



# THE 'SOLD' PLAYBOOK

YOUR HOME SELLING TO-DO LIST



# DEAR HOMEOWNER—

You're taking the first step towards a huge life milestone: selling your home – Congratulations! This guide is your resource for each phase of selling, including questions to ask yourself and checklists that will make this process as seamless as possible. Let's get started, shall we?!

*-Jason*



# SELLER'S ROADMAP

- 01 \_\_\_\_\_ Choose  
Your Agent
- 02 \_\_\_\_\_ Prepare Your  
Home
- 03 \_\_\_\_\_ Strategic  
Pricing
- 04 \_\_\_\_\_ Staged vs.  
Vacant
- 05 \_\_\_\_\_ Modern  
Marketing
- 06 \_\_\_\_\_ Showing  
Your Home
- 07 \_\_\_\_\_ Closing  
Process

STEP ONE

# CHOOSE YOUR AGENT

## WHAT TO LOOK FOR IN A REAL ESTATE AGENT

The right real estate agent should have an in-depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



## INTERVIEW YOUR AGENTS TO UNDERSTAND IF THEY'RE THE RIGHT FIT:

- What's your experience selling?
- What's your avg. sale-to-list price ratio?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?



## STEP TWO

# PREPARE YOUR HOME

### CONSIDER HOME REPAIRS

Most buyers gravitate towards homes that are move-in ready.


Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

### PROPERTY WALK THROUGH

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

### SMALL IMPROVEMENTS THAT MAKE A BIG DIFFERENCE

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see *what they see within the first 8 seconds.*"

BARBARA CORCORAN



# LISTING PREPARATION CHECKLIST

## DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda & by opening windows

## CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

## DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal momentos

## REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: tighten loose door knobs and cabinet pulls

# STRATEGIC PRICING

01



Your property attracts the most interest when it is first listed.

02



Properties that are priced correctly from the beginning typically sell for more in the end.

03



Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.

# PRICING STRATEGIES

# PRICING STRATEGIES



## BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



## AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



## OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender



# SALE PROCEEDS CALCULATOR

Curious what you'll walk away with from your home sale? Ask your agent for a home value estimate, then use this calculator to estimate your sale proceeds.

Sale Proceeds Calculator		
INPUTS	VALUE	NOTES
Sales Price of the Home:	\$500,000	
Real Estate Commission (%):	6	Enter % as a number (e.g., 6 for 6%)
Balance of Mortgage:	\$250,000	
Balance of Other Mortgages or Liens:	\$0	Home improvement or home equity loans on your home
Date of Closing:	11/22/2025	Use MM/DD/YYYY
Annual Property Taxes:	\$4,500	
Prorated property taxes due:	\$0	Leave 0
Other Fees Paid by the Seller (%):	1	Unless known, use a 1% assumption
RESULTS		
Real Estate Commission:	\$30,000	Sale Price × Commission %
Amount Due to Lien Holders:	\$250,000	Mortgage + other liens
Property Taxes Due:	\$4,007	Annual Taxes × fraction of year to closing date
Other Fees Paid by Seller:	\$5,000	1% of sale price
Amount Owed at Closing:	\$289,007	Total of all deductions at closing
<b>Net Proceeds to Seller:</b>	<b>\$210,993</b>	Calculated as sale price – amount owed at closing

**[CLICK HERE FOR MY SALE PROCEEDS CALCULATOR](#)**

To use this Sale Proceeds Calculator, start by entering your estimated sales price, real estate commission, mortgage balance, date of closing, and your annual property taxes. The spreadsheet will automatically calculate your pro-rated property taxes, an estimate of fees, and **what you'll walk away with from your sale.**

