Selling Your Home

A CLEAR PLAN FROM PREPARATION TO CLOSING

kw

KELLER WILLIAMS
REAL ESTATE

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LOCAL EXPERTISE | STRATEGIC MARKETING | TRUSTED GUIDANCE

Thank You

FOR THE OPPORTUNITY

"Your home has held your story.
My job is to help you move confidently into what comes next."

— *Lauren Hilbert*

Lauren Hilbert
REALTOR®

The Strength Behind Your Sale

KELLER WILLIAMS + LOCAL REPRESENTATION

Personal service. National reach.

Your sale is personally represented and supported by Keller Williams resources, technology, and professional reach.

KELLER WILLIAMS BY THE NUMBERS

#1	$370.7B	796,658	38.2%
U.S. franchise by agent count	2025 U.S. sales volume	2025 U.S. transaction sides	Top 500 brokerages KW-affiliated

What this adds for you

Professional depth More connections, tools, and support behind the scenes.

Stronger execution Resources that support marketing and transaction management.

Local accountability One point of contact who knows your goals and your sale.

Tell Me About Your Home

YOUR GOALS, YOUR TIMELINE, YOUR PROPERTY

A focused conversation about your timing, priorities, and property.

Goals + timing

- ☐ Sell quickly
- ☐ Maximize proceeds
- ☐ Minimize disruption

Ideal listing date

____

Ideal closing date

____

Property at a glance

Beds ___________ Baths ___________

Approx. sq. ft. ______________________

Lot / outdoor space _________________

Showings + access

- ☐ Pets
- ☐ Children
- ☐ Work-from-home schedule
- ☐ Preferred showing windows

Home highlights

Kitchen / baths ______________________

Flooring / finishes ____________________

Outdoor space _________________________

Energy / other updates ________________

Known concerns

____

____

The Home Selling Roadmap

FROM OUR FIRST CONVERSATION TO CLOSING

01 Consultation + Listing Agreement

02 Home Assessment + Pricing Strategy

03 Prepare + Stage Your Home

04 Photography + Pre-Marketing

05 Listing Launch

06 Showings + Open Houses

07 Review Offers

08 Negotiate + Accept

09 Inspections, Appraisal + Financing

10 Final Walkthrough + Closing

Every sale is different. Your timeline will be built around your property, your goals, market conditions, and the terms of the offer you accept.

