

KESHA THE REALTOR

Seller's Guide

Your Complete Roadmap to a Successful Home & Land Sale

keshatherealtor.co



Welcome

I'm Kesha, and thank you for trusting me with one of the biggest financial decisions of your life. Selling your home or land is more than a transaction — it's a transition, and I'm here to make it seamless.

With a passion for real estate and a heart for my clients, I pride myself on clear communication, strategic marketing, and fierce negotiation. My goal is simple: get your property sold for top dollar while making the process as stress-free as possible.

This guide will walk you through every step so you always know what's coming next. Let's do this together.



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Why Work With Me

01

Local Market Expert

I know the neighborhoods, the buyers, and the trends. My hyperlocal expertise ensures your property is positioned perfectly in the market.

02

Strategic Marketing

From professional photography to targeted digital campaigns, I create a custom marketing plan designed to attract qualified buyers fast.

03

Dedicated Advocate

I negotiate fiercely on your behalf and communicate clearly at every step. You'll never wonder what's happening with your sale.

Client Reviews



"Kesha made selling our home so easy! She handled everything professionally and got us above asking price. Highly recommend!"

— Sarah M.



"From start to finish, Kesha was communicative, knowledgeable, and a fierce negotiator. We couldn't have asked for a better experience."

— Jennifer & Michael T.



"Kesha sold our land in record time. Her marketing strategy brought in multiple offers within the first week. She's the real deal!"

— David R.

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Client Photos



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The Selling Process

1

Consultation & Strategy

We meet to discuss your goals, timeline, and create a custom selling plan.

2

Prepare & Stage

Get your property show-ready with repairs, decluttering, and professional staging.

3

List & Market

Your property goes live with professional photos, online exposure, and targeted marketing.

4

Showings & Offers

Buyers tour your property and submit offers for your consideration.

5

Negotiate & Accept

I advocate for your best interests to secure the strongest terms and price.

6

Close & Celebrate

Final paperwork, keys handed over, and time to celebrate your success!

Every step is handled with care, communication, and expertise.

You'll always know what's coming next.

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Pricing Your Property Right

Pricing is the single most important factor in selling your property quickly and for top dollar. I use a data-driven approach combining:

Comparative Market Analysis

Recent sales of similar properties in your area set the baseline for competitive pricing.

Current Market Conditions

Supply, demand, interest rates, and seasonal trends all factor into timing and price.

Your Property's Unique Value

Upgrades, location advantages, and special features that set your property apart.

Costs & Fees Breakdown

Here's what to budget for when selling your property.

Agent Commission

Typically 5-6% of the sale price, split between the listing and buyer's agent. This is negotiable and paid at closing.

Closing Costs

Sellers usually pay 1-3% of the sale price in closing costs, including title insurance, escrow fees, and transfer taxes.

Home Repairs & Improvements

Budget for pre-listing repairs, fresh paint, landscaping, or updates that increase your home's value and appeal.

Staging & Photography

Professional staging (\$500-\$3,000+) and photography help your property stand out online and attract more buyers.

Pre-Listing Inspections

An optional but smart investment (\$300-\$500) to identify and address issues before buyers find them.

Mortgage Payoff & Fees

Your remaining loan balance plus any prepayment penalties. Request a payoff statement from your lender early.

HOA Fees & Transfer Costs

If applicable, HOA transfer fees, prorated dues, and any outstanding assessments are settled at closing.

Preparing Your Property

Declutter & Depersonalize

Remove personal items and excess furniture to help buyers envision themselves in the space.

Deep Clean

A spotless property signals pride of ownership. Consider professional cleaning for carpets, windows, and grout.

Make Minor Repairs

Fix leaky faucets, touch up paint, replace burned-out bulbs. Small details make a big impression.

Boost Curb Appeal

First impressions start outside. Fresh mulch, a power-washed driveway, and a welcoming entry go a long way.

Stage for Success

I'll recommend staging strategies — whether professional or DIY — to highlight your property's best features.

Marketing Strategy

Your property deserves maximum exposure. Here's how I make that happen:

Professional
Photography

Virtual Tours
& Video

MLS &
Syndication

Social Media
Campaigns

Email Marketing
to Buyer
Agents

Open Houses
& Events

Showings & Offers

During Showings

I coordinate all showings and provide feedback after each one. I recommend keeping your property show-ready and stepping out during visits so buyers feel comfortable exploring.

Reviewing Offers

When offers come in, I'll present each one clearly — breaking down price, contingencies, timeline, and buyer qualifications so you can make an informed decision.

