

REBECCA NEDELKA



NORTHEAST OHIO • SELLER'S GUIDE

The Home Seller's *Guide*

How we'll prepare, market and sell your home for top value, with less stress along the way.



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Simple. Smooth. Sold.



WELCOME

Hello & *welcome!*

Selling your home is a big step, and often an emotional one. This guide shows you exactly how we'll get your home ready, in front of the right buyers, and to the closing table. Read it at your own pace, jot down questions, and call me anytime.

Rebecca

REBECCA NEDELKA • YOUR REALTOR
MOM

INSIDE THIS GUIDE

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My Selling *Process*

Selling a home takes more than a sign in the yard. My three-phase process keeps everything simple, smooth and moving toward SOLD.

01 Prepare ✨

- ✓ Free market analysis & pricing strategy
- ✓ Prep, repair & staging advice
- ✓ Trusted vendor referrals
- ✓ Listing paperwork made simple with e-signing

02 Market 🔊

- ✓ Professional photography & video
- ✓ MLS listing & syndication to top home-search sites
- ✓ Social media & my buyer and agent network
- ✓ Open houses & showing feedback

03 Close 🔑

- ✓ Offer review & expert negotiation
- ✓ Inspection & appraisal guidance
- ✓ Coordination with title, lender & buyer's agent
- ✓ Smooth closing & key handoff

Why sellers choose me



Pricing Strategy Advisor

Data-driven pricing that attracts buyers and protects your bottom line.



Certified Negotiator

I negotiate hard for your price, terms and timeline.



Clear, fast communication

You'll always know what's happening and what's next.

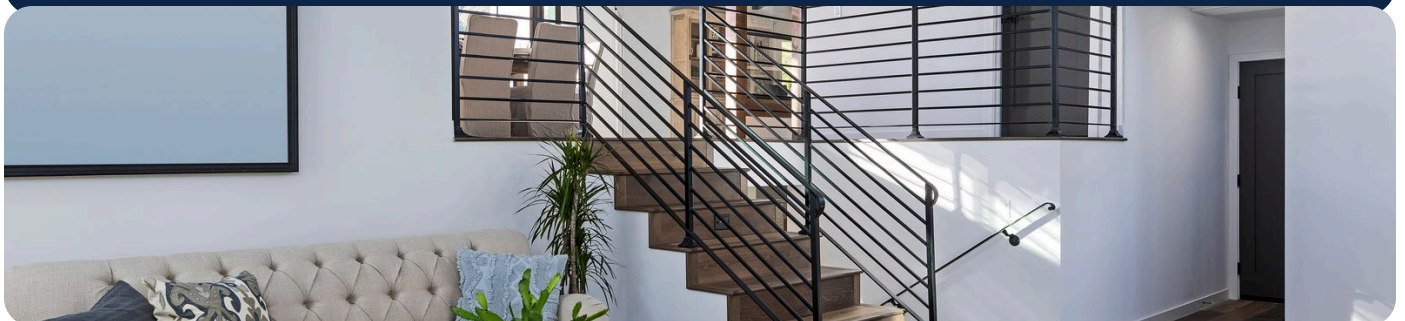


A full team of pros

Photographers, stagers, contractors, cleaners and more.



I treat every listing like it's my own family's home, because to you, it is.





MEET YOUR AGENT

Hi, I'm Rebecca!

Your Realtor Mom

Real estate has been a lifelong love of mine, and in 2020 I made it my career. In April 2022 I joined eXp Realty, and today I help sellers and buyers across Streetsboro, Aurora, Kent, Twinsburg, Macedonia, Bedford Heights and all of Northeast Ohio.

My clients call me “**Your Realtor Mom**” because I listen, I look out for you, and I treat your move like it's my own family's. I'll explain every step, answer every question (even the late-night ones), and negotiate hard for you.

