

SELLER SERVICING 101

Step-by-Step Guide for Helping a Seller List & Sell Their Home

STEP 1: INITIAL CONSULTATION

Goal:

Understand the seller's motivation, timeline, property details, and next steps before previewing the home.

Questions to Ask the Seller

About Motivation & Goals

- Why are you selling your home?
- What's most important to you about this move (price, timing, ease, etc.)?
- Where are you planning to move next?
- Do you need to sell this home before buying your next one?

About the Timeline

- When would you ideally like to be moved out?
- Do you have any deadlines or job relocations affecting the timing?
- Are you flexible on your closing date?

About the Property

- When was the home purchased?
- Have you made any updates or renovations?
- Are there any repairs needed or issues to disclose?
- What features do you think buyers will love most about your home?
- What's your favorite part of living here?

About Finances

- Do you currently have a mortgage? (If yes, what's your approximate payoff?)
- Are there any liens or secondary loans on the property?
- What price range are you hoping to list at?
- What price do you *need* to sell at to make your move possible?
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STEP 2: PREPARE BEFORE YOUR APPOINTMENT



Agent Homework

- **Research the property:** Square footage, beds/baths, lot size, tax info, previous listings, etc.
- **Build a CMA (Comparative Market Analysis):**
 - Review active, pending, and sold homes within 3–6 months.
 - Compare condition, upgrades, and features.
 - Identify where this property should position in the market.
- **Review market trends:** Average days on market, sale-to-list ratios, inventory levels.
- **Prepare visuals:** Print your CMA summary, KW marketing materials, testimonials, and brokerage overview.



STEP 3: LISTING APPOINTMENT

1 Preview the Property

- Walk through the home with the seller.
- Take notes on updates, condition, and standout features.
- Discuss any repairs or decluttering/staging needs.

2 Review the CMA

- Explain how comparable homes affect pricing.
Show examples of active, pending, and recently sold homes.
- Discuss pricing strategy options:
 - **Aggressive (quick sale)**
 - **Market value (balanced)**
 - **Above market (longer timeline)**

3 Discuss Market Strategy

- Importance of first impressions — pricing, photos, and staging.
- Explain how “days on market” can impact buyer perception and negotiation power.
- Walk through what happens once the property goes live.

4 Talk About Marketing

Pre-Launch Plan

- Professional photography & editing
- Coming Soon campaign
- Sign installation
- Teaser social media posts
- Email blast to database / reverse prospecting

Active Marketing Plan

- MLS listing syndication (Zillow, Realtor.com, KW.com, etc.)
- Paid social media ads
- Open houses & private tours
- Weekly seller updates & feedback reports
- Broker outreach & reverse prospecting

5 Set Expectations

- Showings & communication plan (Where will they go during showings?)
- Feedback reports and weekly check-ins
- How offers will be presented & negotiated
- Estimated timeline from listing to closing



STEP 4: STAGING & PREPARATION

Goal: Make the home photo-ready and appealing to buyers.

Checklist

- ☐ Declutter and depersonalize (less is more)
- ☐ Deep clean all surfaces & carpets
- ☐ Replace burnt-out bulbs, fix minor repairs
- ☐ Add neutral décor and curb appeal touches
- ☐ Schedule staging consultation (or virtual staging if vacant)
- ☐ Confirm photography appointment



STEP 5: PHOTOS, PAPERWORK & LISTING LAUNCH

Paperwork to Complete

- Exclusive Right to Sell Agreement
- Property Disclosures (lead paint, radon, etc.)
- MLS Input Sheet (confirm all property details)

Listing Day Checklist

- ☐ Meet photographer and ensure best angles/lighting
 - ☐ Install lockbox and sign
 - ☐ Upload professional photos & verify MLS accuracy
 - ☐ Set up showing instructions in ShowingTime
 - ☐ Syndicate listing to all major platforms
 - ☐ Launch marketing campaign
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STEP 6: ACTIVE LISTING MANAGEMENT

- Host open houses & broker tours
 - Send seller weekly updates
 - Gather feedback from showings
 - Adjust price or marketing strategy as needed
 - Keep consistent communication — be proactive, not reactive
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STEP 7: OFFER → CONTRACT → CLOSING

1. **Present offers clearly** (price, terms, contingencies).
2. **Review net sheet** to show expected proceeds.

3. **Negotiate best terms** for your seller's goals.
 4. **Guide through inspection & appraisal.**
 5. **Coordinate with attorney, lender, and title.**
 6. **Prepare for final walkthrough & closing day.**
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BONUS: SELLER RESOURCES YOU CAN SHARE

- *Your "Agent Resume" Page* → Add testimonials, past sales, KW branding, and your unique value proposition.
- *About Keller Williams* → Share that KW is the **#1 brokerage worldwide** in agent count, sales volume, and units sold.
- *Client Experience Promise* → "Our goal is to get you top dollar, with the least stress, in the shortest time possible."



QUICK SELLER SERVICING CHECKLIST

Task	Completed
Conduct seller consultation	☐
Prepare CMA and marketing plan	☐
Review motivation, timeline, next steps	☐
Stage & prep home for photography	☐
Take professional photos	☐
Upload to MLS & syndicate listing	☐
Launch marketing & open houses	☐
Provide weekly updates	☐
Manage offers & negotiate	☐
Guide seller through contract to close	☐

