

Oak Lawn | Uptown | Turtle Creek

HOME SELLERS GUIDE

Kevin Day Real Estate

Spring | Summer 2025

A man with short, dark hair, wearing a dark blue suit jacket over a light blue button-down shirt, stands outdoors. He is smiling slightly and looking towards the camera. His hands are in his pockets. In the background, there is a stone fountain on the left and lush green bushes and trees on the right. The lighting is warm, suggesting late afternoon or early morning.

BONUS

Did your listing expire?

WE WELCOME YOU TO CENTRAL METRO REALTY

We are excited to work with you!

Selling a home in today's North Texas market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area.

Thank you for choosing to put your trust in me for the process of buying and/or selling your home. Every member of my team is committed to ensuring that ALL of your real estate needs are not just met, but exceeded. I've created this book for your convenience and we hope that it will be a valuable resource. The entire process is outlined for you here, and I will be staying in constant contact with you throughout the process. Your experience will be extraordinary because our unwavering commitment is to your complete satisfaction.



I hope this sellers guide answers any questions you may have about getting your home on the market and sold fast.

Warm regards,

Kevin Day

REALTOR® ABR®

Kevin Day Real Estate

Central Metro Realty, LLC

MEET THE TEAM



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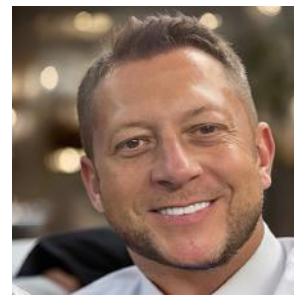
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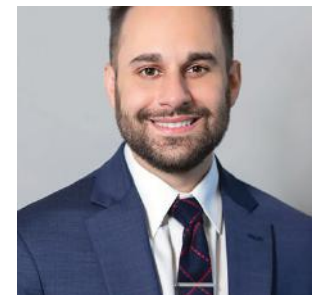
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About the KEVIN DAY REAL ESTATE GROUP, LLC

Kevin Day Real Estate Group, LLC with Central Metro Realty, LLC, is a full-service, fully licensed, real estate team focused on our affluent clients and supplying extraordinary customer service in North Texas most desirable neighborhoods since 1993.

Kevin was an early adopter of digital marketing, leveraging the internet to sell and market exceptional property before most others had even considered the idea in the late 90's. Known as a creative force, Kevin developed a unique blend of digital marketing that incorporates stunning photography, virtual tours, custom videos and websites that make every property stand out among the competition.

Kevin's success is undeniable; he closed the first quarter of 2023 ranked in the top 2% of Dallas Realtors, out of 27,000 plus agents. In 2024 and 2025 he has had similar success and his brand continues to grow. His expertise in digital marketing has made him preeminent in the real estate community, offering clients unparalleled exposure for their properties through exceptional visuals and an innovative online presence.

The Kevin Day Real Estate Group combines in-depth knowledge of the North Texas market with innovative research techniques and strategies to deliver proven, trackable results. Their approach ensures sellers achieve the highest and best price, with the most favorable terms, in the shortest time possible.

30 Years of Real Estate Excellence

RESULTS DRIVEN

● OUR TEAM ● AVERAGE AGENT



2023
TOP 2%
IN
NORTH
TEXAS Q1



2024
#2 IN HOME
MARKET
AFTER Q2



MULTI
MILLION
DOLLAR
PRODUCER
2022, 2023,
2024



DIGITAL
MARKETING
EXPERT



TOP LISTING
AGENT
YEAR AFTER
YEAR

OUR COMMITMENT

01



THE TRUTH

I promise to tell you the truth about your property.

02



RESPECT

I promise to respect your confidence.

03



ADVICE

I promise to give you good advice.

04



TRANSPARENCY

I promise that you will understand what you're signing.

05



COMMUNICATION

I promise to follow through, follow up and keep you informed every step of the way.



