

KAYLA ARCEMENT

THE HOME SELLERS GUIDE

A PRACTICAL ROADMAP TO PREPARING, PRICING, MARKETING, AND CLOSING

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With a background in clincial research and a personal experience of moving more than 36 times, Kayla brings organization, communication, and attention to detial to real estate. BAsed in JOhnson County, she values clear guidance and lasting relationships, communication, and attention to detail to real estate. BAsed in Johnson County, she values clear guidance and lasting relationships, helping clients navigate the sale of a home and the transition that follows.

YOUR LISTING APPOINTMENT: LET'S START WITH YOUR GOALS

- What is prompting your move, and what is your ideal timeline?
- Are you purchasing another home? Does this home need to sell first?
- What matters most besides price: timing, certainty, possession, or other terms?
- What do you already know about the home's condition, updates, and maintenance?
- Are there repairs, projects, or items you prefer not to address before listing?
- How would you like to communicate, and when are showings practical?
- Have you sold a home before? What worked well or felt difficult?
- What questions or concerns would make this process easier for you?

THE SELLING PROCESS WITH ME.

1. **Goals & Pricing**
Discuss your priorities, property details, comparable sales, active competition, market conditions, and a pricing strategy. A comparative market analysis is an estimate to inform decisions, not an appraisal or guarantee of sale price.

2. **PREPARE & LAUNCH**
Agree on a preparation plan, confirm listing details and disclosures, coordinate agreed marketing assets, and establish showing instructions before the home goes live.

3. **SHOWINGS & FEEDBACK**
Coordinate access, share available feedback, review competing listings and market activity, and discuss whether any adjustments are warranted.

4. **Review Offers**
Compare price, financing, contingencies, requested concessions, timing, possession, and other terms. The strongest offer is not always the one with the highest price.

5. **CONTRACT TO CLOSE**
Track contract deadlines, inspections, appraisal, title work, buyer financing, agreed repairs or credits, and closing preparation.

6. **CLOSING & POSSESSION**
Review final figures and signing arrangements with the title company, complete agreed move-out and possession obligations, and transfer keys as the contract requires.

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YOUR PRICING STRATEGY

PRICING IS INFORMED BY RECENT COMPARABLE CLOSED SALES, CURRENT COMPETING LISTINGS, PENDING ACTIVITY WHEN AVAILABLE, PROPERTY CONDITION, LOCATION, FEATURES, AND MARKET TRENDS. THE RIGHT STRATEGY BALANCES YOUR GOALS WITH WHAT TODAY'S BUYERS ARE LIKELY TO COMPARE. NO PRICE OR TIME ON MARKET CAN BE GUARANTEED.

BEFORE SETTING THE LIST PRICE, REVIEW:

- Recent closed sales that are genuinely comparable in location, size, condition, and features.
- Active competition and how your home compares to alternatives buyers can see today.
- Pending listings and market activity, recognizing that final terms may not be public.
- Updates, deferred maintenance, lot, layout, and features that may affect buyer perception.
- Your timeline, desired net proceeds, and willingness to negotiate.

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PREPARING YOUR HOME FOR THE MARKET

AREA	PRE-LISTING CHECKLIST
Throughout	Declutter surfaces and walkways; depersonalize where practical; deep clean; replace burned-out bulbs; address odors; secure valuables, medications, and personal documents.
Throughout	Identify known issues; gather service records, warranties, permits, and receipts; ask before undertaking major projects. Disclose known issues as required.
Throughout	Clear counters, clean fixtures, organize storage, and address visible maintenance.
Throughout	Mow, trim, remove debris, tidy entry, and make the approach inviting and safe.
Throughout	Open blinds, turn on lights as appropriate, put away daily clutter, make beds, and secure pets.
Throughout	Use the agreed showing instructions, plan for pets, keep the home reasonably ready, and leave feedback or access concerns to your agent.

A MINDFUL NOTE - PRIORITIZE SAFETY AND RETURN ON EFFORT.

NOT EVERY REPAIR OR UPGRADE WILL PAY FOR ITSELF. DISCUSS LARGER EXPENDITURES BEFORE COMMITTING.

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MARKETING PLAN

THE EXACT SERVICES, TIMING, AND EXPENSES SHOULD BE CONFIRMED IN YOUR LISTING AGREEMENT AND MARKETING PLAN. NOT EVERY SERVICE IS INCLUDED IN EVERY LISTING.

MARKETING PLAN: WHAT TO CONFIRM TOGETHER

At the listing appointment, we will review the specific marketing services proposed for your property. Depending on the agreed plan, items to discuss may include:

- Professional photography and any floor plan, video, or other visual assets included in the plan.
- MLS entry and syndication/exposure available through the listing service and participating platforms.
- Property description, key features, and accurate listing details.
- Digital and social media promotion, including which channels and deliverables are included.
- Open-house strategy, if appropriate and agreed.
- Showing coordination, feedback summaries, and regular status updates.
- How performance, competing inventory, and buyer response will be reviewed.