My promise is simple: make your move **Simple. Smooth. Sold.**



CREDENTIALS

- ✓ Accredited Buyer's Representative (ABR)
- ✓ Certified Real Estate Negotiator
- ✓ Pricing Strategy Advisor
- ✓ Relocation Certification
- ✓ Industrial Investments Certification



PROUDLY SERVING

STREETSBORO

AURORA

KENT

TWINSBURG

MACEDONIA

BEDFORD HEIGHTS

NORTHEAST OHIO

AS SEEN & HEARD



Featured on
The American Dream TV



Podcast
Rebecca Nedelka - Your Realtor Mom



Licensed since 2020
With eXp Realty since April 2022

Simple. Smooth. Sold.



REBECCA NEDELKA
REALTOR



Buying or selling a home is deeply personal. I listen first, build trust, and go above and beyond to make the whole experience supportive and stress-free.

RECOGNITION

Awards & Accolades

I'm honored by these recognitions, but the real reward is every family I've helped get where they want to be.



eXp Realty Icon Agent

2023 - 2026



Leading Ladies of Real Estate

2023 - 2026



eXp Top 250 Agent

2024 - 2025



RealTrends The Thousand

2025



Top 10 Most Trusted Realtors

2026



Client-first service, every step

Read what clients say in the Reviews section.

RateMyAgent Honors



AGENT OF THE YEAR

Cuyahoga County

2025 & 2026

AGENT OF THE YEAR

Portage County

2026

AGENT OF THE YEAR

Streetsboro

2026

TOP 100 AGENT

United States

2026

TOP 20 AGENT

Midwest

2026

TOP 10 AGENT

Ohio

2026

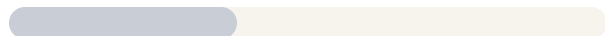
Price It Right *From Day One*

Your list price is your most powerful marketing tool. The first weeks on the market usually bring the most buyer attention, so we want to make them count.

How price affects your buyer pool

Illustration only, not to scale.

Above market value



Fewer buyers look, showings slow down, and the home can sit.

At market value



The widest pool of motivated buyers sees and tours your home.

Slightly below value



Can spark strong interest and, in the right market, competing offers.

How I determine your price

As a Pricing Strategy Advisor, I prepare a detailed Comparative Market Analysis (CMA) using:

- ✓ **Recent comparable sales**
Homes like yours that sold nearby.
- ✓ **Active & pending competition**
What buyers are comparing you to today.
- ✓ **Condition, updates & features**
What makes your home stand out.
- ✓ **Location & market trends**
Neighborhood demand and current conditions.

What you control

- ✓ Price
- ✓ Condition & presentation
- ✓ Access for showings
- ✓ Choosing the right agent

What you don't

- ✗ The overall market
- ✗ Interest rates
- ✗ Your home's location
- ✗ Competing listings

WHAT'S MY HOME WORTH?



Get your free home value at

www.rebeccanelkarealtor.com/marketanalysis

Get Show-Ready & Shine

First impressions happen online and at the curb. A little preparation can make a big difference in how buyers see your home.



Declutter

Pack away personal photos and collections, clear countertops, thin out closets and remove extra furniture so rooms feel bigger.



Repairs

Fix leaky faucets, sticky doors and burned-out bulbs, patch and paint in neutral tones, and address known issues before buyers find them.



Staging

Arrange furniture to show off space and flow, add fresh towels and bedding, and let in as much natural light as possible.



Curb appeal

Mow, edge and mulch, power-wash walks and siding, refresh the front door and make house numbers easy to see.



Room-by-room quick list

KITCHEN

- ☐ Clear counters
- ☐ Clean appliances inside & out
- ☐ Organize the pantry

BATHROOMS

- ☐ Fresh towels
- ☐ Re-caulk if needed
- ☐ Hide toiletries

LIVING AREAS

- ☐ Remove extra furniture
- ☐ Open blinds
- ☐ Neutral decor

BEDROOMS

- ☐ Make beds daily
- ☐ Half-empty closets
- ☐ Clear nightstands



I CAN HELP

Not sure what's worth fixing? I'll walk through with you and recommend trusted contractors, cleaners and stagers.

Marketing That *Sells*

Today's buyers start online. My marketing plan puts your home in front of the right buyers, in the right places, with the right presentation.