4 STAGES OF HOME SELLING

PRE-LISTING

- schedule a listing appointment
- pre-appointment docs delivered
- discuss the best strategy for selling
- property evaluation by agent
- complete market analysis
- establish price
- share marketing plan
- execute listing agreement

PREP FOR MARKET

- schedule photographer
- produce virtual tour and floor plan
- produce video
- purchase address URL
- build out property webpage
- design print material(s)
- profile buyer
- create email campaign
- launch day

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback requested
- open house held
- daily review of market

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- schedule closing
- closed & funded

STAGE ONE

STAGE ONE : PRE-LISTING

THE STRATEGY BEHIND THE SALE

The blueprint for success!

Before we place your home on the market, we build a plan designed specifically for your property, your timeline, and your goals. This is where experience, creativity, and market knowledge come together to create the blueprint for success.

Here's what we focus on during the strategy phase:

- **Understanding Your Needs:** Are you upsizing? Downsizing? On a tight timeline? Your goals shape our approach.
- **Identifying the Right Buyer Profile:** Who is most likely to fall in love with your home — and how do we reach them with precision?
- **Timing the Market:** We'll evaluate local inventory, seasonality, and buyer behavior to find the right listing window.

“Every home deserves a strategy, not just a sign in the yard.”

-Kevin Day

- **Avoiding Common Pitfalls:** Many expired listings failed due to poor timing, weak presentation, or a rushed launch. We don't make those mistakes.

We don't guess. We plan.

This strategic foundation ensures that when your home goes live, it launches with maximum visibility and momentum.



THE ESSENTIAL GUIDE TO PREPARING *Your Home for Sale*

The pre-listing stage is a critical phase in the journey of selling your home. This stage begins when you schedule a listing appointment. Prior to this meeting, it's typical for the realtor to provide you with pre-appointment materials, which often include a questionnaire about your property and your expectations, and possibly preliminary marketing examples and informative videos. This exchange of information is essential as it helps the realtor prepare effectively for the meeting and helps you understand the process and what to expect.

During the listing appointment, we will discuss the best strategy for selling your property. **This strategy is tailored based on a variety of factors such as the current real estate market conditions, the unique aspects of your property, and your own timelines and financial goals.**

Once you have completed the questionnaire, we will conduct a thorough evaluation of your property to determine price.

The answers you provide in the questionnaire, combined with a detailed market analysis, is crucial for understanding how your property compares to similar listings in the area.

Based on this comprehensive assessment, we will help you establish an optimal sales price that reflects both the market trends and the intrinsic value of your home.





PREPARING YOUR HOME

FIRST IMPRESSIONS

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. **Their impression will ultimately determine how much they're willing to offer on the property or even if they'll be interested in buying it at all.**

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. **Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.**

Moreover, any money you invest into repairs before you list, when you have time to price-shop and to use a little bit of elbow grease, will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.

PREPARING YOUR HOME

We advise on decluttering, making repairs and alterations that will help you gain financially, as well as show the home in its best possible light. First Impressions last a lifetime.

Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

Wash all windows and mirrors

Remove all pet-related items
and food

Take personal items off the
walls

All laundry is either put away
or hidden

Take all trash out

Move all sensitive paperwork
and medication to a secure
area

EXTERIOR

Wash all windows and clean
screens

Touch up paint

Move any extra vehicles from
the driveway / property

Display seasonal flowers and
landscaping

Weed flower beds

Clean front porch and secure
any loose handrails

PRICE WITH PURPOSE

Market Analysis Meets Market Psychology

Your home's value isn't just a number, it's a story. And how we price that story can make or break the outcome.

Here's how we get it right:

- **Comprehensive Market Analysis:** We evaluate recent sales, active listings, pending properties, and more — but we don't stop there.
- **Micro-Neighborhood Insights:** Not all comps are created equal. We dive deep into buyer activity and pricing trends on your specific block or building.
- **Buyer Psychology:** Strategic price points are used to attract more clicks, more showings, and more offers — especially in online searches.
- **Your Bottom Line:** We align market realities with your goals to ensure your expectations are clear and supported by data.



