KK REALTY
@
KHEPRI GARDENS

BUILDING VALUE, CREATING LEGACY

THE SELLER'S GUIDE

Selling

YOUR HOME

PRESENTED BY

Kimberli Khepri

REALTOR® · (310) 930-4269 · KK@KIMBERLIKHEPRI.COM

THE JOURNEY

STEPS TO SOLD

From first meeting to final keys.

11

01 INTERVIEW

Find the right real estate agent for you.

02 STAGE + CLEAN

Prepare your home to make its debut on the market.

03 PHOTOGRAPH

We will have your home professionally photographed for the MLS.

04 PRICE

Review comparable homes and establish a price for your home.

05 MLS

Your home will go live on the MLS and will be viewable to potential buyers.

06 MARKET

We will use a strategic marketing plan to ensure maximum exposure.

07 OFFER

We will review all offers and help you understand all the terms of the contract.

08 NEGOTIATIONS

We will negotiate any repair requests made by the buyer.

09 UNDER CONTRACT

After accepting an offer, your home will officially be under contract.

10 CONTINGENCIES

Appraisals, inspections, etc.

11 CLOSING

Hooray! Time to hand over your keys and celebrate selling your home.

GETTING TO KNOW YOU

ABOUT YOU

As your real estate agent, my number one goal is to help you achieve your own goal.

I make it my priority to understand your situation when it comes to selling your home so we can accomplish your goals.

01 YOUR WHY

Why are you moving?

02 YOUR PLAN

What is your plan after selling your home?

03 OBSTACLES

Do you anticipate any major challenges with selling your home?

SETTING THE PRICE

PRICING

We will work together to establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at.

Our goal is to attract the greatest number of buyers as soon as your home hits the market.

01

PRICING

Our goal is to price your home correctly the first time.

02

HOME VALUE

We will discuss what factors determine the price of your home.

03

FACTORS

What factors do **NOT** determine the price of your home?

MAXIMUM EXPOSURE

MARKETING PLAN

We will work together to establish a winning marketing plan for your home.

I approach each listing with a fresh perspective, so we will be sure to customize our marketing plan specifically for your property.

01 CREATE A PROFESSIONAL LISTING FLYER & IN-HOME MARKETING BOOK	02 INFORMATIVE & ENGAGING MLS LISTING DESCRIPTION	03 EXPOSE TO MY ASSOCIATES AT BIMONTHLY BUSINESS MEETING
04 STRATEGIC & TARGETED POSTCARD CAMPAIGN	05 HOLD OPEN HOUSE 1–2 WEEKS AFTER PLACING PROPERTY ON THE MARKET	06 PROMOTE AT A REALTOR® OPEN HOUSE LUNCHEON
07 USE HIGH RESOLUTION, PROFESSIONAL QUALITY PHOTOGRAPHY	08 TARGET ONE-TO-ONE SOCIAL MEDIA ADVERTISING	09 DOOR-KNOCK THE NEIGHBORHOOD & PASS OUT LISTING FLYER

SHOWING DETAILS

IMPORTANT INFO

— *Preferred day for photographs*

— *Open house best day / time*

— *Is a showing appointment required? If yes, preferred notice?*

— *Do buyers need to take their shoes off?*

— *Will pets be in the house during showings?*

— *Do you have a security system that will be on during showings?*

CAMERA READY

PHOTO PREP CHECKLIST

- [ ] Clean the entire house
- [ ] Create a list for the photographer of areas of your home you want them to capture (and any areas you do not)
- [ ] Turn on all lights, lamps and overheads. Be sure to replace any burned out bulbs
- [ ] Shutters and blinds should all be set to matching angles
- [ ] Clean all glass and mirrors
- [ ] Declutter all counter spaces in kitchen and bathrooms
- [ ] Turn off all ceiling fans
- [ ] Remove your furry friends from the areas being photographed
- [ ] Store away pet supplies, food bowls, toys, etc.
- [ ] Cut the lawn and make sure your patio furniture is arranged
- [ ] Sweep the porch and exterior area

THANK YOU

Thank you for choosing me to help you in the task of selling your home.

I look forward to working with you to help you achieve all of your real estate goals.

Kimberli Khepri

YOUR LOCAL REALTOR® · KK REALTY

(310) 930-4269

KK@KimberliKhepri.com

kk-realty.com

KK REALTY @ KHEPRI GARDENS

BUILDING VALUE, CREATING LEGACY