



Lea Byrd Realty Exec

The Home Seller's Roadmap



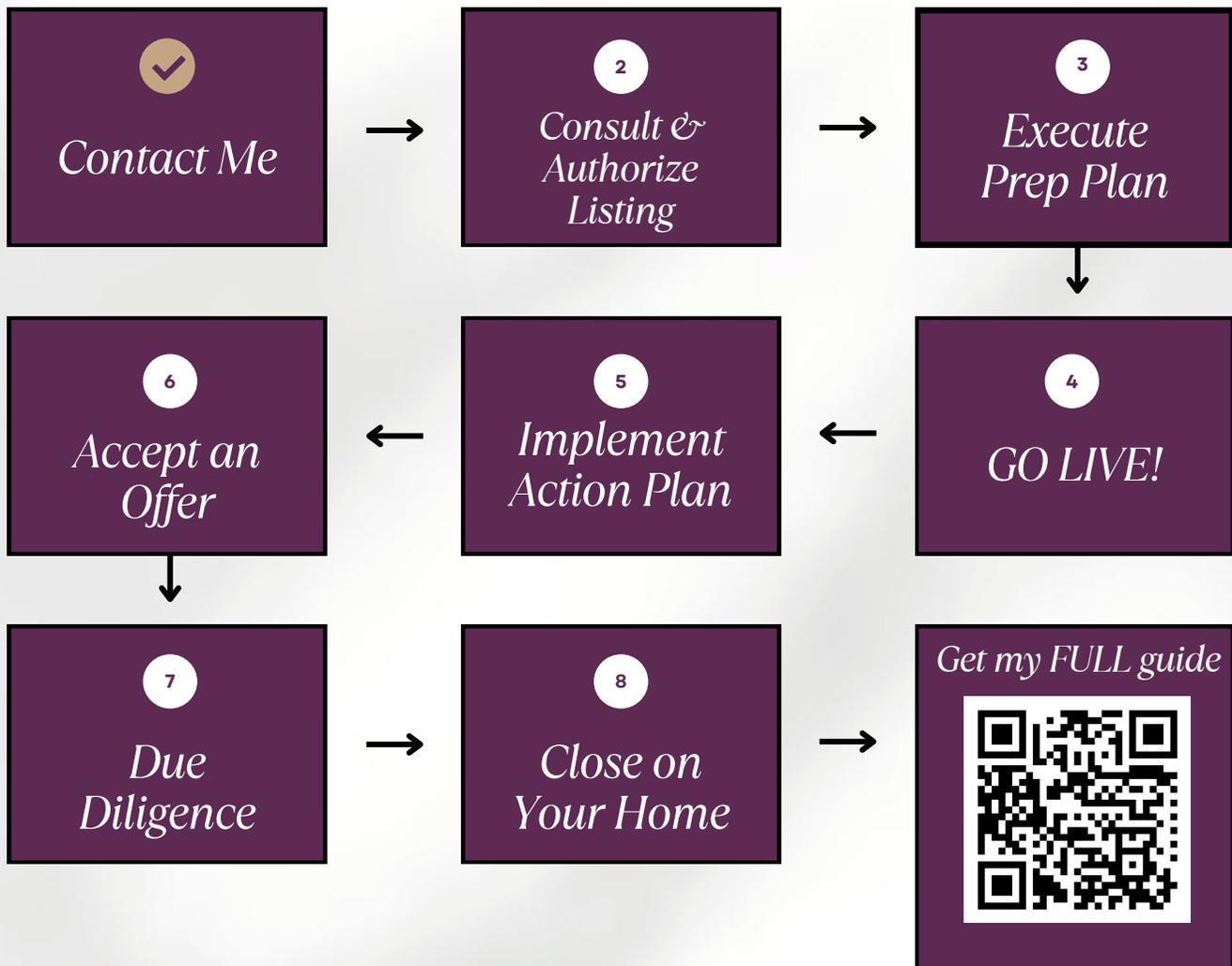
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Home Seller's Roadmap

SIMPLE EIGHT STEP PROCESS



Things to Know

Your house may not sell in 3 days ●

While some homes sell quickly, every property is unique. The average days on market can range from 7 - 30+ days. The right strategy attracts strong, serious buyers.

Unreasonable pricing can ruin your reputation ●

Overpricing can backfire—homes that sit too long raise red flags and hurt your reputation.

Smart pricing—based on research not emotion— keeps buyers interested and your home desirable.

The choice is always yours ●

My role is to guide you with expert advice and clear options, while you make the decisions that feel right for you..

Secrets are the enemy ●

Being upfront about known issues in your home not only protects you legally, but also builds buyer confidence, protects your credibility and helps you negotiate from a stronger position.



The Details

1

GIVE ME A CALL

Brief conversation to discuss your ideas, timeframe and address your questions.

2

CONSULTATION & AUTHORIZE LISTING

During our meeting, I'll tour your home and we'll review your needs, goals, and timeline together. From there, I'll share market research—including comparable homes and a detailed price analysis—so you have the information needed to make confident decisions. Once you're comfortable with the plan, we'll authorize the listing and finalize the details to get your home on the market.