SIGNING THE LISTING AGREEMENT



Kevin Day
REALTOR® ABR®
Kevin Day Real Estate Group, LLC

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Caentral Metro Realty, LLC

Once we've reviewed the strategy, marketing plan, and pricing together — the final step is signing the listing agreement.

This empowers us to begin marketing your home officially.

But unlike many agents, we believe in flexibility (honor and respect), over pressure.

If this is not working out for either one of us, we offer an no questions asked cancelation and exit, allowing you to cancel at any time with no fees.

You should work with someone who earns your trust, not someone who locks you in.

STAGE TWO

STAGE TWO : PREPARATION

KEVIN DAY REAL ESTATE STEPS

to get your home sold

- 
- 01 Home Preparation
 - 02 Staging
 - 03 Schedule and Produce Digital Media
 - 04 Property URL
 - 05 Build Web Presence
 - 06 Online Marketing Launch
 - 07 Print Marketing
 - 08 Open House

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- + Staging can take time to set up and take down after selling
- + Staging can be costly when hiring a professional stager company
- + If done poorly, staging may not be in the buyers' taste

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home!

It makes my brain explode that some agents still upload horrid photos (or NO photos) on a listing and the people who hire these agents allow this to happen. These sort of lazy actions by lazy agents is not acceptable with us.



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Receive an average of 87% more views than their competition across all price tiers.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

Have a 47% higher asking price per square foot.

Oak Lawn, Uptown & Turtle Creek

ONLINE MARKETING BLITZ

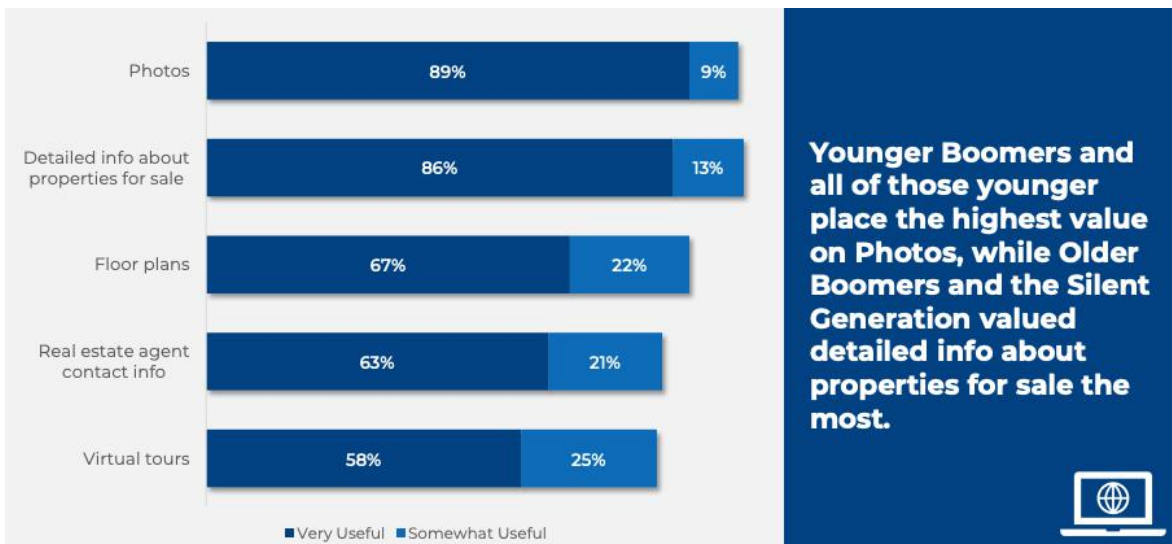
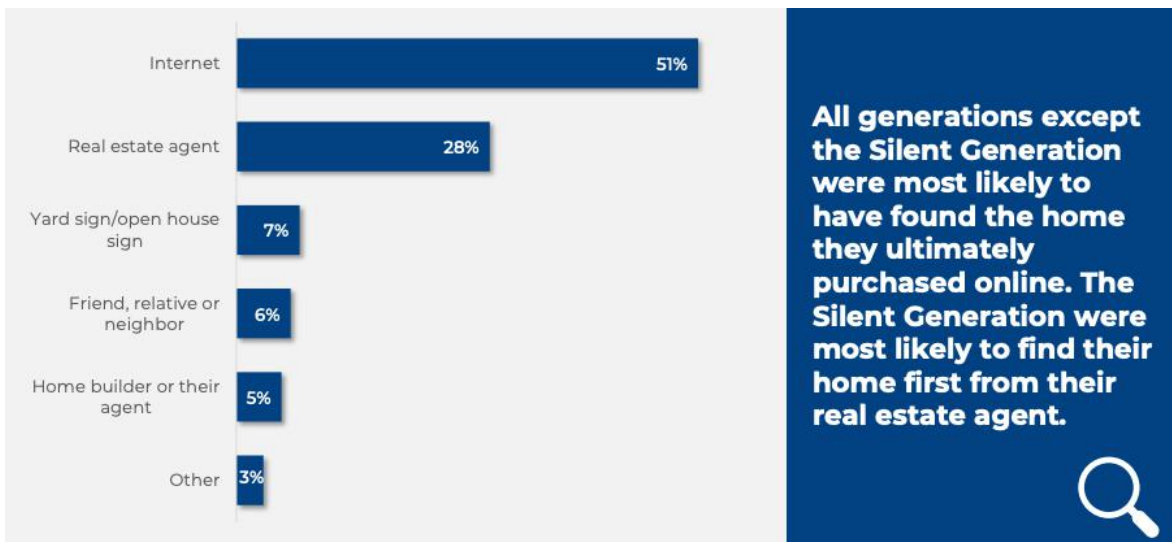
- Professional Photography
- Property Webpage Produced
- Property Squeeze page Produced
- Video Produced and Published
- Virtual Tour Produced and Published
- Floor Plan Produced and Published
- Zillow.com Showcase PLUS Listing
- duPont Luxury Marketing*
- Facebook & Instagram Ad Campaigns
- Targeted Email Campaign
- Syndicate in MLS and Online

