



SELLERS GUIDE



KW HERITAGE
KELLERWILLIAMS REALTY

Your Roadmaps To Gold

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IT IS TIME FOR YOU *TO SELL YOUR HOUSE*

We have made it our top priority to put you and your needs first. We understand that the process of selling a home can be very stressful and we have the tools to guide you in the right direction.

This guide is information gathered over our experience in real estate that will help answer your questions and help you fill any blanks all while making this process easier for you as we use digital marketing strategies to properly market your home during this time.

Knowing that this can be a very stressful time, we want to ensure your confidence in us to let you know we are here to help the process run effortlessly and smoothly, always putting you and your family first. This is something we are passionate about and enjoy doing, therefore, we are happy to help guide you through the entirety of the process.

Our goal as the community's market leaders is to provide those in our community with an immaculate service. With our years of combined work, digital marketing strategies, online platform, and hearts that care more about serving you than selling you, we ensure you have our full integrity in this process.

Once you have gone through this guide and you still feel like you have questions or need clarification, let us know. Helping people is our passion as we are community market leaders. Let us help provide you an amazing service as we help you through one of the biggest journeys one can go on.

Hoping to help in any way possible.

Best,



- Tracey Luna



COMMITMENT TO EXCELLENCE

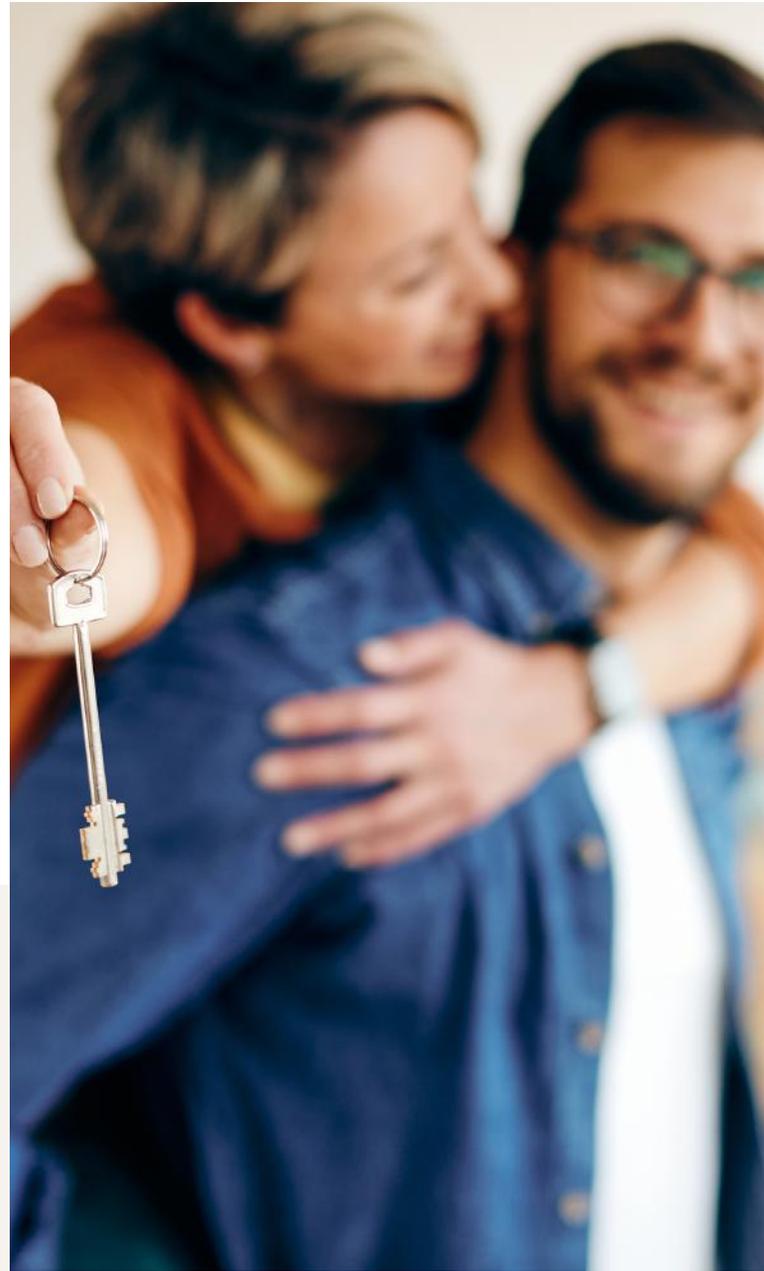
We are committed to providing clients with the highest level of service possible. Your needs are very important to us. We are professionals of this industry and for us the most important things are service and relationships. We do not take these lightly. This is our commitment to you:

- 🍃 Treat people honestly and ethically.
- 🍃 Advise clients like I would a member of my family.
- 🍃 Charge a fair price for services rendered.
- 🍃 Return calls/emails within business day.
- 🍃 Provide the highest level for service/craftsmanship in the industry.
- 🍃 Provide great communication every step of the way.
- 🍃 Keeping appointments and showing up on time.
- 🍃 Work with clients by their choice of communication methods: call, email or text.
- 🍃 I will say what I mean and mean what I say: straight forward service.
- 🍃 It's our mission to take the stress out of the transaction, and make it as smooth as possible.
- 🍃 Be a Fiduciary. The highest legal duty of one party to another, being a Fiduciary requires being bound ethically to act in the other's best interests.



GOALS AND OBJECTIVES

This is all very important in order to reason with us on why you are moving and what you are looking for. When we know what you are looking for we can better accommodate you and your needs! 'Why is it that you are wanting to sell right now?



WHAT IS THE REASON YOU ARE SELLING?

- Are you looking to upgrade?
- Are you looking to downgrade?
- Do you need to relocate for a job?
- Are you moving to be closer to family?
- Are you moving to be in a nicer area or closer to better schools?

 *My goal in selling my home is...*



For us to better understand what you are looking for, we want to cover the basics and ensure that you do so by explaining the reasonings behind your move. Fill out the boxes below and elaborate for better communication in this process!

 *I want to sell my house because...*

 *Selling my house would make me feel...*

 *It is important that my agent...*



5 EASY STEPS TO SELL *YOUR HOME*

STEP 1 PREPARE

- Home Tour and Research
 - Listing Appointment
 - Hire a Real Estate Agent
-

STEP 2 PRE-LISTING

- Establish a Price
 - Stage your Property
 - Marketing Materials are Designed & Prepared
-

STEP 3 LISTING TIME

- Your Property is officially Launched on the market
 - Buyer Prospecting Time
 - Be prepared for Open Houses & Showing Times
-

STEP 4 OFFER PROCESS

- Sales Agreement
 - Contingencies
 - Under Contract
-

STEP 5 MOVING OUT

- Closing Preparations
- Moving and Packing
- Closing Day

PREPARE

STEP 1



360° HOME TOUR & RESEARCH

Before we discuss the home selling process and your expectations, we will tour your property and get a clear understanding of its features and condition. Afterward, we'll review a **Comparative Market Analysis (CMA)** and set the best initial listing price based on recent neighborhood sales and current market trends.

LISTING APPOINTMENT

At the listing appointment, we'll go over our **SellSmart Advantage program**, which eliminates the top two challenges that cost sellers time and money. This strategy doesn't just solve problems—it sets you up to secure the highest price and best terms for your home. Next, we'll outline your Seller Preferred Terms, I can communicate exactly what you want to buyers for the best outcome. We'll go over your estimated NET sheet, so you know your bottom line, and we'll map out a custom timeline and strategy with our Launch Calendar to keep everything on track.



HIRE A REAL ESTATE AGENT

Sometime around our home tour and listing appointment, you will have to decide who you want to represent you during the home selling process. If you choose to hire us, we will walk you through all the listing paperwork, and we will get all the necessary documents signed to move ahead with putting your home on the market!

To help you decide, here are some unique key services we offer all our seller clients:

- Strategic pricing to sell fast, maximize profit
- Targeted marketing to attract qualified buyers
- Expert staging to boost value and offers
- Showings with minimal disruption to you
- Expert negotiations to secure the best deal
- Guaranteed support from listing to closing

THE IMPORTANCE OF CORRECTLY *PRICING YOUR HOME*

I *t is crucial to correctly estimate the price you sell your home in order to get your home sold most efficiently, quickly and easily.*

Home prices nationwide are projected rise 2% in 2025 according to the U.S Economic Outlook by NAR. Experts anticipate home values will continue to grow going into the following year as more buyers return to the market. Low inventory is largely keeping them from depreciating. Mark Fleming, Chief Economist at First American, states:

“Housing supply remains at historically low levels, so house price growth is likely to slow, but it’s not likely to go negative.”

When it comes to pricing your home, setting it at or slightly below market value will increase the visibility of your listing and drive more buyers your way. This strategy actually increases the number of buyers who will see your home in their search process.