Multiple Offers

If we receive multiple offers, I'll guide you through a strategic approach to maximize your outcome — whether that's a highest-and-best call or targeted negotiation.

Negotiation

I advocate for your best interests at every turn — from price and closing costs to repair requests and timelines. My goal is to get you the strongest possible terms.

The Closing Process

1

Offer accepted — escrow opens

Title company opens escrow and begins coordinating all parties, documents, and deadlines.

2

Buyer's inspections & appraisal

The buyer schedules a home inspection and the lender orders an appraisal to confirm value.

3

Negotiate any repair requests

If issues arise from inspections, we negotiate credits or repairs to keep the deal moving.

4

Buyer's loan approval & clear to close

The buyer's lender finalizes the mortgage and issues a clear-to-close, confirming funding is ready.

5

Final walkthrough

The buyer does a final walkthrough to confirm the property's condition before signing.

6

Sign closing documents & hand over keys

Both parties sign closing documents, funds are transferred, and you hand over the keys!

What Not to Do

Avoid these common mistakes that can cost you time and money.

X Overpricing Your Property

Pricing too high leads to longer days on market, fewer showings, and ultimately a lower final sale price. Trust the data.

X Neglecting Curb Appeal

First impressions matter. A messy yard, peeling paint, or cluttered entrance can turn buyers away before they step inside.

X Refusing to Make Repairs

Minor issues signal neglect to buyers. Fixing small problems upfront prevents bigger price reductions during negotiations.

X Being Present During Showings

Buyers need to envision themselves in the space. Your presence makes them uncomfortable and rush through the tour.

X Hiding Known Issues

Disclosure is required by law. Concealing problems can lead to lawsuits, deal cancellations, and damaged reputation.

X Letting Emotions Drive Decisions

Your home has sentimental value, but buyers see market value. Stay objective and trust your agent's guidance on pricing and offers.

Frequently Asked Questions

How long will it take to sell my property?

It depends on your local market, pricing, and property condition. On average, well-priced homes sell within 30-60 days. I'll give you a realistic timeline based on current data.

What do I need to do before listing?

I'll walk you through a personalized checklist, but generally: declutter, make minor repairs, and ensure curb appeal is strong. I also recommend professional staging.

How do you determine the listing price?

I conduct a Comparative Market Analysis (CMA) using recent sales, active listings, and market trends to recommend a strategic price that attracts buyers and maximizes your return.

What are the costs of selling?

Common costs include agent commissions, closing costs (1-3%), potential repairs, and staging. I'll provide a full net sheet so you know exactly what to expect.

What happens if my property doesn't sell?

We'll reassess our strategy together — whether that means adjusting the price, refreshing the marketing, or making property improvements. I don't give up easily.

Do I need to be home during showings?

No — in fact, it's best if you're not. Buyers feel more comfortable exploring when the owner isn't present. I handle all scheduling and feedback for you.

The Listing Agreement

Before we officially begin marketing your property, you'll sign a listing agreement. This is a standard contract that outlines our working relationship and ensures we're aligned on expectations.

What the Agreement Covers

- Listing duration — how long your property will be actively marketed
- Agreed-upon listing price and pricing strategy
- Commission structure and what's included in my services
- Marketing plan and exposure commitments
- Your rights and responsibilities as the seller
- Cancellation terms — you're never locked in without options

What This Means for You

The listing agreement protects both of us. It guarantees that I will dedicate my full resources — time, marketing budget, and expertise — to selling your property. In return, it establishes a clear partnership so we can work together with confidence.

My Commitment to You

I believe in earning your trust every single day. If at any point you feel I'm not delivering on my promises, we can have an honest conversation. My goal is your complete satisfaction — not just a signed contract.

Questions about the agreement? I'm happy to walk you through every detail before you sign.

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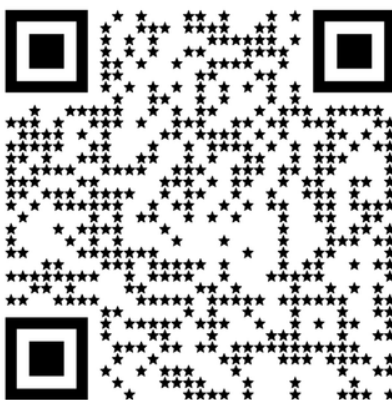


Experience, Expertise, Results.

Let's Get Started

Ready to sell your property? Let's talk about your goals
and create a custom plan to get you top dollar.

Scan to Schedule a Meeting With Me



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