



THE SAVVY SELLER

Your Guide To A Smart Home Sale



KBRE Group

brokered by: EXP Realty Inc

Northeast OH's Best Move In Real Estate



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The Savvy Seller's Guide:

Your Roadmap to a Stress-Free, Profitable Home Sale

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Welcome! Let's Talk About Selling.

Selling your home is a big deal—emotionally and financially. Whether you're downsizing, moving up, relocating, or just ready for a change, the process doesn't have to be overwhelming. With the right strategy, smart guidance, and a solid plan, you can move forward with clarity and confidence.

That's where we come in! At *KBRE Group / brokered by EXP Realty, Inc.*, we help homeowners like you sell with less stress, the best value possible, and with the shortest time on market. This guide gives you a high-level look at what to expect and how to prepare. And when you're ready, we'll be right there with you from consultation to closing.

Know Your Why

Let's start with your motivation. The "why" behind your decision to sell matters—a lot. It drives your priorities, timeline, and strategy. Some common reasons sellers list their homes:

- **Upsizing or Downsizing:** Family growing? Kids moved out? Looking for one-level living or more room to roam?
- **Relocation:** A new job, family change, or lifestyle upgrade might have you packing.
- **Market Timing:** Ready to cash in on equity or sell at a market peak?
- **Neighborhood Shift:** The area just isn't what it used to be.
- **Life Changes:** Divorce, loss, retirement, or just needing a fresh start.



*Pro Tip: When you get clear on your why,
- your what, when, and how become
much easier to figure out.*

Define Your Selling Goals

What does success look like for you?

- Do you need a specific net profit?
- Do you have a tight timeline?
- Are you trying to avoid bringing money to closing?

Whatever your situation, your goals shape your strategy. Be open with your agent about what matters most so we can customize the plan to fit your needs.

Is the Market Working in Your Favor?

Timing can make a big difference. Here's what to consider:

- Spring/Early Summer is usually prime time to sell (*more buyers!*).
- Low inventory = less competition.
- Mortgage rates impact buyer activity. *We'll explain how this affects your price.*

We'll take a look at your hyper-local market and determine the smartest move—because what's happening nationally may not match what's going on in your specific neighborhood.

We'll review comparable sales, current inventory, buyer demand, and neighborhood trends so we can time your sale strategically for the best result.



Pro Tip: Relocating? We can connect you with one of our preferred partners anywhere in the US, plus 23 additional countries!

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Get Your Home Market-Ready

Buyers judge fast — as in, *just seconds*. A little prep goes a long way.

The Essentials:

- **Mentally Detach:** Think of your house as a product now, not your home.
- **Depersonalize:** Take down personal photos, trophies, and knick-knacks.
- **Declutter:** Less is more. Create space. Do a second pass a few days later.
- **Deep Clean:** Consider hiring a pro. Clean sells!
- **Fix What's Broken:** Leaky faucets, chipped paint, loose handles.
- **Fresh Paint:** (*neutral colors*) and updated light fixtures = *instant facelift*.

Pet Owners: A Special Note 🐾

We love our furry family members, but not every buyer is a pet lover. Pet odors, hair, and signs of animal wear-and-tear can be off-putting — *especially when you've gone nose-blind to certain odors*.

- Consider professional cleaning for carpets, drapes, and furniture.
- Use odor-neutralizing sprays; not strong fragrances.
- Remove or put away pet bowls, litter boxes, beds, and crates for showings.
- If possible, relocate pets during showings, or at least secure them in their cages away from guests.



Pro Tip: Buyers are trying to picture their life in your home – and that includes their lifestyle, pets, or none at all.

Curb Appeal Checklist:

- Mow, trim, mulch.
- Power wash siding, porches, decks.
- Add fresh flowers and tidy up the entry.

Smart Renovation Tips

Not all upgrades are created equal. Here are high-ROI updates that deliver:

✓ High Impact / High Return:

- Landscaping
- Fresh paint
- Kitchen & Bath updates (*without overdoing it*)
- New or refreshed flooring

✗ Low Return (*Skip or Scale Back*):

- Home additions - unless staying long term
- Inground pools - unless you're in a hot-weather state
- Built-in personal spaces - craft rooms, built-in saunas, or luxury kitchens (*in a modest neighborhood*)



Pro Tip: Always consult professionals before beginning renovations. There's nothing worse than losing your hard-earned money due to over renovating for your market.

Working With a Real Estate Pro (*That's Us!*)

Stats don't lie: Homes listed by licensed agents typically sell faster and for more money than those sold by owners.

What You're Really Paying For:

- Market expertise

- Pricing strategy
- Negotiation skills
- National & local laws, regulations, and contract knowledge
- National exposure across multiple platforms
- Sanity-saving support

We'll also guide you through:

- Inspections; buyer & city inspections
- Buyer financing timelines
- Title company communications
- Lender communications
- Closing prep

Let us handle the heavy lifting so you can focus on what comes next!

