXR 1601, TREC 20-16) still requires the T-47 affidavit for survey purposes.

Texas REALTORS® CEO Travis Kessler Announces Retirement Real estate industry veteran to retire at the end of March 2025; Executive Vice President Mike Barnett named new CEO

Texas REALTORS® announced the retirement of President and CEO Travis Kessler, effective March 31, 2025, after serving since 2010. Executive Vice President Mike Barnett will succeed him as CEO on April 1, 2025.

Kessler oversaw significant growth, increasing membership from 75,000 to 155,000, and implemented initiatives to enhance professionalism and advocate for property owners. Reflecting on his tenure, Kessler said, "It's been an honor to lead Texas REALTORS® and I'm confident in Mike Barnett's ability to continue our success."

Barnett, with 18 years at Texas REALTORS®, has expertise in political affairs, strategic planning, and financial management. He has been Executive Vice President for 12 years, previously serving as Director of Political Affairs. "I am honored to lead Texas REALTORS® and build on its legacy of empowering professionals and protecting property rights," Barnett stated.



BARNETT

KESSLER

Texas REALTORS® Chairman Jef Conn praised Kessler's impactful leadership, noting his legacy as an industry icon. Barnett aims to continue advancing the organization's mission and supporting REALTORS® across Texas.





See a David Weekley Homes Sales Consultant for details. Prices, plans, dimensions, features, specifications, materials, and availability of homes or communities are subject to change without notice or obligation. Illustrations are artist's depictions only and may differ from completed improvements. Copyright © 2023 David Weekley Homes - All Rights Reserved. Austin, TX (AUS-23-003360)







8:30 AM - 5:30 PM

CHAMPIONS SCHOOL OF REAL ESTATE®

Thursday 8:30 AM – 7:30 PM

PROGRAM INCLUDES:

- 3-Hour Real Estate Market Movers
- 2-Hour Technology Update
- 2-Hour Beyond the Verdict: The NAR Settlement Explained
- Mandatory 8-Hour Legal I & II and 3-Hour Contract Review



119



CERTIFIED INTERNATIONAL PROPERTY SPECIALIST

NATIONAL ASSOCIATION OF REALTORS® OFFICIAL

The CIPS Designation equips agents with the expertise to navigate global real estate opportunities, enabling them to serve diverse clients, including international investors, domestic buyers exploring new markets, and local clients investing abroad.

CIPS DESIGNATION OPTIONS



This program includes the 2 core and 3 international electives.

\$145 8 Individual CIPS Courses

AUSTIN CAMPUS

AUSTIN, TX 78717

13801 RANCH ROAD 620 N

In order to receive the CIPS designation on your license, you must also meet the other requirements. These courses are also eligible for TREC CE credit. Call or go to website for more information.



CHAMPIONSLIVE

8:30 AM - 5:15 PM

512-244-3524 CALL A CAREER COUNSELOR TO ENROLL TODAY!

0



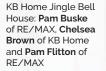
PICTURED: 4812 DESTINATION WAY DREES HOMES



Designer Purse Bingo: Kylie Prior and Ashley Long of Stewart Title



Pictures with Santa: Santa Claus and Ismael Soto of Five Points Board of REALTORS











Morter, both Amazing Realty; Sherri Berry of Chicago Title and Precious Manu of Amazing Realty

Models Open Daily! #MERRYCHRISTMAS

New Homes Available Now!



LACIMATX.COM





PERRY

David Weekley Homes



ASHTON WOODS...



PUTTING A FACE ON REAL ESTATE SINCE 1995™



Something for All of Your Buyers

New communities, new sections and new move-in ready homes are now selling throughout Greater Austin! Schedule a tour today for you and your clients.

Communities Now Selling From the \$270s - \$500s+

Edgebrooke

Cross Creek

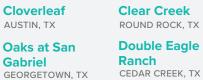
CEDAR PARK, TX

PFLUGERVILLE, TX



Harvest Ridge





TopAgent Rewards[™]

Casetta Ranch

HEYS COUNTRY, TX

Hymeadow

KYLE, TX





Brohnhomes \$270s - \$500s+ BrohnHomesAgents.com | 512-643-5400

eal Estate Agent Bonus Program available only when your client closes on a home in a participating ohn Homes community pursuant to a contract your client signs and executes on or between 1/124 and 12/31/24. Bonus will be dictated by order of closing; 3% upon first closing, 4% upon second closing, d 5% upon third closing and thereafter on contracts written by 12/31/24. All bonuses will be paid at osing. Payments of total commissions and bonuses will only be made to actively licensed Texas