*on listings of \$3M or more

SOCIAL MEDIA

With technology headed to the forefront of the new real estate market and the typical buyer using the internet to search for homes, the internet is a prevalent factor in the home buying process today. But what else is driving today's homebuyers? I believe it is everything they have learned from watching real estate reality-based content on TV and now, even more so, on social media.

NATIONAL ASSOCIATION OF REALTORS HOMEBUYER SURVEY 2021



OPEN HOUSES



WE LOVE
SHOWCASING
YOUR
HOME WITH
AN OPEN
HOUSE

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

steps we take to prepare

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Our HUGE signs strategically placed around the neighborhood
- Postcards invites mailed to neighbors
- Paid placement on social media accounts
- Text campaigns to active buyers
- Weekly newsletter blast

WE ARE RELENTLESS IN THE PROMOTION OF
YOUR PROPERTY



SCIENTIFIC FACT:

**Food tastes better when
prepared in a new kitchen.**

kevinday.co

STAGE THREE

STAGE THREE : ON THE MARKET

LAST-MINUTE SHOWING

checklist

Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs

Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.

Keys and personal items should be stored away.

Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.

Take 15 minutes and organize / purge your fridge - because a buyer WILL look!

Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.

Play soft music

Turn on all of the lights

Organize toys or store them while your home is on the market

Less is more. Remove excess furniture if possible.

Walkways to and from the home should be clean and clear.

Make all of the beds.

Take the trash out and consider hiding garbage cans.

Minimize family photos

Do a thorough cleaning - even if you have to hire a cleaning service

Improve curb appeal: Mow the lawn and trim back overgrown shrubbery

Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.

Put fresh flowers or flowering plants on the dining room table

Offer snacks and water

Take all the magnets and pictures off the refrigerator.

Open the windows - buyers love lots of natural light.

Replace light bulbs that are burnt out. The better the lighting, the better the results.

Hide feeding bowls, litter boxes, dog beds, etc.

Do a final dusting, sweeping and vacuuming just before the open house or showing.