Instead of trying to win the negotiation with one buyer, you should price your house so demand is maximized. This way, potential buyers don't get deterred by a high price tag and you don't find it sitting on the market longer than it should. By doing so, you won't be negotiating with one buyer over the price. Instead, you'll have multiple buyers competing for the property.



STEP 2

PRE-LISTING

ESTABLISH A PRICE

Pricing your home at the right price the first time is crucial to obtaining maximum exposure and selling your home quickly for top dollar. Doing so will also help you save money and time. Pricing a house correctly is mostly based on five factors: the property's location, its condition, its improvements (or upgrades), its age, and the market conditions experienced at the time of listing.

Therefore, our experience and access to exclusive information from various sources will help us determine a competitive listing price to ensure optimal results.

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STAGE YOUR PROPERTY

Staging a house is the process of strategically arranging furniture and decor to make a home look its best while selling. This may involve refreshing your belongings, or moving all of your stuff out and renting furniture and decor to better suit the room's staging arrangements. Our goal is to create a clean, neutral, and coherent look to help buyers imagine what moving into your home could look like.

To help, we will give you personalized tips during our initial home tour, and we will provide you with a home staging checklist for reference on the following page.





MARKETING MATERIALS ARE DESIGNED AND PREPARED

We take marketing your home seriously, and that starts with making sure it looks its absolute best. After staging, we'll bring in a professional photographer and videographer to capture high-quality images and videos that showcase your home's best features. This includes drone photography for stunning views and a 3D Matterport walkthrough so buyers can virtually tour your home from anywhere. All of this will be on a custom single property website, designed to highlight your home's best features and make it easy for buyers to fall in love.

In addition to print, we'll create eye-catching "Coming Soon" and "Just Listed" posts for all our social media platforms. These posts will be sponsored and targeted to reach serious buyers who are actively searching in your area.

With professional photography, drone footage, video tours, 3D Matterport, and strategic online marketing, your home won't just be listed—it'll be showcased. This comprehensive approach ensures your home gets the attention it deserves, helping it sell quickly and for top dollar.

PHOTOGRAPHY & VIDEOGRAPHY PRE-SHOOT CHECKLIST



EXTERIOR

- Clean up the landscaping: trim bushes and mow/edge lawn
- Close garage doors
- Pressure wash driveway/walkup
- Remove children's toys and patio furniture
- Remove yard clutter
- Remove cars from driveway

GENERAL

- Leave all lights on and turn off any ceiling fans
- Turn off any devices (including TVs)
- Open all blinds and curtains
- Declutter the entire home: remove any excess furniture and any other items**
- Touch up paint
- Deep-clean the entire home

BEDROOMS

- Make beds and tidy up the rooms
- Remove any personal photos and items
- Store away toys, clothes, devices and valuables

BATHROOMS

- Clear countertops completely
- Keep toilet seats and lids down
- Remove plungers and cleaning items
- Clean all glass surfaces and mirrors
- Hang clean towels neatly and remove rugs
- Remove all personal items (i.e. soap, shampoo, etc.) from tubs and showers

KITCHEN

- Clear countertops completely
- Empty sinks and store dishes away
- Empty and hide garbage bins
- Remove all magnets from refrigerator
- Remove or hide any pet food, accessories or kennels

HOME STAGING *CHECKLIST*



To stage your home and get it ready for launch day, consider doing the following:

REMOVE PERSONAL ITEMS

A few personal things on display is acceptable, but we want to make sure we leave enough room for a prospective buyer to picture themselves living in the home. These items include pictures, awards, personal collections, personal paintings, etc.

DECORATE YOUR HOME WITH NEUTRAL COLORS

If you plan to paint or replace/rent décor items, consider choosing neutral colors to brighten up the living spaces. Great color schemes to choose from are light grays and whites for main areas and soft blues and greens for bathrooms.

CLEAR ALL ITEMS FROM COUNTERTOPS NEUTRAL COLORS

Remember to remove all toiletries in the washrooms and all items on kitchen countertops. However, consider leaving a vase of flowers in the bathroom and a luscious bowl with fruit in the kitchen to add touches of color.

DECLUTTER, DECLUTTER, DECLUTTER

Unless you have a minimalist lifestyle, you have likely accumulated many items during your stay in the house. As we aim to create an open and clean space inside your home, it is crucial to remove as many unnecessary items as possible. Furthermore, a decluttered home maximizes your home's space, which can give the impression to the buyer that your home has more square footage than it has in reality. If you have no space for storage, consider renting a short-term storage bin or locker.