Pricing It Right

Overpricing is the #1 reason homes don't sell. Emotion can cloud judgment – but pricing should be based on data, not emotions.

We'll prepare a detailed Comparative Market Analysis (CMA) to find that pricing sweet spot that attracts the best offers and maximizes your bottom line.



***Pro Tip:** Over pricing is never the best option. It causes you to lose out on the most serious buyers - which are typically your best offers! It also serves to increase time on market which is the exact opposite of what you want.*

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Your Marketing Plan

The goal? Maximum exposure. Here's how we do it:

- Professional photography & staging advice
- Featured on MLS, Zillow, Realtor.com, Homes.com, & dozens of other top sites
- Social media campaigns & boosted ads
- Text campaigns & text-for-info signs
- Virtual and in-person open houses
- Lockbox for easy agent access
- Professionally designed yard signs (*with the **2024**, #1 real estate company in transactions closed*)

Disclosures & Property Info

Most states require you to disclose known issues with the home. We'll provide the required forms and help you complete them accurately.

We also require all sellers to complete our *Property Info Sheet* to give buyers a transparent view of:

- Recent updates or repairs
- System ages (*roof, furnace, hvac, etc.*)
- Utility providers
- Appliances included in the sale
- Completed or up-coming inspections or assessments

Transparency builds trust—and helps avoid surprises that can easily derail your sale.

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Stress-Free Showings

Showings can, at times, be unpredictable, but our team will help you set reasonable boundaries; like 4-hours notice or blackout times.

Keep your home clean, bright, and smelling fresh. Open blinds and draperies, turn on lights; then pop out for a walk or a short drive during showings.



***Pro Tip:** A warm, welcoming vibe helps buyers picture themselves living there! Warm scents are a great way to welcome – just ensure they are not overpowering. Fresh cut flowers are always the perfect touch!*

Offers & Negotiations

When an offer comes in, we review:

- Offer Price
- Concessions requested (*closing cost, home warranty, buyer agent compensation, etc.*)
- Deposit amount (*earnest funds*)
- Timeline (*closing & possession dates*)
- Financing terms

Then we strategize together; accept, counter, or decline.



***Pro Tip:** Don't fixate on price alone. The best offer isn't always the highest dollar amount. Terms matter; they can drastically affect the bottom line of what appears to be a great purchase price!*

The Path to Closing

Once under contract, here's what to expect:

- Title company reaches out to collect info from you to perform the title search and clearance
- Buyers Home Inspection and/or City Inspection (*where required*) take place
- Lender orders the Appraisal
- Begin packing & moving prep

Your agent handles repair negotiations, keeps things on track, and makes sure you're ready for the big day.

Closing Day!

You sign the documents, hand over the keys, and collect your net proceeds!

Cue the Happy Dance!

Let's Make This Your Best Move Ever

We're excited to help you take the next step. Whether you're ready to list or just exploring your options, let's connect! We'll help you plan, prepare, and strategize the best options for you and your family.

We love what we do! *Its our passion...* and when your passion is your business, it shows in how you serve others and the experiences you provide to your clients. We hope to have the opportunity to provide you with an exceptional experience, you'll only find with us!

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Who We Are

At KBRE Group, *brokered by eXp Realty*, we do real estate differently. We're a boutique-style team based in Northeast Ohio, led by Kimberly Beckwith — a seasoned agent, investor, and mentor with a deep-rooted commitment to delivering results without sacrificing integrity.

We specialize in helping sellers navigate the complexities of today's market with clarity, strategy, and trust. Whether you're relocating, up or downsizing, selling an estate, or preparing to invest — *we've got the expertise and tools to make your next move your best one yet.*

Our Seller Services

Pricing Strategy & Market Analysis

- *Backed by data, neighborhood insight, and current buyer trends.*

Home Prep & Staging Support

- *From decluttering to strategic improvements, we help you show your home in its best light.*

Smart Marketing Plan

- *Professional photos, targeted online exposure, open houses, and buyer agent outreach.*

Contract-to-Close Management

- *We handle contracts, inspections, negotiations, title, and timelines — so you don't have to.*

Flexible Solutions for Unique Situations

- *Cash offers for speed and convenience*
- *Foreclosure prevention options*
- *Paid-at-closing renovations to increase value with little to no upfront costs*
- *Custom options such as, off-market sales, in-house/pocket sales, or delay-to-market strategies.*

Your tailored approach is just a phone call away!

Bonus Resources

Want a Head Start?

- Download our Seller checklists! You'll find our *Pre-Listing Checklist* and our *Photography & Open House Prep-List*
- Download our *Smart Renovations Info-Sheet*
- Schedule a free, no obligation *Seller Consultation*

Click Here to access our resources, schedule a consultation, or to contact us today!

Final Note: It's important that you know we value your privacy and your trust. We won't ever spam or pester you. Further we don't sell or share your personal information. What we will do, is ask that you remember we are here for you, and ready to get to work, whenever you are!



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