3

EXECUTE PREP PLAN

We will create and execute a tailored plan to prepare your home based on your timeline budget & goals to showcase its best features, helping it stand out, attract the right buyers and position you for the strong, competitive offers.

4

GO LIVE!

Your home is now live on the market! It's available online for buyers to browse professional photos, explore property details, and schedule private tours. From this point forward, we'll focus on maximizing exposure, attracting qualified buyers, and keeping you updated every step of the way.



5

IMPLEMENT THE ACTION PLAN

Your *customized* strategy and marketing plan may include a mix of high-impact options such as a private brokers' open, public open houses, private tours, targeted social media posts and ads, postcard campaigns, email blasts, and more. Together, we'll decide which strategies make the most sense for your home and goals.

6

ACCEPT AN OFFER

The offers are in! I'll help you break down each one—looking not just at price, but also terms, contingencies, and timelines—so you have a clear picture of your options. From there, you'll decide which offer best aligns with your goals, while I guide and advise you through the process.

7

DUE DILIGENCE PERIOD

During this time, the buyer completes any & all contingencies (inspection, appraisal, etc.) agreed to in the offer. I will guide you through any requests that come up and negotiate to protect your best interests. You will be working on your moving process at this time.

PRE-SIGN & *Closing Day!*

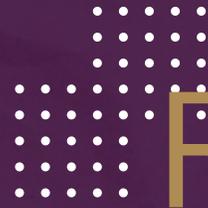
As the seller, you'll have the option to sign your portion of the documents before closing day (the most common approach). By the time closing arrives, all buyer-side requirements will have been completed and approved by the title and mortgage companies, and the lender will have officially deemed the buyer Clear to Close!

On closing day, the buyer will sign their final documents, funds will be disbursed, and your net proceeds will be released directly to you.

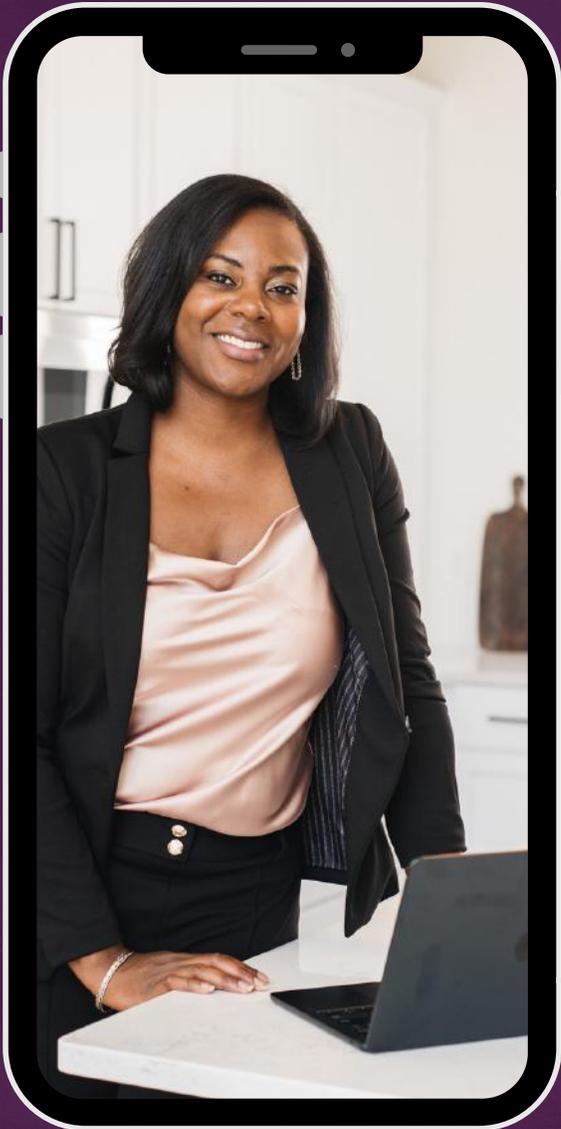
At that moment, you'll have successfully sold your home, making way for a new family to create memories just as you have.

This is often a bittersweet transition. While you may be saying goodbye to a home you've loved, you're also stepping into the next chapter of your journey—one full of new opportunities and exciting adventures ahead.*





CLIENT REVIEWS



S. Fowler

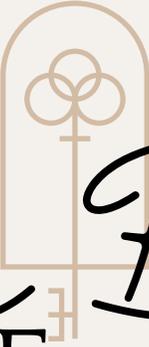


Was totally patient took everything I said, or maybe even thought of, into consideration, I truly enjoyed my experience with you. Look forward to in the future.

WWW.LEABYRD.COM

M. Thomas ★★★★★

Working with Lea was outstanding!! She was very patient and informative throughout this home buyers process as I am a 1st time home buyer. Lea was also very understanding about her clients needs and wants. Time management was used very well as we both worked around our individual schedules. I would recommend Lea as a realtor to the next home buyer waiting.


Lea Byrd
Realty Exec

Helping You Make The Best Move