

YOUR HOME SELLER GUIDE

FROM JUST
LISTED TO

Sold

JENNY POST BURTON REALTOR®

YOUR HOME MATTERS

HELPING YOU UNDERSTAND YOUR OPTIONS IN AN EVER-CHANGING AND QUICK-MOVING REAL ESTATE MARKET.

As you embark on the exciting real estate journey, I pledge to dedicate the time and effort required to truly understand your unique needs, preferences, and aspirations for selling your home. Our collaboration will be grounded in open communication and mutual respect, ensuring that our plan is clearly defined and pursued with precision. With my expertise in the local real estate market and a comprehensive understanding of the home-selling process, I am committed to offering you informed advice and strategic insights. From property staging to negotiations and closing, you can count on my professional guidance to navigate the complexities of selling your home. I want you to know that your trust in me is not taken lightly. I am honored to have the opportunity to be part of this pivotal chapter in your life and am dedicated to making your home-selling experience as seamless and rewarding as possible.



Jenny Post Burton

REALTOR®



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26062 Highway 17 Waynesville Mo

CLIENT TESTIMONIALS

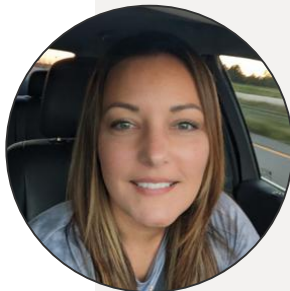
MEET SOME OF OUR HAPPY CLIENTS



"We can't thank Jenny enough..."

We can't thank Jenny enough for the incredible experience we had purchasing our new home. Her dedication, expertise, and genuine care made the entire process seamless and stress-free. She listened to our needs and guided us every step of the way. Jenny went above and beyond, not just as our realtor but as a trusted friend. We are so grateful for her support and highly recommend Jenny to anyone looking to buy or sell a home!

Javier and Nola Estrella



"Jenny made the process easy and stress free."

"Jenny did a phenomenal job with selling our home and helping us find the right new home! She made the processes easy and stress free. She didn't care how many questions or concerns I had, she always responded and put my mind at ease. When it's time to sell our current home we won't be going to anyone else! Thank you Jenny, you and your dedication are so appreciated!"

Sonya Schutte



"Jenny exceeded our expectations on selling our properties!"

