

Home Seller GUIDE

Say YES to the Address!



BROKERED BY

exp
REALTY

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HOME SELLER GUIDE



HOME: A Story of who we are. A collection of things we love.

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ABOUT ME



I am a seasoned real estate professional with years of experience helping homeowners successfully navigate the process of selling their homes. With a client-centric approach and a deep understanding of the unique challenges and opportunities that arise during the selling process, I am dedicated to providing personalized guidance and support to ensure optimal results. In this Home Seller Guide, I have compiled a wealth of valuable insights, practical tips, and proven techniques to help you maximize your home's market potential. Trust me to be your trusted resource and partner in making your home selling experience a remarkable one.

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SELLING *Process*



01

Seek Guidance from Professionals

Collaborate with a real estate agent and other relevant professionals to ensure a smooth and successful selling process.

02

Determine a Competitive Price

Set a fair and competitive price for your home based on market research, comparable sales, and expert advice.

03

Prepare Your Home for the Market

Enhance your home's appeal by decluttering, depersonalizing, and making necessary repairs or improvements.

04

Get Your Home Ready for Showings

Create a welcoming and inviting atmosphere by staging your home, keeping it clean and organized, and maximizing its visual appeal.

05

List Your Home for Sale

Strategically market your property through various channels, such as online listings, social media, and traditional advertising, to attract potential buyers.

06

Enter into a Contract

Carefully review and negotiate offers, contingencies, and contract terms to reach a mutually acceptable agreement with the buyer.

PREPARING YOUR HOME FOR THE MARKET



Assessment 1

Assess the exterior of your home, including landscaping and front entrance, for any necessary repairs or enhancements to create an appealing first impression.

Assessment 3

Review major systems like plumbing and electrical, identifying any necessary repairs or updates to increase the value and appeal of your property.

Assessment 2

Evaluate the layout, furniture arrangement, and decor of your home's interior, identifying areas for improvement such as decluttering and rearranging to enhance visual appeal.

Assessment 4

Conduct a thorough analysis of recent sales trends, comparable properties, and buyer preferences to determine an appropriate listing price and positioning strategy.



GETTING YOUR PROPERTY SALE-READY



Preparing a Property for Sale is crucial to attract potential buyers. Evaluate the property's condition, make necessary repairs, and declutter the space. Consider staging the property to highlight its best features and optimize the flow of each room. Enhance curb appeal for a positive first impression.

To maximize marketability, declutter and depersonalize the space. Stage the property by arranging furniture, adding tasteful decorations, and maintaining curb appeal. These steps create an inviting atmosphere and increase the likelihood of attracting potential buyers.



IMPORTANT INFO



In the real estate market, being informed is crucial for a successful home sale. Stay updated on local market trends, buyer preferences, and the selling process. Gather essential details about your property, such as square footage, upgrades, and recent renovations. Understand comparable properties to determine a competitive listing price. Stay knowledgeable about your mortgage, insurance, and any outstanding liens. Being prepared with this important information will empower you to navigate the selling process with confidence.



PROPERTY SALES GUIDE



Strategy 1

Maximize online presence with high-quality photos, virtual tours, and engaging property descriptions. Utilize real estate websites, social media, and targeted digital advertising for broader exposure. Leverage technology for efficient communication throughout the selling process.

Strategy 2

Showcase your property through well-staged open houses and consider virtual tours for added convenience. Engage with visitors, highlight unique features, and create an inviting atmosphere.

Strategy 3

Tap into the power of networking and word-of-mouth by informing friends, family, and local community members about your home sale. Connect with real estate agents, attend industry events, and join community groups to expand your network and receive potential buyer referrals.

EFFECTIVE PROMOTION TECHNIQUES



Professional Photography

High-quality photographs that capture the best features of your property.



Compelling Property Descriptions

Well-crafted descriptions highlighting the unique selling points of your property.



Social Media Marketing

Leveraging popular social media platforms to reach a wider audience of potential buyers.



Virtual Tours

Immersive 3D virtual tours that allow potential buyers to explore your property online.



Local Publications

Advertising in local newspapers, magazines, and real estate publications to target local buyers.



Online Listings

Ensuring your property is listed on popular real estate websites and online marketplaces.



Email Marketing Campaigns

Sending targeted emails to a database of potential buyers to showcase your property.



Open House Events

Hosting open house events to attract interested buyers and create a sense of urgency.



Video Marketing

Engaging videos that showcase your property and its unique features.



Drone Photography

Aerial photography and videography to highlight the surrounding area and property amenities.



Professional Signage

Eye-catching signs and banners that attract attention and provide essential property information.



Collaborating with Local Agents:

Building partnerships with local real estate agents to increase exposure and reach a broader audience.

UNDERSTANDING YOUR HOME SELLING JOURNEY



1

Define Your Goals and Objectives

Clearly establish your selling goals and objectives to guide your decisions throughout the process and ensure alignment with your desired outcomes.