ALL SHOWINGS ARE SCHEDULED VIA *ShowingTime*[®]

If your property is occupied

STEP 01

A buyers agent will request a showing appointment

STEP 02

ShowingTime will contact you via text, phone or email

STEP 03

You will accept the showing, decline the showing, or suggest another time

STEP 04

ShowingTime will communicate with the buyers agent, your only point of contact is ShowingTime*

If your property is not occupied

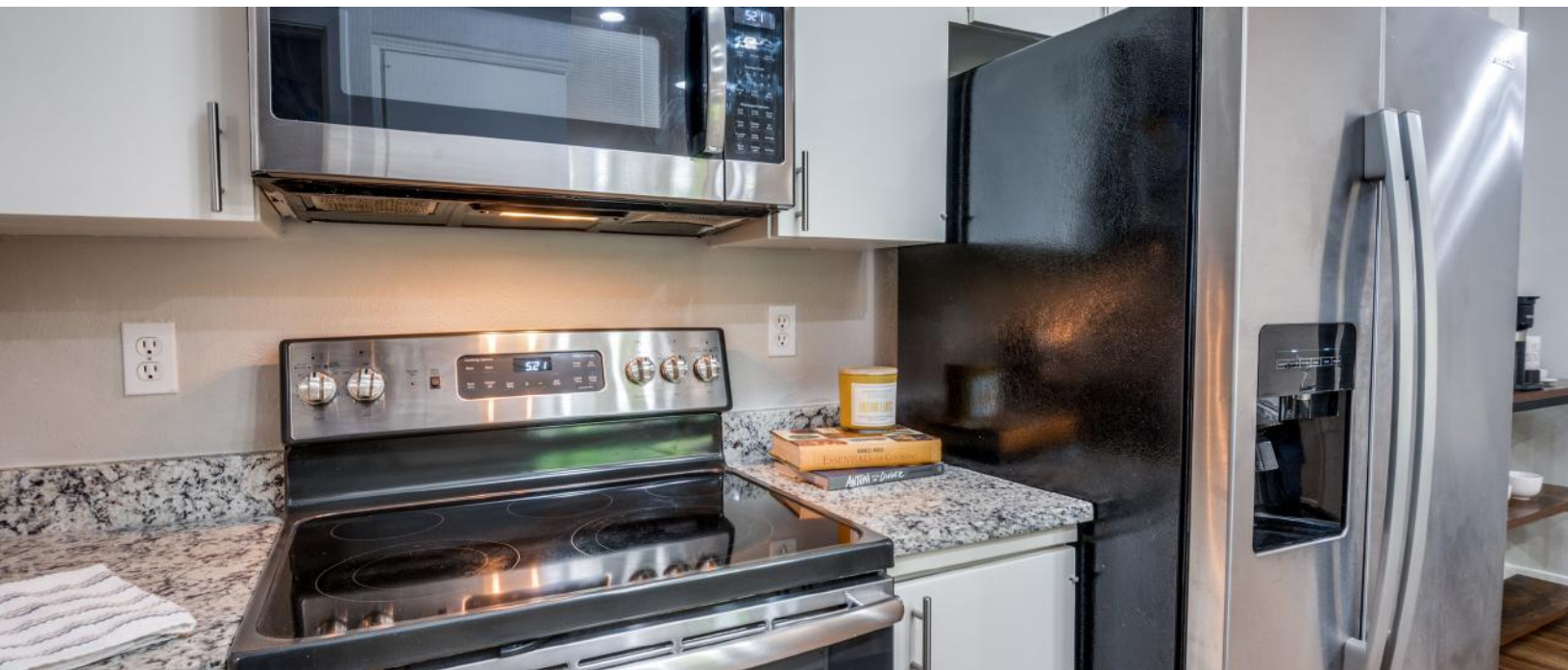
STEP 01

A buyers agent will request a showing appointment

STEP 02

ShowingTime will provide the buyers agent access information

****Usually, all communication is via text, on rare occasion ShowingTime may need to call.***



COMMON SHOWING MISTAKES

Not accommodating showings:

Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.



