

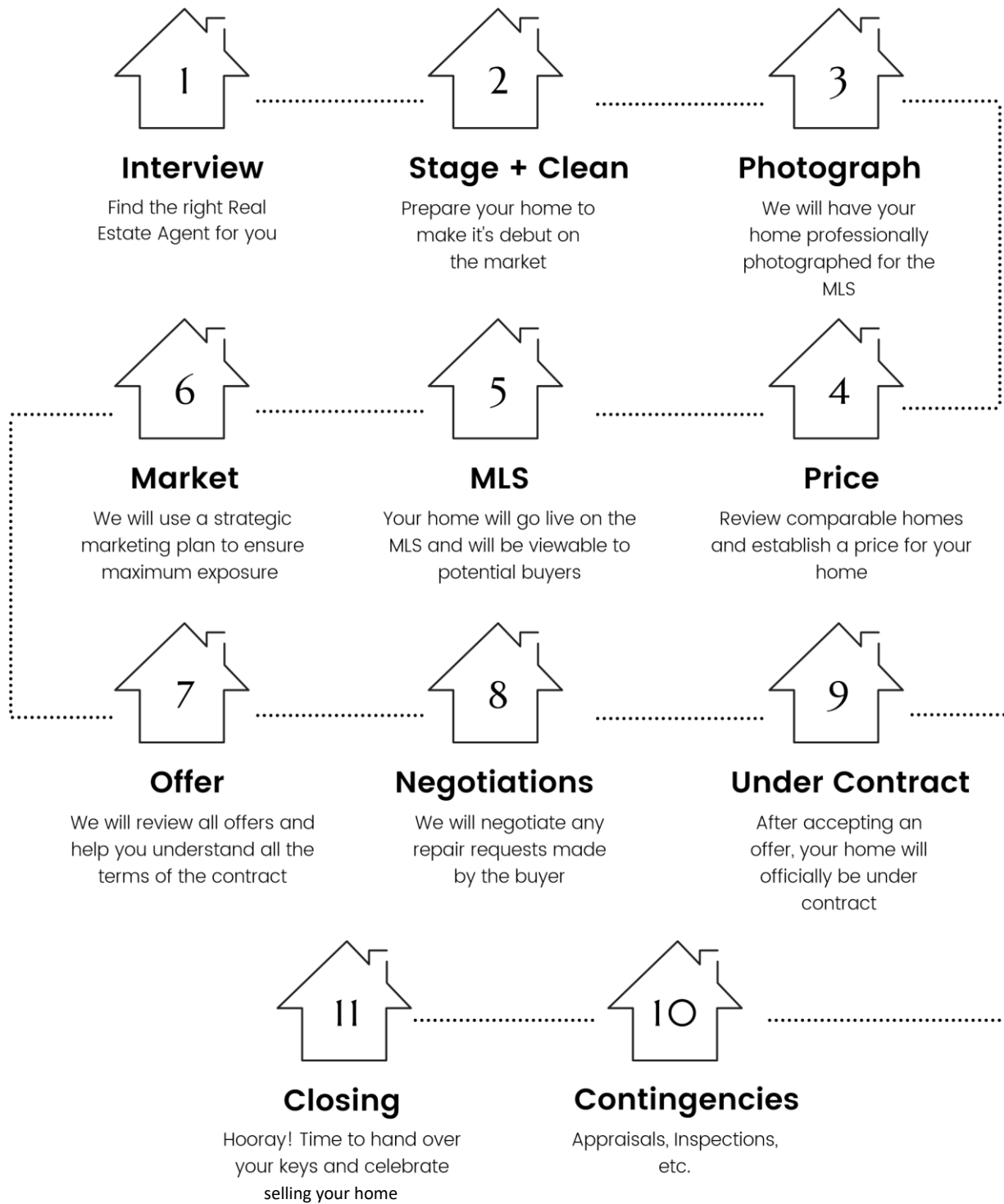


SELLING YOUR HOME

PRESENTED BY:

Kimberli Khepri

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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?



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 amount of buyers as soon as your home hits the market.



PRICING

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



HOME VALUE

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



FACTORS

What factors do NOT determine the price of your home?



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.



Create a professional listing flyer & in-home marketing book



Informative & engaging MLS listing description



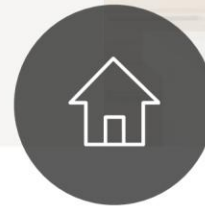
Expose to my associates at bimonthly business meeting



Strategic & targeted post card campaign



Hold Open House 1-2 weeks after placing property on the market



Promote at a Realtor Open House Luncheon



Use high resolution, professional quality photography



Target one-to-one social media advertising



Door-knock the neighborhood & pass out listing flyer



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?

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 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





KELLERWILLIAMS.
REALTY

Kimberli Khepri

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.

YOUR LOCAL REALTOR®