2

Create a Budget

Develop a financial plan that outlines your budget for selling, including expenses such as agent fees, marketing, repairs, and closing costs.

3

Make a List of Tasks

Organize a comprehensive task list covering pre-listing preparations, inspections, document gathering, and showings to stay organized and on track.

4

Embrace Market Realities

Stay informed about the current real estate market conditions, including local inventory and pricing trends, to set realistic expectations and make informed decisions.



PROPERTY PREP CHECKLIST



- ☐ Declutter and remove personal items.
- ☐ Deep clean the entire property.
- ☐ Repaint walls in neutral colors.
- ☐ Repair visible damages.
- ☐ Enhance curb appeal with landscaping.
- ☐ Minimize furniture for a spacious feel.
- ☐ Optimize furniture arrangement for flow.
- ☐ Use strategic lighting for ambiance.
- ☐ Stage rooms with tasteful décor.

PROPERTY MAINTENANCE CHECKLIST



Full Name _____

Date _____

Address _____

Contact Phone _____

Email Address _____

• Have you ever performed property maintenance tasks before? Yes No

• Do you actively participate in any property maintenance activities? Yes No

if yes, please specify _____

• Have you ever been involved in property maintenance projects, such as renovations or remodeling? Yes No

if yes, please specify _____

Please check any of the following conditions related to property maintenance in real estate:

☐ Electrical outlets

☐ Roof condition

☐ Gutters cleaning

☐ Exterior paint

☐ Irrigation system

☐ Driveway repair

☐ Fence condition

☐ Windows cleaning

☐ Pest control

☐ Smoke detectors

☐ Flooring condition

☐ Walls and ceilings

☐ Doors and locks

☐ Ventilation system

How would you describe the typical condition of the property?

☐ Insulation check

☐ Sump pump

☐ Septic system

☐ Mold prevention

☐ Exterior lighting

☐ Security system

☐ Drainage system

☐ Staircase safety

I confirm that I have thoroughly read this property maintenance checklist and I understand every item listed. I believe there are no legal or financial conditions that may affect the property's maintenance. All of the provided answers are correct and true to the best of my knowledge.

Seller's Signature

Seller's Signature



01 **Comparative Market Analysis**

Provide a detailed analysis of recent sales and market trends to determine an accurate listing price for your property.

02 **Listing on Multiple Platforms**

List your property on various real estate websites and platforms to maximize exposure and attract a wider pool of potential buyers.

03 **Professional Photography**

Capture high-quality images of your property to showcase its best features and create a visually appealing listing.

ADDITIONAL SERVICES



Effective marketing and advertising to attract potential buyers or renters.

Skilled negotiation of offers and contracts for optimal outcomes.

Comprehensive guidance and support throughout the buying or selling process.

THE IMPACT OF ACCURATE PRICING



Competitive Positioning

Accurate pricing attracts more buyers, giving your property a competitive edge and maximizing its market appeal. This increases the likelihood of receiving strong offers and achieving optimal value for your home.

Multiple Offer Opportunities

Accurate pricing creates a sense of urgency among buyers, sometimes leading to multiple offers and competitive bidding. This allows you to select the most favorable offer and negotiate terms that work in your favor.

Faster Sales Process

Accurate pricing attracts serious buyers, often resulting in a faster sales process and reducing the time your property spends on the market. This avoids the need for price reductions and enables you to move forward with your real estate goals more efficiently.

OPEN HOUSE PREP

1 Planning and Preparation

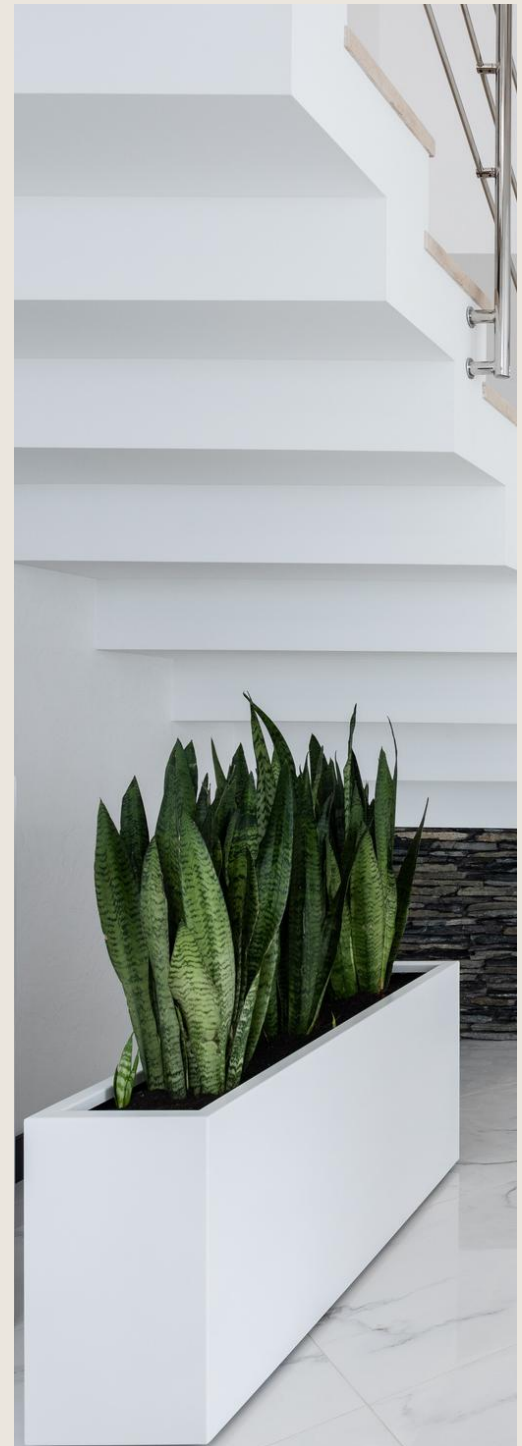
Coordinate with your real estate agent to plan and prepare for the open house. Set a date and time, gather necessary documents, and ensure the property is in top condition for showcasing.