Attending your own showing: It's considered a faux pas for sellers to be present during showings at their home, as it can make buyers feel uncomfortable. If you're selling your home on your own, without the help of an agent, consider using a lockbox for showings. If you're a for-sale-by-owner (FSBO) seller and you have to host the showing yourself, don't hover. Let visitors explore your house on their own, and just be available to answer questions.



Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.



SHOWING FEEDBACK

When you're selling your house and have taken time to clean, pick up, and clear all your counters so a buyer can tour your home; you probably want to know what they thought about your house, right? Actually, you probably want them to make an offer! But, if they don't make an offer, it's common for sellers to want to know why.

The "why" is called buyer feedback. And, sometimes it can be confusing. Interpreting buyer feedback can be a difficult task. It's common practice on my team to ask the agent that showed the property what the buyer thought. We pass that information on to you to satisfy your curiosity. And here's a list of some helpful ways to interpret that feedback:

WHAT THEY SAY	WHAT THEY MEAN
"The furnace (or insert another large mechanical name here) is old and they're just not sure."	The buyer is afraid of major expenses, the price your house is listed at - they fear it's going to cost too much money later and not be worth it.
"They were hoping for an open floor plan." "The floor plan wasn't right for them." "They thought the rooms would be bigger." "The rooms are smaller than they thought." "They were surprised at the (insert name of something not shown in photos)." "It was our first time out and they're just getting started."	Is it possible your photos are hiding something obvious that people won't like? Re-shoot the pics. Sometimes pictures are deceiving in that rooms look bigger than they are. And, sometimes photos don't show how awesome a house truly is. Or, maybe they didn't look at the photos very closely at all and it's not your pics at all. Either way, they're probably disappointed with the reality for whatever reason and not going to make an offer because it's just not what they want.
"It smelled funny." "The pet odor was strong."	You need to clean, throw away air fresheners, and/or remove odor. It's amazing how much more a clean/fresh-smelling home will sell for vs. one that hasn't been prepared as well.
"More work than they expected." "Too much wallpaper."	They might need to see more homes to understand the value but at the moment they're not excited enough about your house to make an offer.

WHAT THEY SAY	WHAT THEY MEAN
<p>"The showing went well."</p> <p>"It's a lovely home, thank the sellers for us."</p>	<p>Who knows what that means but more than likely if it's not followed with an offer it means they're not interested.</p>
<p>"The street was really busy."</p> <p>"Didn't like the apartments behind the house."</p> <p>"It's too close to the (insert name of something that buyers will be annoyed with - convenience store, school, business, etc.)."</p>	<p>Sometimes the location of a house can really surprise a buyer (and sometimes the agent!) when they pull up to the house. For example, if your address is on a side street but the interstate is in your backyard. It's better to confront those issues in the listing than surprise people at the showing.</p>

These are just a few examples of feedback we see – and give.

Ultimately, when someone gives you feedback, good or bad, but it's not followed with an offer, the feedback means the buyer didn't see the value in your house for the listing price. But, that doesn't necessarily mean that you're priced too high.
(Although, it might mean that.)

Really, it's all about VALUE.

As your listing agent, I use buyer feedback to understand where buyers are at value-wise. Feedback always tells a story. There are 3 reasons your house won't sell:

Location - Condition - Price

You can't change the location. So, if you live on a busy street or have apartments right next to your house, you can expect people to not love that.

You can change the condition. But, maybe you don't want to. Because if buyers are commenting that they think the house is too much work, you have a value problem.

You can remedy the issues that are causing the issue (remove wallpaper, paint, update, etc) or you can adjust the price.

And, if your location is great and the condition is great but people still aren't buying your house? Well, that could be a number of things. But, the odds are good that it's a value problem and the market is rejecting your listing price.

That's easy enough to fix – adjust the price.

WHAT TO DO WITH PETS

during a showing

WHY DO PETS NEED TO GO...

Whether your home is being held open or having a showing, below are just some reasons why pets need to be removed from your home during these times.