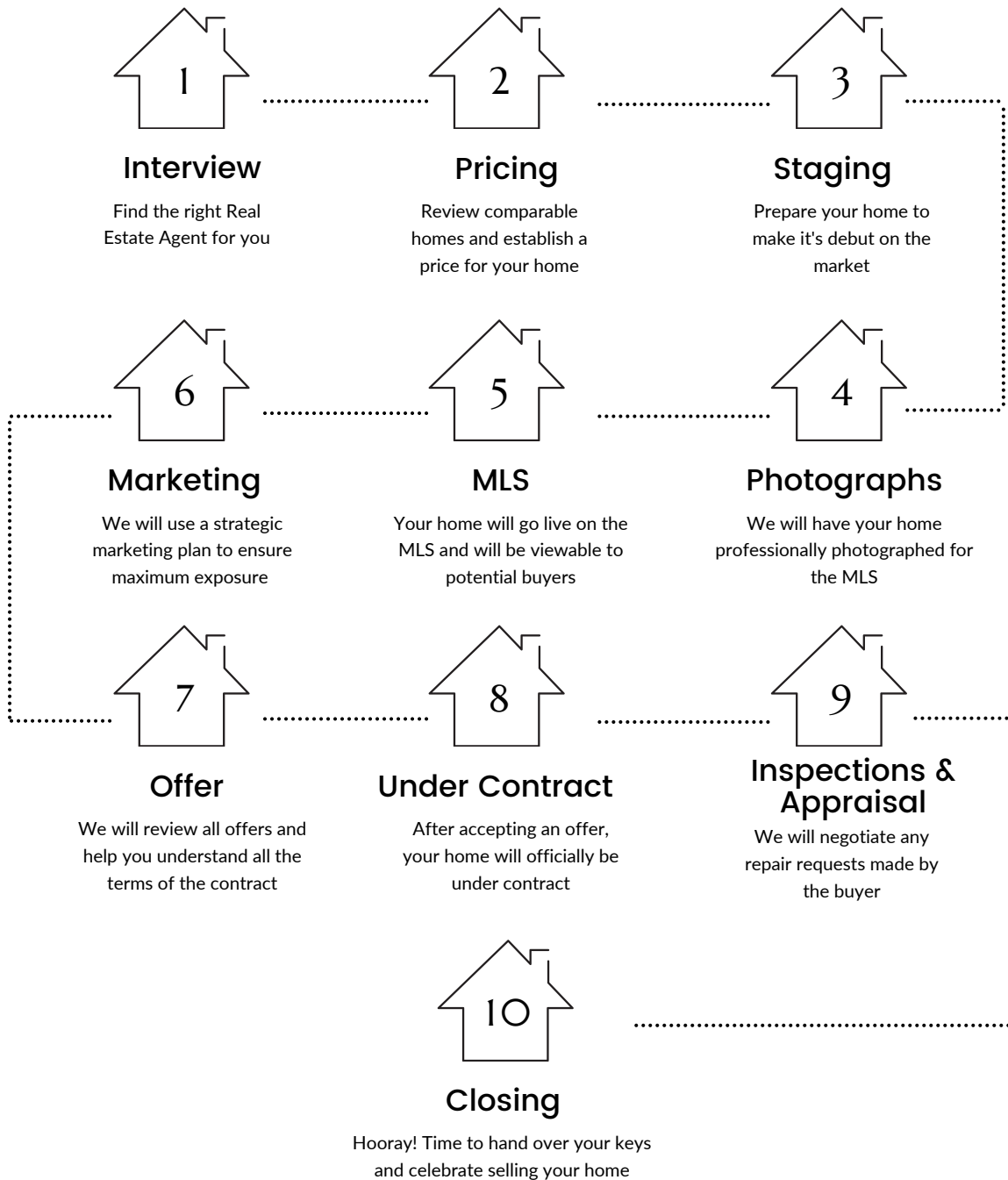
Jenny exceeded our expectations on selling our properties. She is very knowledgeable on all aspects of buying and selling. She kept us informed through the whole process. Highly recommend Jenny Post.

Jerry and Brenda Mathis

FINDING YOUR HOME

Our Proven Home Selling Timeline

THE SELLER ROADMAP OVERVIEW



KEEPING IT SIMPLE

Our Proven Home Selling Timeline

OUR SIGNATURE PROCESS

STEP ONE

Listing Consultation

After viewing your home, I will suggest recommended improvements, and present you with a Comparative Market Analysis. Together we will determine the best listing price, whether staging could benefit the home and when your home will go active on the market.

STEP TWO

Professional Photography

After your home is prepared and staged, we will have your home professionally photographed by the top local real estate photographer. These photos will be used for the MLS listing, which means high-quality photos are a must.

STEP THREE

Our Marketing Plan

Your home will now be live on the MLS and viewable to potential buyers. We will use a strategic marketing plan to ensure maximum exposure. We will run social media ads, contact potential buyers, schedule showings and commence our unique marketing plan specific to you.

STEP FOUR

Showings

It's important that you allow showings at your property, whether it be virtual or in-person. It's particularly beneficial to leave showings to an agent as we are trained in how to best show your home to potential buyers.

STEP FIVE

5

Receive an Offer

You will be notified when an offer is received. We will review all offers together and I will help you understand all the terms of the contract to decide if you would like to accept, reject or counter the offer.

STEP SIX

6

Inspections

The buyer will schedule any inspections during the time period negotiated in the contract. We will negotiate any repairs requested. Keep in mind, if the contract is contingent, the buyers are entitled to walk away from the offer if any big issues arise.

