SELLER GUIDE

All the *details* you need to successfully sell your home!



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hello

Hi, I'm Kelly and I'm here to walk you through the entire home selling process.

Whether you're a first-time seller or have experienced the process before, this guide is designed to empower you with knowledge, strategies, and insights to make informed decisions and walk you through the home selling process.

From setting the right price and staging your home for maximum appeal to understanding market trends and negotiating offers, this guide is tailored to equip you with the knowledge you need to achieve success.

I believe that it's more than a home, it's a pivotal chapter in the story of your life. With the right guidance and preparation, we can ensure that you not only secure a favorable outcome but also embark on your next adventure with clarity and peace of mind.

I will personally lead you through every step, ensuring an enjoyable and professional experience! Your path to a successful sale starts here.

Kelly Pearson

FROM START TO SOLD

ABOUT ME

Kelly Pearson

REALTOR®



As a passionate realtor with a 14-year track record in North Texas, I'm here to guide you through the exciting journey of buying or selling your property!

My commitment to personalized service means I'll prioritize your unique needs and aspirations every step of the way. With an in-depth understanding of the local market trends and negotiation expertise, I strive to secure the best deal for you.

Outside of real estate, I'm an avid golfer & tennis enthusiast, deeply rooted in our vibrant community. Let's collaborate to make your real estate experience seamless and successful.

KELLY PEARSON
REALTY GROUP

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ABOUT

SUCCESSFUL

SELLING PROCESS



I KNOW THAT SELLING YOUR HOME CAN BE EXCITING AND STRESSFUL...

However, it doesn't need to feel overwhelming! Instead, it can mark the exciting beginning of a fresh journey.

Reflect on cherished memories while eagerly anticipating another family discovering the magic of your home.

Utilizing our contemporary marketing strategies and an efficient systems, we simplify the path to "SOLD".

Truthfully, transitioning to a new residence is filled with anticipation and excitement!

CONSULTATION

PREPARING THE HOME FOR SALE

PROFESSIONAL PHOTOS AND VIDEO

LIST HOME ONLINE DEBUT

OPEN HOUSE PRESENT OFFERS

CLOSE ON THE HOUSE & CELEBRATE!

PROCESS

LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so the we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing plan and a comparative market analysis report to show you what is selling (and not selling) in your area.





Things to think about *before* we meet...

What is your moving timeline?
What do you hope to net from your home sale?
What concerns do you have about listing or buying?

Please write these things down and we can talk through them when we meet.

CONSULTATION

NOTES

CONSULTATION

STEPS TO
A SUCCESSFUL SALE

Below are the steps to getting your home sold

01 Pricing

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure to set goals that align with marketing conditions and make a plan together.

02 Prep

Cleaning and prepping your home to sell can increase it's value by 3%-5%

03 Staging

Staging a home is different than designing a home. The goal of hiring a stager is to have a trained eye come into your home and look at it as a buyer would.

This service is provided to create a clean, decluttered look so that potential buyers can look at your home like a blank canvas to envision all their loved ones and belongings in the space for years to come.

04 Photography

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home.

05 Marketing

- MLS
- Open house
- Social media posts and advertisements
- Neighborhood direct mailers & email marketing

06 Closing

- We'll review all offers together

- Once an offer is accepted, we'll be in a contingency period. Typically the buyer will get an inspection and have a financing contingency.

- Once the contingency period is over, it will be closing day!

- Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer.

STEPS

FINAL *steps* FOR SELLERS



CANCEL POLICIES
Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

CLOSE ACCOUNTS
Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

CHANGE ADDRESS
Let everyone know your new address. Submit a change-of-address form to the post office.

TURN EVERYTHING OFF
Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

DOCUMENTS
Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

GATHER HOME PAPERWORK
Put together a packet of manuals, receipts, and any warranties as well.

CLEAR OUT PERSONALS
Move out your personal belongings completely. Check all drawers, cabinets, and closets.

CLEAN
Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

INCIDENTALS
Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

FLOORS
Vacuum and sweep floors one more time

LOCK UP
Ensure all blinds are closed, and lock the windows and doors.

what others

ARE SAYING



★★★★★

Joe T.

I have moved all over the country and no one comes close to Kelly Pearson! She is knows the market, and has gone above and beyond to not only find us a house in a very tough market, but also navigated a difficult seller to get us across the finish line. Anyone moving to or leaving North Texas should definitely reach out to her for your real estate needs, I guarantee you won't regret it!



★★★★★

DARCY

Kelly Pearson Realty Group was fantastic! Shelly was wonderful to work with and went beyond what was needed. Thank you!! Everything was made so easy for us and they truly care! They went the extra mile(s) for us. Thank you !!

TESTIMONIALS

Questions?

CONTACT ME!





GET IN CONTACT



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