2 Curb Appeal Enhancement

Make a great first impression by enhancing the curb appeal of your property. Clean the exterior, tidy up the landscaping, and consider adding welcoming touches like potted plants or fresh flowers.

3 Staging and Presentation

Stage the interior of your home to highlight its best features. Arrange furniture, remove clutter, and create an inviting atmosphere that allows potential buyers to envision themselves living in the space.



CLOSING PROCESS



1

Property Highlights

Prepare a list of key property highlights and unique selling points to share with potential buyers during the open house. Highlight any recent updates, renovations, or special features that make your home stand out.

2

Security and Safety Measures

Ensure the security of your property by securing valuable items and having appropriate measures in place. Consider having additional support to manage visitor flow and maintain a safe environment.

3

Follow-Up and Feedback

Follow up with potential buyers after showings or open houses, provide additional information, and gather feedback to gauge interest and make necessary adjustments for future showings.



CUSTOMER FEEDBACK



"Use Kelly to buy or sell your next home!!! She spends an incredible amount of time researching the market where you want to sell and/or buy and is confident in the knowledge she brings. She is also extremely adept at listening to your wants and needs to ensure you feel confident and comfortable about your decisions. She truly works for you! You are her most important part of the buy/sell cycle and will work tirelessly for the outcome you desire! Her years of experience bring an unflappable ability to negotiate and communicate on either side of a transaction. She is truly made for this job!" - Krisla Cadenhead



SOLD!



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SOLD!



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"Kelly is extremely knowledgeable in the way of real estate. I would recommend Kelly Reber to all of my friends and family. The one thing that is really amazing about Kelly is her GENUINE love for real estate. Finding a family, or couple, the perfect home is a joy to her."
- Vanessa Davidson

When is a good time to Sell?

An easy answer is when it's best for you! But, if you have the luxury of choosing when to sell, there are a few considerations. Spring is traditionally a time when there are more buyers looking, but you may also have more competition. Fall, and closer to the holidays, is a good time to get a higher price from buyers that need to move before the new year.

What is my home worth?

Determining your home's market value is one very important reason to use a real estate agent. I will do a comparative market analysis (CMA) to help you set the correct listing price. I look at recent sales of comparable homes, similar homes that are under contract, and homes that are listed in the same price range of your home. Then I compare features of the homes including the size, style, number of rooms, age of the home, amenities, condition, lot size and placement, and the location or neighborhood. (Note: the tax appraiser's assessed value of your home has nothing to do with the market price.)

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

What are the benefits of listing my home with a REALTOR?

A great listing agent will help you prepare your home. They'll also hire a professional photographer or videographer so that your home is showcased in its best light. They will help market your home in various ways whether it be through mailings, a property website, social media, and most importantly, via the MLS. Once listed on the MLS. An experienced Realtor will properly guide you through all of the listing paperwork, and seller disclosures and offer you advice on pricing your home strategically (to receive the most interest while maximizing your profit). And that's just the beginning. Once there is interest in your home, your listing agent will help you negotiate the best offer and terms and assist with all of the contracts and paperwork. They will help guide you through the inspection and appraisal process and work with both the closing agents and buyer's agent to get past any difficulties or roadblocks so that you actually make it to the closing table. There can be a big difference from one Realtor to the next but if you work with a reputable one, they are well worth their commission and much more.

REACH OUT



We hope that this Home Seller Guide has provided you with valuable insights and guidance throughout the selling process. If you have any further questions or need additional assistance, please don't hesitate to get in touch with us. Our team of experienced professionals is here to support you every step of the way. Whether you need help with pricing, marketing, negotiations, or any other aspect of selling your home, we are ready to provide the expertise and resources you need. Your satisfaction and success are our top priorities. We understand that selling a home can be a significant undertaking, but with the right guidance and support, it can also be a rewarding experience. Feel free to reach out to us for personalized advice, tailored strategies, and access to our network of trusted professionals. Thank you for choosing us as your partner in this journey.