Current Market Conditions

AND WHAT THAT MEANS FOR YOUR LISTING

BUCKS COUNTY • JULY 2026

$529,000

MEDIAN LIST PRICE

$547,833

MEDIAN SOLD PRICE

NEW LISTINGS	CLOSED SALES	PENDING
837	678	491

ACTIVE INVENTORY	DAYS ON MARKET	MONTHS OF INVENTORY
1,361	23	1.8

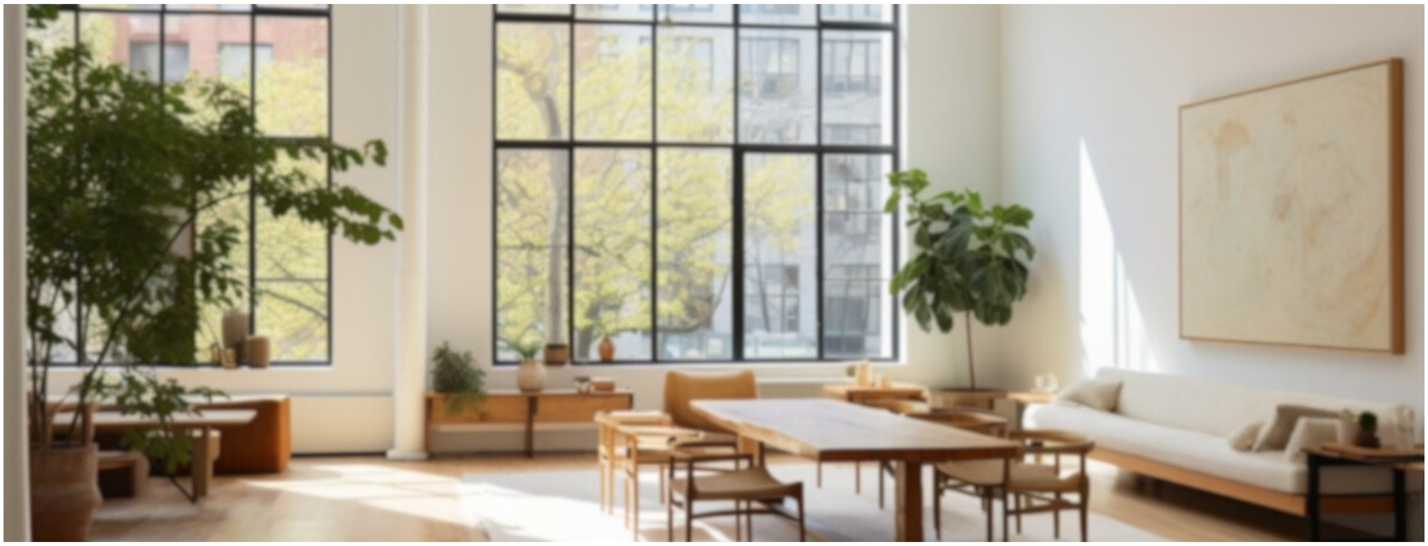
What this means for your home

Bucks County remains an active market, but the right strategy still depends on your home's location, condition, competition, and price point. We'll use market data along with comparable properties to determine how to position your home.

Source: Bright MLS | July 2026 | Bucks County Residential

Understanding Your Home’s Value

IT IS MORE THAN ONE NUMBER



A Comparative Market Analysis looks at the homes buyers will use to judge yours.

Recent Sales

What similar homes actually sold for.

Current Competition

What buyers can choose from today.

Pending Activity

Where buyers are already responding.

Condition + Updates

How your home compares in person.

Location + Lot

Neighborhood, setting, layout, and features.

The goal is to position your home where buyers recognize the value and act.

Price Is Positioning

HOW BUYERS READ THE MARKET

A list price is not just a number. It is a message to the market.

Above Buyer Expectations

May limit showings, extend days on market, and create the need for later adjustments.

Aligned with the Market

Supports buyer confidence when the home's condition and competition support the price.

Strategically Positioned

Can create stronger interest when timing, competition, and seller goals support a more aggressive launch.

The strongest price is the one supported by the data, the condition of the home, and the seller's goals.

The First 14 Days Matter

LAUNCH MOMENTUM IS REAL

Your home receives its highest attention when it is new to the market.

Launch — Showings — Feedback — Adjust

- Strong preparation gives the launch more impact.
- Showing activity tells us how buyers are responding.
- Feedback helps separate curiosity from real resistance.
- If the market speaks, we adjust with purpose — not panic.

The goal is to enter the market with confidence — and watch the response closely.

Preparing Your Home for Market

FOCUS ON WHAT MOVES THE NEEDLE

You do not need to renovate your entire house before you sell. We will focus on what affects buyer perception and what is worth doing before launch.

Before photos, we prioritize:

- Decluttering + simplifying
- Deep cleaning
- Visible repairs
- Lighting + windows
- Curb appeal
- Room flow
- Personal item reduction
- Feature highlights

The goal is not perfection. The goal is helping buyers see the home clearly.