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UNDERSTANDING OFFERS

AN OFFER IS MORE THAN A PURCHASE PRICE. REVIEW THE COMPLETE CONTRACT AND COMPARE THE TERMS THAT AFFECT YOUR GOALS AND RISK. YOUR AGENT CAN HELP EXPLAIN BUSINESS TERMS; LEGAL QUESTIONS SHOULD BE DIRECTED TO AN ATTORNEY.

OFFER ELEMENT	WHAT TO CONSIDER
Price	How does it compare with market evidence and your goals? What is the likely net after costs and concessions?
Financing & funds	What financing is proposed? What information is available about approval, down payment, and funds?
Option / termination rights	What option or termination provisions and deadlines are written into the contract? What notices and payments are required?
Appraisal & other contingencies	Are there appraisal, financing, sale-of-other-property, or other conditions that could affect completion?
Concessions & repairs	What closing-cost contributions, repairs, credits, or other requests are included or may be negotiated?
Closing & possession	Does the proposed date and possession arrangement work for your move and next purchase? Review any temporary leaseback terms carefully.

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ESTIMATING YOUR POTENTIAL PROCEEDS

YOUR NET PROCEEDS ARE NOT SIMPLY THE SALE PRICE MINUS YOUR MORTGAGE. REQUEST AN INDIVIDUALIZED ESTIMATE BEFORE MAKING FINANCIAL DECISIONS. ACTUAL FIGURES CAN CHANGE AS THE TRANSACTION PROGRESSES.

ESTIMATE ITEM	AMOUNT
Expected sale price	$ _____
Estimated mortgage / lien payoffs	$ _____
Brokerage compensation (as agreed)	$ _____
Title, escrow, recording, and other closing charges	$ _____
Property-tax / HOA prorations or balances	$ _____
Negotiated concessions, repairs, or credits	$ _____
Other costs / adjustments	$ _____
Estimated proceeds (before any unlisted items)	$ _____

THIS WORKSHEET IS A PLANNING AID, NOT A QUOTE OR GUARANTEE. OBTAIN PAYOFF STATEMENTS AND A TRANSACTION-SPECIFIC ESTIMATE FROM THE TITLE COMPANY AND OTHER RELEVANT PROVIDERS. BROKERAGE COMPENSATION IS NEGOTIABLE AND IS NOT SET BY LAW.

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CONTRACT TO CLOSE + IF RESULTS ARENT WHAT YOU EXPECTED

CONTRACT TO CLOSE: SELLER CHECKLIST

- Review the executed contract and calendar every deadline and obligation.
- Provide requested disclosures and documents accurately and promptly; ask your agent or attorney about questions.
- Coordinate access for inspections and appraisal under the contract.
- Discuss repair requests, credits, and any amendments before agreeing to changes.
- Confirm title requirements, payoff information, HOA documents, and any required signatures.
- Keep utilities active as required through the agreed possession/closing arrangements.
- Confirm moving plans, cleaning, keys, remotes, access codes, and items included or excluded by contract.
- Review the final settlement statement with the title company and verify funds-transfer instructions independently.
- Leave the property in the condition and by the time required by the contract; possession is governed by the contract.

IF YOUR HOME ISN'T GETTING THE RESPONSE YOU EXPECTED

REVIEW THE EVIDENCE BEFORE MAKING A CHANGE. CONSIDER SHOWING ACTIVITY, BUYER FEEDBACK, ONLINE ENGAGEMENT, COMPETING LISTINGS, NEW SALES, CONDITION, ACCESS, AND PRICING RELATIVE TO ALTERNATIVES. A PRICE ADJUSTMENT IS ONE POSSIBLE RESPONSE, BUT IT SHOULD BE PART OF A DELIBERATE STRATEGY, NOT AN AUTOMATIC REACTION.

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SELLING AND BUYING + YOUR NEXT STEP

SELLING AND BUYING AT THE SAME TIME

- Discuss whether you need sale proceeds for the next purchase and when funds may become available.
- Ask your lender about financing options and qualification before relying on a particular sequence.
- Compare possible closing dates, possession needs, temporary housing, storage, and moving costs.
- Understand the risks and obligations of any contingency, rent-back, or bridge arrangement with qualified professionals.

YOUR NEXT STEP : BOOK YOUR LISTING APPOINTMENT

BOOK A CALL

HOME EVALUATION

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DISCLAIMER: THIS GUIDE IS GENERAL EDUCATIONAL INFORMATION, NOT LEGAL, TAX, FINANCIAL, OR TITLE ADVICE. PRICING AND PROCEEDS ESTIMATES ARE NOT GUARANTEES. MARKET CONDITIONS, CONTRACT TERMS, FEES, AND APPLICABLE REQUIREMENTS CAN CHANGE. REVIEW YOUR LISTING AGREEMENT AND EXECUTED PURCHASE CONTRACT, AND CONSULT APPROPRIATE PROFESSIONALS FOR LEGAL, TAX, LENDING, TITLE, AND OTHER SPECIALIZED ADVICE.