

CENTURY 21[®]

HOMESELLER'S GUIDE

Selling your home doesn't have to be stressful. I guide you through every step with a clear plan and confident strategy.



THE SELLING ROADMAP

1 Work With a Real Estate Agent

I'll meet with you to review your goals, timeline, and expectations for selling your home.

2 Prepare to Sell

I'll provide guidance on decluttering, staging, and presentation to help your home show its best.

3 Pricing Strategy

I'll prepare a Comparative Market Analysis (CMA) to determine the right listing price.

4 Positioning Your Home

I'll highlight your home's strongest features and create a plan to attract the right buyers.

5 Marketing Your Home

I'll arrange professional photography on your home, list it on the MLS, and promote it across major real estate websites.

6 Showings & Buyer Feedback

I'll coordinate showings, gather feedback, and keep you informed on buyer activity and interest.

7 Review Offers

I'll review each offer with you, explain the terms, and negotiate to help secure the strongest outcome.

8 Under Contract

I'll manage the process and keep everything on track until closing.

9 Closing

Congrats! Final paperwork is signed, funds are distributed, and ownership transfers.

WHY WORK WITH A LISTING AGENT

Selling a home involves pricing, marketing, negotiations, and strict timelines. Having the right representation ensures your home is positioned correctly and your interests are protected throughout the process.

When working together, I provide:

Industry Knowledge

Backed by the CENTURY 21 brand, I offer access to trusted resources, tools, and industry insight to help you make informed decisions.

Market Intelligence

I analyze the many factors that influence a home's value, including size, features, location, condition, inventory of available homes, comparable sales and market variables.

Local Expertise

I have deep knowledge of our community and any issues that may impact your area of choice.

Selling Process

From listing preparation through closing, I help manage details, deadlines, and communication every step of the way.



Listing Price

The price your home is listed for on the market.

Market Value

The estimated price buyers are willing to pay based on current market conditions.

Comparative Market Analysis (CMA)

A review of similar homes used to help determine an appropriate listing price.

Net Proceeds

The estimated amount you may receive after closing costs and fees.

Closing Costs

Fees and expenses paid at the completion of the sale, such as title, escrow, and recording expenses.

Multiple Listing Service (MLS)

A database where your home is listed so it's visible to other agents and buyers.

Escrow

A neutral third party that holds funds and documents while the transaction is completed from contract to closing.



FACTORS THAT AFFECT YOUR HOME'S VALUE

Location:

Neighborhood demand, schools, and nearby amenities play a major role in value.

Condition:

The home's overall upkeep, including major systems such as roof, plumbing, and electrical.

Updates & Improvements:

Renovations to kitchens, bathrooms, flooring, and cosmetic upgrades can impact buyer interest.

Pricing Strategy:

Proper pricing from the start helps attract buyers and maximize your final sale price.



READY TO GET STARTED?

Scan To See What Your Home Is Worth



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CENTURY 21.

North Homes Realty

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