STEP SEVEN

7

Appraisal

The mortgage lender will typically order an appraisal to determine the value of your home. I will educate you on the appraisal process as a seller and will guide you through the process if the appraisal should go wrong.

STEP EIGHT

8

The Closing

You will need to fulfill any closing obligations including: fixing agreed upon home repairs, submit disclosures, review closing costs, and move out. After you sign the documents, it's time to celebrate because the home sale is complete.





About Your Home

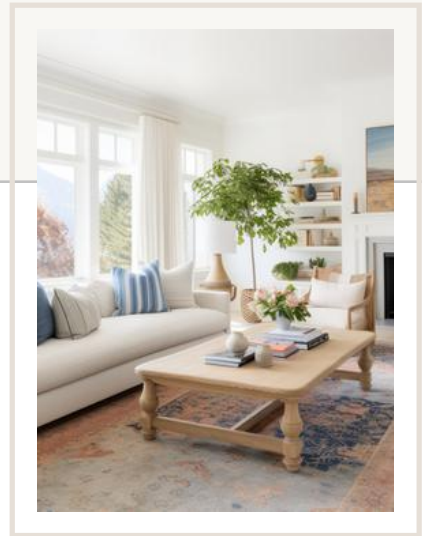
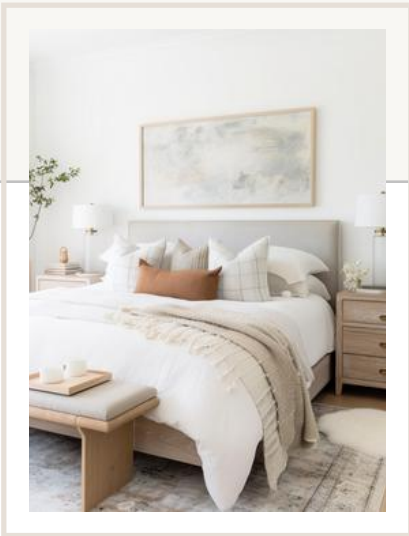
HELP ME UNDERSTAND YOUR HOME

-
- ✓ What drew you to this home when you bought it?
-
- ✓ What is your favorite feature of your home?
-
- ✓ What do you like most about your neighborhood?
-
- ✓ What are your favorite nearby attractions and amenities?
-
- ✓ What don't you like about your home?
-

HELPING YOU NAVIGATE THIS SEASON

About Your Situation

UNDERSTANDING YOUR GOALS



01

Your Why

Why are you moving? What is the deadline for needing to move by?

02

Your Plan

What will you do if your home doesn't sell in the expected timeframe?

03

Obstacles

Do you anticipate any major challenges or issues with selling your home?

As your Real Estate Agent, my number one mission is to help you achieve your goals. I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

HOW TO CALCULATE EQUITY IN YOUR HOME

The value of your home can be an important number to know, but it's also one that can be confusing and complicated. Luckily, calculating your home equity is as easy as 1, 2, 3!



01.

STEP ONE

First, you need to figure out how much your home is worth. To do this, you can look at recent sales of homes similar to yours in your area. This can help you get an idea of the market value of the home.



02.

STEP TWO

Next, take that number and subtract any outstanding loans on the property. This will give you an idea of how much equity (or value) you currently have in your home.



03.

STEP THREE

Next, we factor in any anticipated closing expenses such as closing costs, commissions or expected repairs. This will help you determine how much you can expect to net from the sale.





OUR STRATEGY

Strategic Pricing

PRICING YOUR HOME TO SELL

As the seller, it's easy to let emotions influence what you believe your home is worth. Pricing your home too low can cost you money while pricing too high can cost you buyers.

As your REALTOR®, you can trust my pricing strategy to be unbiased, and with my skill set, I can list your home at an accurate price, which will benefit you in the long run. I will also determine the best strategy for you with genuine and practical intentions. Your home will warrant its own particular pricing strategy based on several factors.

THE TOP THREE

Pricing Factors To Consider

01.



The Market

Your local area's current housing market conditions will play a large factor in helping determine the best price for your home to be listed at.

02.



