



Seller's Guide

A Thoughtful, Design-Informed
Approach to Selling Your Home

The Selling Process

- 01 Strategy & pricing
- 02 Preparing your home
- 03 Marketing & exposure
- 04 Showings & offers
- 05 Under contract

What You Can Expect From This Guide

This guide is designed to give you clarity, confidence, and a calm understanding of what to expect when selling your home. You'll find clear steps, thoughtful preparation guidance, and practical checklists, so nothing feels overwhelming or rushed.

01 Pricing

Establishing the Right Price

Our goal: attract the strongest buyers early and create momentum from day one.

Pricing a home is both strategic and emotional. Together, we'll look at current market data, comparable sales, and your home's condition and presentation to determine a price that attracts serious buyers and positions your home to sell with confidence.

Rather than aiming high and adjusting later, we focus on a thoughtful starting price that reflects the market and creates momentum from day one.

I'll guide you through the numbers, explain your options clearly, and help you choose a pricing strategy that supports your goals.

02 Prepare your home

Preparing your home for the market doesn't mean changing who you are, it means presenting your home in a way that helps buyers connect with it.

We'll focus on simple, thoughtful updates that highlight space, light, and flow, allowing your home's strengths to stand out without unnecessary work or expense.

Our preparation focus:

- Decluttering to create a sense of space
- Neutralizing personal items so buyers can envision themselves living there
- Maximizing natural light and openness
- Creating a strong first impression, inside and out

03 Marketing, Showings & Communication

What I handle

- Professional photography and visual presentation
- Listing strategy and timing
- Online exposure and agent outreach
- Showing coordination and feedback tracking

You'll always know what's happening and what comes next. I'll keep you informed on showings, feedback, market activity, and timing, so you're never left guessing or feeling unsure.

What helps on your end

- Keeping the home show-ready
- Flexibility when possible
- Making arrangements for pets

O4 Showing Checklist

Showing Checklist

A calm, simple reset helps your home show at its best

- Make beds
- Clear kitchen and bathroom counters
- Put clutter in a basket or closet
- Turn on all lights
- Take pets with you, if possible
- Open blinds and curtains
- Set thermostat to a comfortable temperature

05 Offers, Negotiation & Closing

Guided decisions, clear next steps

When offers are presented, my role is to help you evaluate each option clearly, considering price, terms, timing, and overall risk, so you can make confident decisions that align with your goals.

There's no pressure and no rushing. I'll walk you through what each offer truly means and help you understand the implications before you move forward.

Your options

Every offer comes with three clear paths:

- Accept the offer
- Counter with revised terms
- Decline and continue marketing

I'll advocate for your best outcome and guide the conversation with strategy, care, and clarity at every step.

From contract to closing

Once under contract, I'll manage the details, advocate for your interests, and keep the process moving smoothly so you can focus on what's next.

What to expect during this phase:

- Inspections and any related negotiations
- Title work and required paperwork
- Final walkthrough
- Closing day

Throughout this stage, I'll keep communication steady and ensure nothing feels overwhelming as you move toward closing.

Ready to Take the Next Step?

Selling a home doesn't have to feel overwhelming. If you're thinking about selling, or just want clarity on timing and value, I'd be happy to talk through your options.

Schedule a complimentary consultation