Professional Presentation

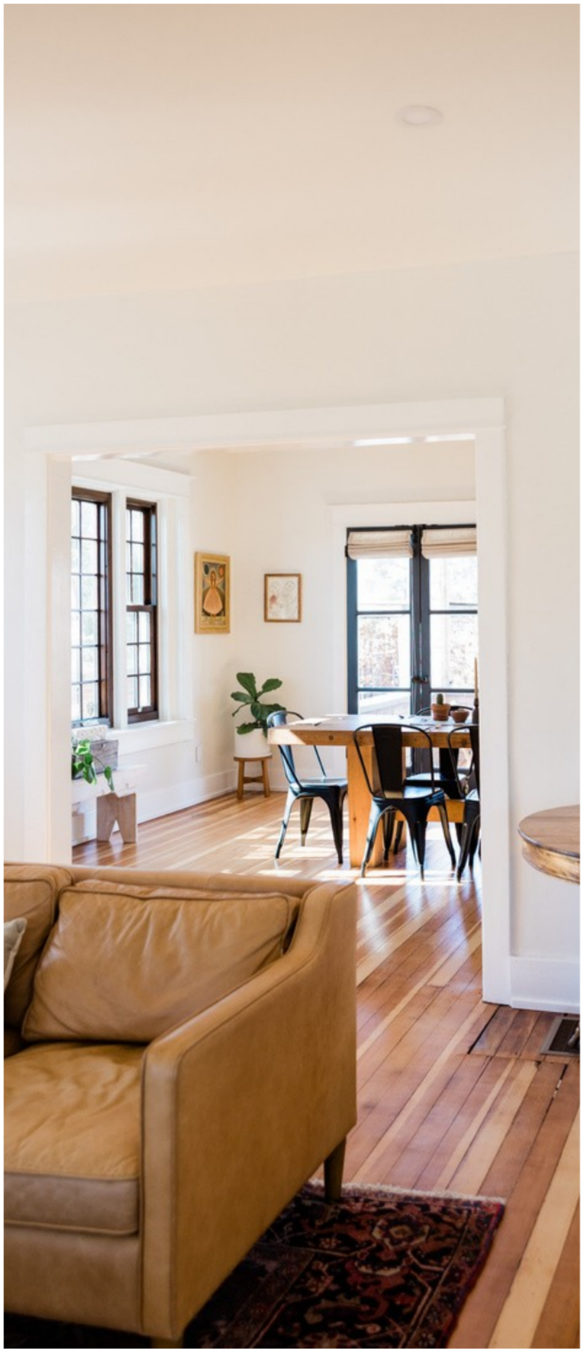
MAKE THE FIRST IMPRESSION COUNT

Most buyers will see your home online before they ever see it in person.

Photos	Clean images that highlight the home.
Video	A stronger sense of layout and flow.
Aerial	Useful for the lot, exterior, and setting.
Details	Details buyers should notice.

Your Marketing Strategy

MAXIMUM EXPOSURE + STRATEGIC PRESENTATION



MLS + Online Syndication

Professional listing in Bright MLS and distribution to major consumer real-estate websites.

Agent-to-Agent Exposure

Direct professional visibility through Keller Williams and local agent networks.

Digital + Social Marketing

Content designed to expand visibility and reach buyers where they spend time.

Property Marketing

Photos, copy, features, signage, flyers, and digital assets tailored to the home.

Showing Strategy

Showings and open houses used intentionally, based on the property and seller goals.

The goal: make your home easy to find, easy to understand, and difficult to overlook.

Showings + Open Houses

MAKE IT EASY TO SAY YES

A simple showing plan

01 BEFORE

Lights on, blinds open, comfortable temperature, valuables secured.

02 DURING

Give buyers space to experience the home without pressure or distraction.

03 AFTER

I track feedback and activity so we can see how the market is responding.

Open houses are used strategically when they support the property, market, and seller goals.

Monitoring the Market Response

WE DO NOT LIST AND DISAPPEAR

Buyer activity gives us useful information about how the market is responding to price, presentation, and competition.

PRICING CONVERSATION GUIDE

Multiple showings **No offers**	2–3%	Consider a price adjustment
Only 1–2 showings **No offers**	3–5%	Consider a price adjustment
No showings **No offers**	6%+	A larger adjustment may be needed

These are conversation benchmarks—not automatic reductions. Market conditions, competing listings, property condition, and your goals will guide the final recommendation.

When an Offer Arrives

THE NUMBER IS ONLY PART OF THE STORY

The highest number is not always the strongest offer. We will review the complete financial and contractual picture together.

What we evaluate

- Offer price
- Deposit amount
- Financing and proof of funds
- Inspection terms
- Appraisal protection
- Settlement date
- Seller concessions
- Contingencies and special terms

Your three options

Accept
The offer works as written.

Counter
We propose changes to price, timing, protections, or other terms.

Reject
The offer does not meet your goals or creates too much risk.

You make the decision. I provide the analysis, explain the tradeoffs, and negotiate the terms you authorize.

Compensation + Your Options

CLEAR BEFORE YOU DECIDE

We’ll review compensation together.

Compensation is negotiable. We’ll review the approved contract language, your options, and how any buyer request or concession affects the offer.

What matters most

You understand your options before making a decision.

We will use current brokerage-approved forms and disclosures.

From Accepted Offer to Closing

THE WORK CONTINUES

Once the offer is accepted, the work shifts to deadlines, coordination, and closing preparation.

Key milestones

- ☐ Deposits
- ☐ Inspections
- ☐ Appraisal + financing
- ☐ Title + municipal items
- ☐ Final walkthrough
- ☐ Settlement preparation

What I manage

— Track dates and next steps
— Coordinate with all parties
— Explain what needs attention
— Document changes
— Keep the transaction on track
— Confirm closing details

You will always know what is happening, what comes next, and what needs your attention.

Your Estimated Net Proceeds

A WORKING ESTIMATE

This page helps us think through the numbers. Final figures depend on sale price, contract terms, payoff information, taxes, settlement charges, and other transaction-specific expenses.

Estimated Sale Price	______________________
Mortgage Payoff	______________________
Real Estate Compensation	______________________
Transfer Tax	______________________
Seller-Paid Costs / Concessions	______________________
Title / Settlement Seller Charges	______________________
Repairs / Certifications	______________________
Other Expenses	______________________
Estimated Net Proceeds	______________________

ESTIMATE ONLY — this is a planning tool, not a final settlement statement.

Ready When You Are

Selling a home has many moving pieces. You will not manage them alone.

I will bring a clear strategy, keep you informed, advocate for you, and guide the process from start to closing.

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