brokers. Borus paid to Broker upon client's successful closing and funding and is based on the original contract price as stated in the Purchase Agreement, excluding any Seller incentives, subsequent change orders, re-writes, or upgrades. Broker is responsible for all applicable taxes. Since seller reserves the right to modify or discontinue this program at any time without notice, please call the applicable sales center in advance to confirm that the program is still in place. Bonus/commission offer not valid for Purchase Agreements signed by buyer prior to publication of this advertisement. Commission cannot be used with any other special offers. May not be combined with any other broker bonuses or offers. Please see a Brohn Homes Sales Consultant for complete details. CCMG Mortgage, Inc. dba CMG Home Loans, NMLS# 1820, is an equal housing lender. Registered Mortgage Banker with the Texas Department of Savings and Mortgage Lending. To verify our complete list of state licenses, please visit www.cmgfi.com/corporate/licensing and www.nmskoonsumeracess.org. All loans subject to credit approval and only eligible with CMG Home Loans, Brohn's lender partner. This incentive only valid on select spec homes that are contracted on or after 11/14/24 and close by 12/21/24, while funds last, and finance with CMG Home Loans. Offer is for a limited time only and can be stopped at any time and with no prior notice. Please ea Brohn Homes Sales Consultant for complete details and participating homes and communities. Flex cash and in participating communities. It using flex cash to reduce the price of the home, the reduction cannot bring the home price below base price. Please provided Al/4/2024. FLA Payment example: Stated rate may change or may not be available at time of rate lock. If you bought a \$350,000 home with a down payment of 3.5%, for a loan amount of \$343,660 (including upfort mortgage insurance premium), on a 30 year for the four ways shown in this advertisement, including reduction in purchase price (not being le



AMBA Political Outlook Luncheon: Terry Council and Ian Dance



All City Real Estate Annual Awards: Dave Kapur and Erin Pasawicz, both of All City Real Estate





Austin Title Shop Til You Drop: Stephanie Marek of Austin Title and Suzanne Gantner of Realty Texas







We're Excited To Welcome

To Our Business Development Team



HEATHER GADDES, AVP/BUSINESS DEVELOPMENT Heather.Gaddes@austintitle.com / 512-420-2177 Direct

eather (Jaddes

Heather comes to us with 12 years of Title Industry knowledge in the Williamson County Area. She has a strong connection to her community, having raised her sons with her husband, Larry, in Round Rock ISD. Her local knowledge and personal investment in the community provide her with valuable insights into the needs and preferences of her clients. She looks forward to meeting with you!

Whether through cutting-edge tools, creative concepts, or one-of-a-kind marketing programs, Heather ensures that every client gets the support they need to succeed.



WWW.AUSTINTITLE.COM



LPT Holiday Potluck: **Pam Wachholz** and **King Bravo**, both of LPT Realty



All City Real Estate Annual Awards: Yvette Esparza and Denise Carrillo, both of All City Real Estate





All City Real Estate Annual

Awards: Brandy Ward and Joy

ABREP Appreciation Luncheon: Briana Lacey-King, Teresa Scott-Tibbs, Clare Knapp, Jonna LaGrone-Haynes and Shelton Green



JASON HERBERT

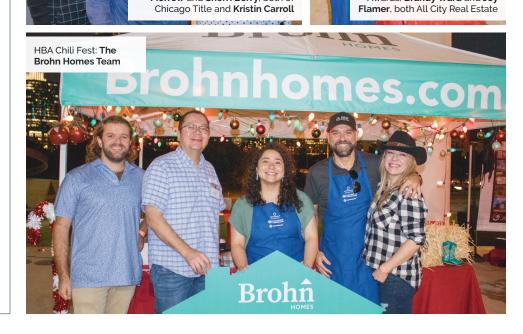
Vice President of Lending & Branch Executive 512.456.0035 jason.herbert@southstarbank.com NMLS #633039



southstarbank.com/mortgage

All loans subject to approval. Other fees or restrictions may apply. SouthStar Bank, NMLS #410624.







AT HOME SPA DAY The Very Best HOLIDAY

WINE ROOM

WALK-IN CLOSET

Are your clients looking to start the New Year in a new home? Our builders are ready to make that holiday wish come true, offering dozens of homes across a range of price points, all available now! Take a look at what we're calling our Holiday Gift Guide and wrap up the ultimate gift for your buyers. And don't miss out on limited-time builder incentives that make buying easier! Happy holidays, and see you soon at Santa Rita Ranch!

GIFT

CASTLEROCK COMMUNITIES • CHESMAR HOMES • COVENTRY HOMES GFO HOME • HIGHLAND HOMES • PERRY HOMES • PULTE HOMES **SCOTT FELDER HOMES • SITTERLE ESTATE HOMES / SITTERLE TOWNHOMES TAYLOR MORRISON • TOLL BROTHERS • WESTIN HOMES**

SANTA RITA RANCH



UNINTERRUPTED SLEEP

FAMILY TIME ON THE PATIO

SANTARITARANCHAUSTIN.COM | 504 EXPLORATION CIRCLE, LIBERTY HILL, TX 78642



Since 2005, Independence Title has helped hundreds of thousands of Texans invest, open businesses, and find their way home to their own little piece of the Lone Star State.

Thank you to our Customers for 20 great years and counting!

THE AUSTIN BUSINESS JOURNAL'S #1 TITLE COMPANY 19 YEARS RUNNING

Independence

Est. 20