FEAR & NERVES

It may seem hard to believe, but the fear of cats and dogs is the most common animal fear. While many people may not outright fear pets, they are not comfortable around them. We have seen clients refuse to go into homes that have pets. Of course, when selling, the goal is to get as many people through your door as possible to expand the field of interest.

UNPREDICTABILITY

Very often, we hear, "my cat is so nice" and "my dog doesn't bark." Well, we have had that "nice" cat attack potential buyers and draw blood, and that "non-barking" dog get so territorial it barks, growls, and scares buyers and agents, so much they have to leave. You very well might have the most well-mannered pet(s), but you never know how they will react to strangers coming into your home (nor do you know how a stranger will treat your pet)

WHAT TO DO WITH PETS WHEN SELLING A HOME

Here are some ways our clients have resolved the issue of pets:

1. Leave them with family or friends while your home is on the market
2. Board them for a specific amount of time
3. Take them to work with you for the day (if this is an option).
4. Hire a dog walker to remove them for showings
5. Ask a close neighbor to take your pet during showings
6. Completely move out of your home and take them with you



Kevin Day
Real Estate Group
MASCOT

DINGO

Don't just
stand there...

GET IN!

kevinday.co

STAGE FOUR

STAGE FOUR :
UNDER CONTRACT & CLOSING

NEGOTIATING THE OFFER

A man with short, dark hair, wearing a blue suit jacket, a white shirt, and a patterned tie, is smiling broadly and gesturing with his hands. He is standing behind a dark podium. The background is dark, and the lighting is focused on him, creating a professional and engaging atmosphere.

Did you know there are three separate times to negotiate in the purchase contract? The first is when we negotiate the price and terms when the offer is first submitted. Second, there is an opportunity to negotiate during the buyer's inspection contingency. Last, during the buyers' appraisal contingency.

It is essential that you have an experienced, knowledgeable professional working on your behalf during this process. Kevin Day and his team are negotiation experts, and we will use our expertise to work for you. Who you choose to represent you matters.

THE OFFER

Once you receive an offer there are still several items that have to be handled properly. Making sure you disclose and meet all the terms of the contract are just a few. When we have an accepted contract, the escrow process begins, we will be there to manage, advise and offer solutions every step of the way.

THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER AS WRITTEN

2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**Once an offer is accepted
by both parties, you are officially under OPTION contract.**

Congrats!!

FINAL STEPS



NEGOTIATE OFFER POST INSPECTION

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.
2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We have a list of licensed professionals that can help with any repairs.
3. Keep your poker face. The buyer's agent could be present during inspections and revealing your emotions or getting defensive could result in more difficult negotiations.



CLEAR UNDERWRITING

The final steps in clearing underwriting for a mortgage involve a meticulous review of all required documents to ensure they meet lender guidelines. Once reviewed and signed, the loan is funded, and the borrower can officially close on their new home.



THE APPRAISAL

Another crucial step in the mortgage process is ensuring the property appraises at or above the purchase price. If the appraisal comes in lower than expected, the buyer and seller may need to renegotiate the price, or the buyer may need to bring additional funds to the table to make up the difference.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store them with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- START PACKING

2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing and clean
- Pack essentials for a few nights in the new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

CLOSING DAY

Closing is when you sign over ownership paperwork and hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL ALSO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with an opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- You
- Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS!

It was a lot of hard work but you are now officially closed.

**MAKE SURE YOUR MONEY IS FLUID AND AVAILABLE
TO BE WIRED ON CLOSING DAY**



Melissa Lops
REALTOR®

Kevin Day Real Estate Group, LLC

Sponsored by
Caentral Metro Realty, LLC

EXPIRED

DID YOUR LISTING EXPIRE
WITHOUT SELLING?



**Did your listing expire without selling?
You're not alone, but you do deserve answers.**

Every year, thousands of listings across North Texas expire without ever attracting serious offers. But in most cases, it's not because the home wasn't desirable. It's because something in the approach didn't work. Here's what often goes wrong:

- ❌ Poor pricing strategy
- ❌ Weak or outdated marketing
- ❌ Low-quality listing photos
- ❌ Lack of communication and follow-through
- ❌ A listing that simply didn't feel exciting to buyers

Your time, money, and energy are too valuable to waste on a second attempt that uses the same failed approach.