KEEP THE LAWN MANICURED AND WATERED REGULARLY

Don't forget to trim hedges, weed flower beds, and prune trees regularly as well. Also, keep the lawn free of clutter and add fresh mulch to garden beds.

WASH OR PAINT THE HOME'S EXTERIOR

A fresh coat of paint on the exterior of your home will make your property's curb appeal stand out. This is not really a low-budget job, if you can, we recommend doing it!

DECORATE YOUR FRONT PORCH

Depending on your front porch's size, consider adding outdoor pots with plants as well to finish off a warm look. Add a new welcome mat and hang a beautiful wreath to your door. To freshen up your front door, add a fresh coat of paint.

DEEP CLEAN THE ENTIRE HOUSE

Don't forget to clean all flooring and pet areas as well.

MAKE ALL BEDS AND STYLE THEM

Add multiple coherent décor pillows to make a bed look more comfortable and sumptuous.

ORGANIZE CLOSETS

If you have regular closets, try to make it look as organized as possible. If you have a walk-in closet, remove as many items as possible to make it look very spacious.

HIDE ALL CORDS FROM ELECTRONICS

Also, consider hiding or removing any unnecessary devices (such as video game consoles).

ADD CLEAN TOWELS IN THE BATHROOM

Place them neatly. You can also add rolled-up towels to create a more "spa" look. Hide shampoo and soap from showers



STEP 3

LISTING *TIME*



YOUR PROPERTY IS OFFICIALLY LAUNCHED ON THE MARKET

The day you have been preparing for is finally here! On launch day, your property will be officially posted online and appear as an active and new listing on MLS. From this day until an offer has been accepted, many real estate agents will be making showing requests. So get ready to leave your home on short notice and for a few hours at a time.

Now, a common question we get from sellers is: "When is the best day of the week to launch our listing?" One thing to remember is that whenever we list a property, we strive to obtain multiple offers on your home to ensure you get the best price for your home. To do this, it is vital to get as many showings compacted in the shortest amount of time as possible.

Weekends are the peak days of the week, where people are often most available to view homes. Therefore, if we list early on in the week and receive an offer immediately from few buyers who went to view your home, you will not be giving a chance to those who are mostly available on weekends to view the property. This is because you will have to decide on the offer you have already received.

Therefore, we recommend launching your property closer to the weekend - more specifically, on a Wednesday or Thursday - to ensure maximum buyer exposure and get as many viewings as possible within a few peak days.



BUYERS PROSPECTING TIME

Starting on launch day, we will go full-out on exposing your property to prospective buyers. Consistent exposure of your home will be spread across all our social media platforms. We will place targeted Facebook and Instagram ads and customize the audience according to the types of buyers we aim to attract. We will also personally reach out to our real estate professionals' networks and share your listing with them so they know of your property for any interested buyer clients they may know.

Additionally, all scheduled events and showings will be completed until a sales agreement is negotiated and accepted.

BE PREPARED FOR SHOWINGS

Once we launch your property, real estate agents will start contacting us to make showing appointments. Depending on your property and market trends, you may experience many showings in a short span or occasional ones. In any case, it is crucial to be prepared for showings. Here are some tips to help you during this time:

Be flexible to prospective buyers' schedules to avoid missing out on a strong offer.

Get everyone in your household on the same page to be all informed when showings are happening to help them maintain their spaces clean and tidy.

Get your entire household to vacate your property to avoid making buyers feel uncomfortable and leaving them an empty space to visualize themselves living in your home without added pressure.

Create a mood by setting a tone that accentuates your property's features. Examples include: light a fire if you have a fireplace (even if it's summer), create a romantic atmosphere by placing two clean champagne glasses on a table with a bottle of champagne, turn on some soft music at a low volume like in stores, turn on any decorative water features (such as fountains), drape sensuous materials such as chunky knit blankets over your chairs and sofas.

SHOWING TIME



GET YOUR HOME READY IN ONE HOUR:

- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Put laundry away (or take it with you)
- Clear kitchen and bathroom countertops (except for decorative items)
- Close all the toilet seats
- Wipe down all countertops
- Secure your pets or take them with you
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Sweep the front porch and shake out the door mat to remove debris
- Sweep and mop all hard-surfaced floors



STEP 4

OFFER *PROCESS*

SALES AGREEMENT

Once a buyer tours your property and decides they would like to purchase it, the buyer's representative will prepare an offer and send it to us.

After an offer is submitted, we will sit down and go through the offer together. Although it may be tempting to go with an offer that has offered the highest sale price, we will also have to consider other sales agreement factors: contingencies, financing condition, closing timeline, buyer letter, and repair requests.