# STAGED VS. VACANT

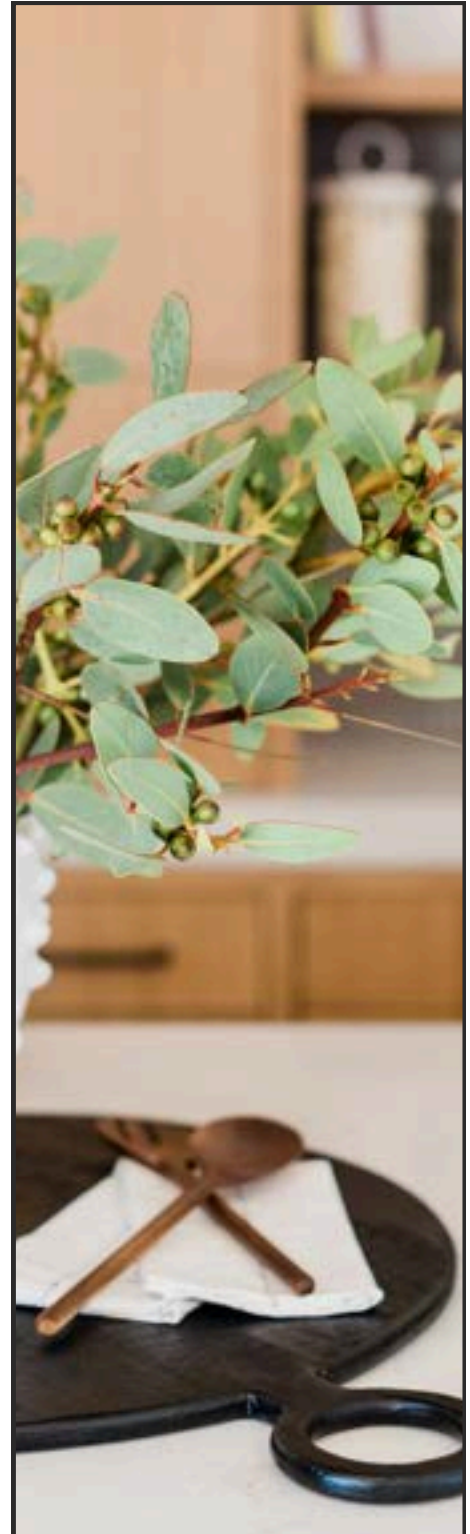
## THE KEY IS NAILING THE FIRST IMPRESSION WITH BUYERS—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

*Together with your agent, you can create a warm & inviting atmosphere that makes buyers excited to be there-- vacant or staged!*



# MODERN MARKETING

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

## 01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Targeted ads

## 02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

*& when it's implemented successfully...*

# SHOWING YOUR HOME

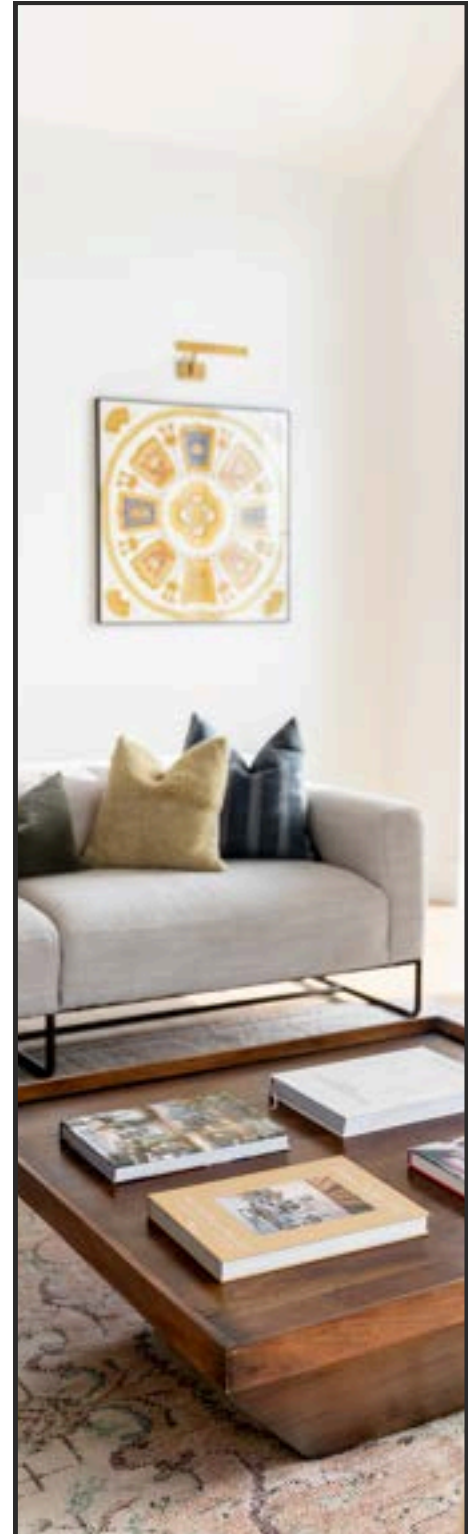
## NEXT UP – SHOWING TIME!

Together with your agent, you'll decide on parameters for welcoming interested buyers your home.

Your agent will provide you with an electronic lockbox to store keys. Anytime it is accessed your agent is notified.

## BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-qualified buyers only
- 30-minute tours
- Owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with owner



# SHOWING PREPARATION CHECKLIST

## INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

## EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

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## GET GRANULAR

### Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

### Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

### Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

### Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

### Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

### Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables



# CLOSING PROCESS

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

## ESCROW

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

## BUYER'S DUE DILIGENCE

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

## LOAN APPROVAL & APPRAISAL

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

## FINAL WALKTHROUGH

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

## CLOSING DAY

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

## PACKING & MOVING

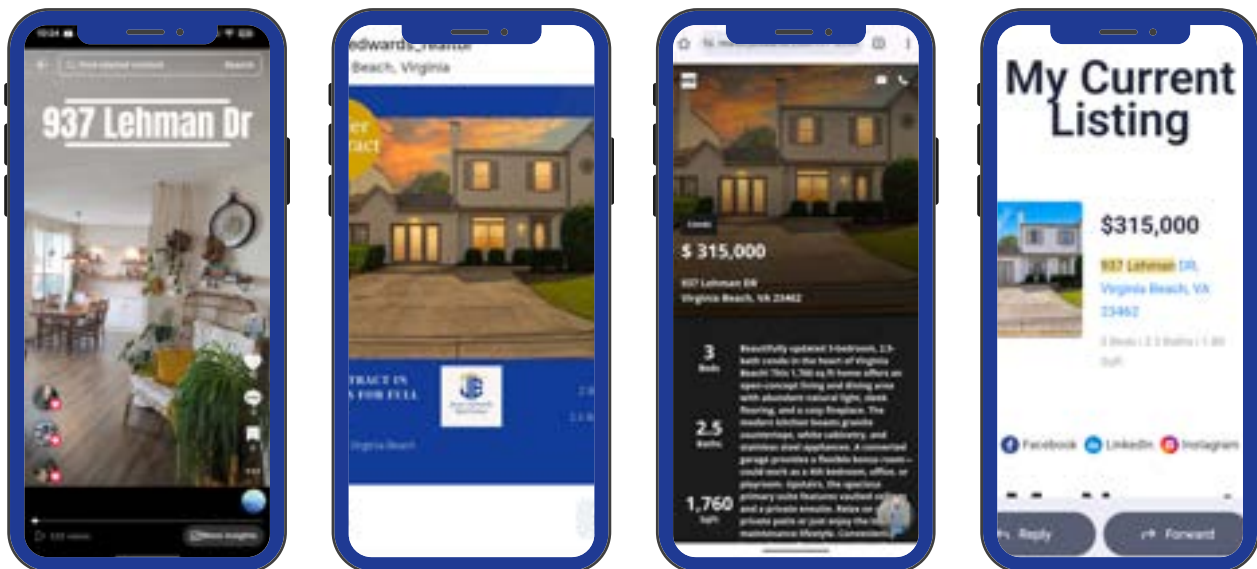
The owner can start packing up their belongings and planning to move! Congratulations!

# SELLING 937 LEHMAN DR

## KEY STRATEGIES

- **Broker Preview** - Invited agents in my network to view the property when it hit the market, giving them firsthand knowledge to share with their active buyers.
- **Exclusive Property Preview for Neighbors** - who then sourced friends, family, and colleagues searching for a home in the area.
- **Listing Websites and Virtual Tours** - We will create beautiful single property websites and full-screen virtual tours for your home.
- **Social Media Marketing** - Produced 2 property walkthrough videos and 2 reels, showcasing key selling points and the area's lifestyle benefits. Distributed the videos on Instagram, Youtube & Facebook.
- **Targeted Ads** - Reached a strong pool of potential buyers using tailored demographic targeting.
- **Custom Email Blasts** - Targeted email campaigns to a curated list of potential buyers and real estate agents, highlighting the property's features, the listing videos and open house dates.

## MARKETING ASSETS



THE TALE OF THE SALE

# SELLING 937 LEHMAN DR

## RESULTS

- Reached over 10,000 targeted users on social media
- Sourced 12 high-quality leads
- Sold in just 6 days
- Sold at asking price
- The owners were thrilled with the quick sale and the seamless marketing process



## WHAT OUR CLIENTS SAID

"Jason was hands down one of the best realtors I've had the pleasure of working with. He was upfront and transparent about every step in selling my home. He made the selling process simple and didn't waste my time. His service and the selling price greatly exceeded my expectations. We served together in the military, he was top notch then and still is! Thanks, Jason!"

# WHAT CLIENTS ARE SAYING



Jason and his team helped me buy my house and then 3 years later they helped me sell it when I moved from Virginia to Tennessee.

SOLD IN 2024 | VIRGINIA BEACH



Sold my house quickly, and helped me buy another. Best realtor in town! Very professional, and right to the point. Selling and Buying process was smooth thanks to Jason.

SOLD IN 2023 | VIRGINIA BEACH



Such a smooth process! Jason was on top of every aspect of our selling experience! I would use him again if we are ever back in the Hampton Roads area and are looking to buy or sell a house!!

SOLD IN 2025 | SUFFOLK

# NEXT STEPS

LET'S MAKE A GAME PLAN.

Whether you're ready to list your home and start touring others or you're just curious where to start, here's how we can work together:

- Book a quick intro call to talk timing, goals, and next steps.
- I'll send over prep tools and vendor contacts to get your home listing-ready.
- We'll go at your pace — whether that means moving now or prepping for later.

**SCHEDULE A 15 MIN CALL**

**Your next move starts here and I'll guide you the whole way.**



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