**We don't just re-list. We relaunch.
With purpose. With strategy. And with results.**

What Happens Next – The Relaunch Plan

At Kevin Day Real Estate Group, we have a dedicated process for relaunching expired listings, and over 25% of the homes we sell were previously listed with another agent. Here's what happens when we take over:

- ✓ We audit everything — from your old listing's pricing, photos, and MLS write-up to buyer feedback and showing traffic.
- ✓ We create a new strategy tailored to your home's ideal buyer profile, your neighborhood, and current market dynamics.
- ✓ We professionally rebrand the listing with updated photography, compelling video, floor plans, staging (if needed), and a refreshed online presence.
- ✓ We drive targeted traffic using high-end digital campaigns, Zillow Showcase Listings, and direct marketing.

You'll see the difference immediately, not just in the listing, but in the level of communication, transparency, and execution.

"Selling a home is not about trying again. It's about doing it right." – Kevin Day



Why We Get Results When Others Don't

With over 30 years of experience in Dallas real estate, Kevin Day is known for turning around listings that other agents couldn't sell.

We combine data, strategy, and design to present your home in a way that connects emotionally and strategically with buyers. It's not just about putting your home on the MLS; it's about making your home unforgettable.

Why sellers choose us after an expired listing:

- ✦ Proven marketing that goes far beyond the basics
- ✦ Magazine-quality visuals that stop buyers mid-scroll
- ✦ A sense of urgency built into every launch
- ✦ Full transparency and the Easy Exit Listing Agreement — no lock-in, no pressure
- ✦ Precision pricing that drives offers
- ✦ Story driven marketing that stands out
- ✦ Customized strategy because one size does NOT fit all
- ✦ Unmatched market insight and experience
- ✦ Concierge-level communication and guidance



We have solutions to problems you don't even know you have yet. - Kevin Day

**Let's make this time the last time
your home ever needs to be listed.**

WHAT THEY ARE SAYING...



"Kevin is amazing...He is very organized and efficient with the process. He has great partners and we were able to get pre-qualified quickly"



Charlie



"Kevin's knowledge of real estate is outstanding. His use of video and digital marketing helped sell our home faster. He is passionate about real estate and truly represents his clients with integrity and compassion. "



Deb & John



"I could not have expected or imagined a better realtor than Kevin Day. ...he's got a passion for Dallas and genuinely helped introduce me to some of the best parts of the city. Kevin understood my tastes, got to know who I am, and went above and beyond to help"



Daniel



"Kevin came prepared to our first meeting with full market knowledge, the history of the property, took the time to listen to my needs, and helped me understand the entire process. He earned my trust on day one and helped set realistic expectations every step."



Bryan

WHAT THEY ARE SAYING...



"Kevin has been helping me find great property in Dallas since 2020 and he's the first person I reach out to when I'm planning a move. He's attentive, extremely well-informed about Dallas neighborhoods"



Dr. Samia



"There was more than one time we feared the deal would fall through, but Kevin got us through it, making sure no important deadlines or paperwork fell through the cracks."



Mike



"Kevin did such a great job helping me and my boyfriend into our new home!! The process was seamless and perfect! He ensure that our house was ready for move-in. Extremely responsive and genuinely cares about his clients."



Brittany



"Kevin's fantastic! Smart, perceptive and humorous - he made my move to Dallas streamlined and fun, I came in from out of town and he'd prepped the perfect properties to show me, with the result that I was sorted and settled within a week!"



Jennifer



SOLD!

KEVIN DAY REAL ESTATE GROUP, LLC

Sponsored by
Central Metro Realty, LLC

Text Kevin at
(469) 582-2527
or visit

KevinDayRealEstate.com

Kevin Day

REALTOR® ABR®

Digital Marketing Expert