The Competition

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03.



Your Timeline

We will determine your urgency and flexibility for selling your home to set the best listing price for your home to meet your goals.





SELLING YOUR HOME

Our Top Priority

PRICING IS CRUCIAL

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

Our goal is to price your home correctly the first time.

FROM JUST LISTED TO SOLD

Our Proven Marketing Plan

OUR SIGNATURE STRATEGY



Conduct a walkthrough to identify possible repairs or recommended updates



Staging and Decluttering Recommendations



Create a professional listing flyer & home marketing materials



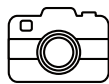
Informative & engaging MLS listing description



Virtual Staging for Vacant Properties



Hold Open House 2-3 weeks after placing property on the market



Use high resolution, professional quality photography



Target one-to-one social media advertising



QR Code direct to listing flyer

We will work together to establish a winning marketing plan for your home. I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

MULTI-CHANNEL MARKETING

Marketing Deep Dive

Signage

- Install professional, eye-catching signage
- Captures the attention of passersby
- Creates a strong local presence
- Quality signs designed to stand out
- Generates interest in your property

Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Showcase home's best features
- Crafted for compelling first impressions
- Allows online exploration of the property and increases showings of interested buyers



*I'm going the extra mile to get your home **gold** fast*





Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for a broader reach
- Targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads

Exclusive Services

- Provide bi-weekly status updates for consistent communication
- The team is available for appointments seven days a week
- Maximum flexibility and accessibility
- Include complimentary virtual staging of vacant properties and staging advice for occupied properties
- Ensure the property is showcased at its best and market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and get serious buyers lining up so we can get top dollar and a quick sale for your place. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

MY SPECIAL APPROACH

What Makes Me Different

My approach with you will be honest and straightforward: you come first. I'm here to understand your aspirations and challenges, offering customized advice and solutions tailored to your unique situation. My role is to be your advocate, your strategist, and your confidant throughout the selling process. From now to the closing day, I'll provide a seamless and efficient experience, aimed at achieving your goals. My commitment is to ensure that every step of your journey is managed with professionalism and attention to detail.



YOUR MID-MISSOURI REALTOR®

Helping buyers, sellers & investors in:

Waynesville • St Robert • Richland • Crocker • Lebanon • Laquey • Dixon • Rolla



Personalized Client Attention



Hundreds of families served



17 years of experience



Consistent Communication

Client Testimonial

How can I say enough to compliment how great Jenny was in finding us our forever home. We were moving from CA to MO and had no experience with real estate in MO. Jenny helped us get a rental location to live in while she spent many, many hours searching for our new home. We also had some issues with the financing and she was able to point us in the right direction to get that done to. I will never be able to say enough as to what a great realtor Jenny is and how great she is at finding just what you need and want.

- B Graviss

SELLING YOUR HOME

Photo Prep Checklist

PREPARING FOR PROFESSIONAL PHOTOS



- Clean the entire house
- Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- Shutters and blinds should all be set to matching angles
- Clean all glass mirrors
- Declutter all counter spaces in kitchen and bathrooms
- Turn off all ceiling fans
- Remove your furry friends from the areas being photographed
- Store away pet supplies, food bowls, toys, etc.
- Cut the lawn and make sure your patio furniture is arranged
- Sweep the porch and exterior area

YOUR PERSONAL PREFERENCES

Important Info

Preferred day for photographs:

Open house Best Day/Time:

Is a showing appointment required? If yes, preferred notice?

Do buyers need to take their shoes off?

Will pets be in the house during showings?

Do you have a security system that will be on during showings?



Additional Notes



YOUR HOME MATTERS

Our approach is clear: you are our top priority. We dive deep to understand your aspirations and challenges, crafting customized advice and solutions just for you. As your advocates, strategists, and confidants, we stand with you throughout the selling process. From this moment until closing day, we offer a seamless and efficient experience focused on achieving your goals. Our commitment is to manage every step of your journey with the utmost professionalism and meticulous attention to detail.



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— ESTD. 2008 —

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