EASY STEP-BY-STEP HOME SELLER GUIDE





414-688-6632 LeaByrd@kw.com www.LeaByrd.com Selling a home can be complex and lengthy, but with this easy-to-follow guide, it will be rewarding and easier to navigate!

You can go through this guide all at once or take it one step at a time. Each step is easy to understand and prepares you for the next.

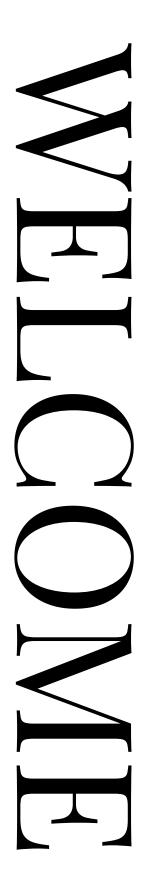
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Before you begin with the steps of the process, take a second and get to know me, your realtor.

Who is Lea Byrd?

Born and raised in Milwaukee, I grew up in both the Rufus King neighborhood and the historical Cold Spring Park Neighborhood. I am a foodie, a friend, a mother of two, a sister to one brother, and an aunt. I enjoy traveling with family and friends, decorating, and playing sports. I am drawn to working with people, uplifting, encouraging, and supporting them in the pursuit of their dreams and goals.

I have always had a passion for entrepreneurship and encouraging people. What started as a hobby in high school became my career for over 20 years. Throughout those years I built relationships and established a reputation of being trustworthy and reliable. I have learned the key value of listening and serving to meet my clients' needs. I extend those skills into my career as a real estate agent, listening to understand my clients' needs to assist in selling the house you've made a home.







SERVICES OFFERED

- Upload listing to local Metro MLS (consists of over 40,000 real estate agents)
- Evaluate the market
- Recommend fair, competitive price
- Note key features and benefits for buyers and realtors
- Interpret received offers
- Reliable team of professionals
- Offer professional insights and analyses so that you can make the best decision for you and your family
- Work diligently on your behalf and for your best interests
- Customized Prep Plan & Plan of Action
- Support and defend your needs
- Negotiate for the best terms

THYELL Summary



2 3

Contact An Agent Brief home Walk-through 30 minutes Full
Consultation &
Authorize Listing

45-60 minutes

5 6

Execute Prep Plan 3-10 Days

GO LIVE!

Implement Plan of Action

1+ weeks

8 9

Accept an Offer!

Due Diligence Period 1-3 weeks Prepare to Close
1-3 weeks

10

CLOSING DAY!



STEP ONE

Connect with an agent



STEP TWO

Home Walk-Through

Taking a tour of your home will help me provide an accurate home value & market analysis with a customized plan.

STEP THREE

Full Consultation & Listing Authorization

At this appointment we will:

- Talk through your needs & goals
- Go over your neighborhood market
- Go over your customized Prep Plan & Plan of Action
- Determine a price point
- Authorize Listing



STEP FOUR

Execute Prep Plan

This can include:

- PreListing Inspection
- Staging
- Repairs
- Photography

Each home requires a different touch. Your plan will be exclusive to your home, budget, goals and needs.



STEP FIVE

GO LIVE!

Your home is now on the active market for homebuyer to discover and schedule tours.

STEP SIX

Implement Plan of Action

Your customized strategy and marketing plan could include:

- Private Brokers Open
- Public Open Houses
- Private Tours
- Social Media Posts and Ads
- Post Card Advertising
- Email Blasts
- and more

STEP SEVEN

Accept An Offer

Our plan of action had proven successful! You have accepted an offer that you are comfortable and confident in.

STEP EIGHT

Due Diligence Period

During this time, depending on the terms of the offer, the buyer may be conducting:

- Inspections & Testing
- Negotiations
- Repairs
- Appraisal
- Negotiations
- Final Loan Approval
- Clear to Close

I and my team will be updating you along the way and diligently working on your behalf

STEP NINE

Prepare to Close

Movers



- Stay in Touch with Your Lender
- Start Packing
- Reserve Movers
- Set Closing Time & Place
- Final Walk-Through
- Change Address
- Contact Utility Companies

STEP TEN

CLOSING DAY!

- bring a valid ID
- sign all final documents
- PASS THE KEY ALONG FOR ANOTHER HOMEOWNER TO ENJOY!

Leave a 5 Star Review

