

# EASY STEP-BY-STEP HOME SELLER GUIDE

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**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.**

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## 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.



# WELCOME



# SERVICES OFFERED

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Knowledge. Integrity. Results.

- 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



# TIMELINE

## Summary



1

**Contact  
An Agent**

2

**Brief home  
Walk-through**  
30 minutes

3

**Full  
Consultation &  
Authorize Listing**  
45-60 minutes

4

**Execute Prep  
Plan**  
3-10 Days

5

**GO LIVE!**

6

**Implement Plan  
of Action**  
1+ weeks

7

**Accept an  
Offer!**

8

**Due Diligence  
Period**  
1-3 weeks

9

**Prepare to  
Close**  
1-3 weeks

10

**CLOSING  
DAY!**

Times are approximate and may vary or overlap.



# STEP ONE

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Connect with an agent



# STEP TWO

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## 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

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## 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



## 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

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### 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

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## 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

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## 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

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## CLOSING DAY!

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

Leave a 5 Star Review