Once we have discussed an offer, you will decide how you want to move forward. You can: **accept** the offer, **decline** the offer, or **counter-offer** (which occurs when you want to negotiate on the sales agreement terms). If you choose to counter-offer, the buyer would have to decide whether they wish to accept, decline, or counter the counter-offer. After negotiations, if one party agrees with the offer, we will finalize all signatures. The buyer will have to bring the deposit to secure the contract. Now, any inspections, appraisals, financing approvals, or anything else will take place.

CONTINGENCIES

Contingencies (or conditions) are found in most sales agreement contracts. The most common ones included in a contract include home inspections and appraisals.

A buyer can hire a professional **home inspector** to review your property's condition closely. It typically takes 1-4 hours. Suppose the inspector finds anything significant that needs to be repaired. In that case, they may counter-bid on the sale contract, which you may accept, decline, or counter-offer.

An **appraisal** is often requested by the buyer's mortgage lender to ensure that the buyers are not over-paying too much for your property. No matter the result, I will assist you in making the right moves if required to make any moves.

All conditions have deadlines by which the buyer will have to waive the contingencies to make the sales agreement firm and proceed with the transaction.



UNDER CONTRACT

The "under contract" period begins after the buyer and seller finalize and sign the sales agreement. During this period, a binding agreement exists between a seller and a buyer involving a property. When a property is "under contract," the seller may not enter into another contract with a different buyer, as the buyer is now obligated to purchase your home. A property is still considered "under contract" with contingencies, and the contract firms up once all conditions are waived.

MORE ABOUT HOME INSPECTIONS



QUESTIONS AND ANSWERS

Q. WHEN DOES A HOME INSPECTION USUALLY TAKE PLACE?

A. Home inspections usually take place within the first 10 days after signing and executing the sales contract.

Q. HOW MUCH DOES THE SERVICE COST FOR US SELLERS?

A. Good news! Buyers choose and purchase a home inspector's services, so they incur the whole cost. Therefore, there is **NO COST** to you, the seller.

Q. WHAT HAPPENS AFTER AN INSPECTION IN TERMS OF NEGOTIATIONS?

A. Negotiations usually happen within a few days of the home inspection appointment. If there are any issues with the property that the home inspector finds, the buyer can:

- Accept the house as-is
- Back out of the transaction
- **Negotiate.** They can offer you a lower sale price or ask you to fix the issues before closing day.

WHAT IS INCLUDED IN AN INSPECTION

- Termite + WDI*
- Foundation
- Crawlspace
- Roof + Components
- Doors (including garage doors)
- Electrical
- Attic + Insulation
- Appliances (select)
- Windows + Lighting
- Stairs + Deck
- Grading + Drainage
- Structure
- Exterior + Siding
- Plumbing
- Attached Garages
- Heating + Cooling
- Septic Tank
- Pool

STEP 5

MOVING *OUT*

Closing day refers to the day that finalizes your purchase. At closing, funds and documents are exchanged to transfer ownership to the buyer. After closing, you'll receive any remaining funds from the sale of your property.

CLOSING PREPARATIONS

At this point, the buyer's lending approvals have been met, and closing documents have been ordered. The closing appointment has been scheduled, and now it is just a matter of preparing for the big day.

As you prepare for closing day, make sure you have completed the following duties:

- Secure your seller documents
- Deep-clean your house
- Turn off all valves & switches after moving out
- Cancel your insurance policies
- Change your address on subscriptions, bills, banks, etc.
- Transfer your utilities to your new home
- Collect all house keys, remotes, gate keys, pool keys, and mailbox keys for the buyer

MOVING AND PACKING

While you wait for closing day to arrive, don't forget to plan and prepare for your move into your next home!



CLOSING DAY

Closing day is here! The buyer will have a final walk-through of your property 24-72 hours before closing. This is to ensure that you have left your home in the same condition as they purchased it and that any agreed upon repairs have been completed.

Closing typically takes place at the Title office. You will need to bring some documents with you, including:

- Valid government-issued ID
- All house keys, garage door openers, mailbox keys, pool keys, etc.
- Cashier's cheque to pay for closing costs.
- Any outstanding documents requested from your Escrow officer or lender.

Both the buyer and the seller will incur closing fees. For the seller, these fees typically include:

- Title fees.
- Real Estate Compensation.
- Title Insurance Home Warranty.
- Any unpaid survey or assessment fees.
- Any outstanding taxes, fines, or claims against your property.
- Any mortgage discharge fees.



Ready to Sell
Your Home?



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