Professional photography

Bright, magazine-quality photos that make buyers stop scrolling.



Video & virtual tours

Walk-through video that lets buyers experience your home from anywhere.



MLS & syndication

Listed on the MLS and syndicated to the major home-search websites buyers use.



Social media marketing

Targeted promotion across my social channels to reach local and relocating buyers.



Open houses

Well-promoted open houses that bring buyers through the door.



Agent & buyer network

Direct outreach to my buyer database and fellow agents.



Signage & print

Professional yard signage, feature sheets and neighborhood outreach.

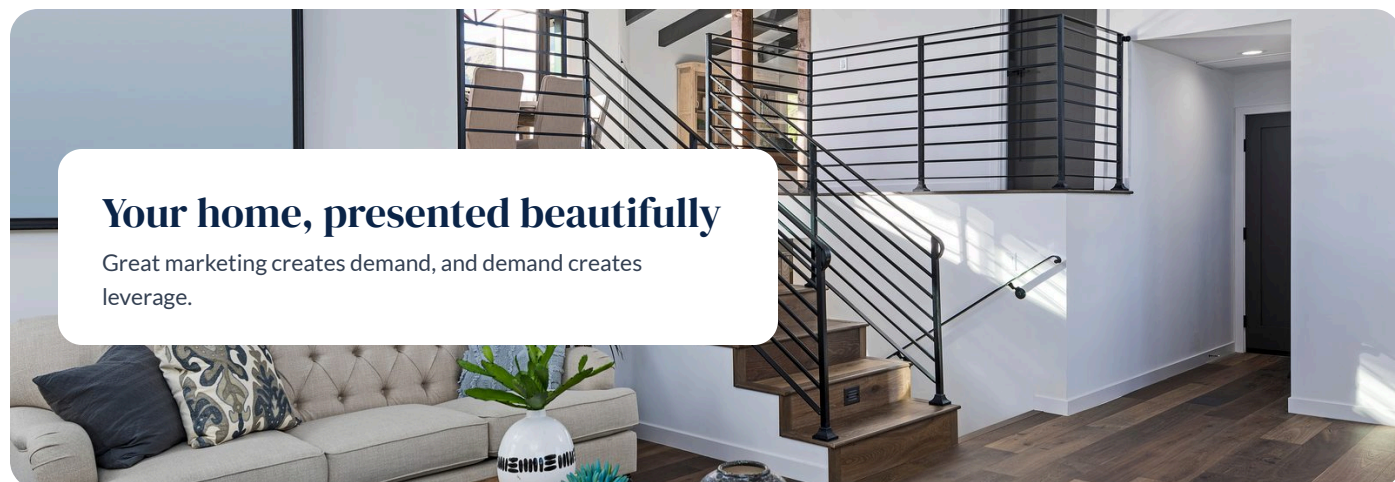


Feedback & reporting

Regular updates on showings, feedback and market activity.

Your home, presented beautifully

Great marketing creates demand, and demand creates leverage.



Ready for *Showtime*

Showings are where buyers fall in love. The more available and show-ready your home is, the more buyers will see it.

Before every showing

- ☐ Turn on every light and open blinds and curtains
- ☐ Tidy up, make beds and wipe down counters
- ☐ Secure valuables, prescriptions and personal documents
- ☐ Take pets with you, or crate and note them
- ☐ Set a comfortable temperature
- ☐ Empty trash cans and add a fresh, light scent
- ☐ Leave during showings so buyers can feel at home
- ☐ Keep driveways and walkways clear (and shoveled in winter!)



Scheduling made easy

I coordinate every showing request and confirm times with you in advance.



Safe & secure

Buyers tour with their agent, and I'll help you prepare by securing valuables and personal items.



Feedback you can use

I follow up with showing agents and share feedback so we can adjust if needed.



PRO TIP Keep a “quick clean” basket handy to stash everyday clutter when a last-minute showing request comes in.

Reviewing *Offers*

The highest price isn't always the best offer. I'll help you compare every detail and negotiate the terms that matter most to you.

What we'll compare



Price

The offer amount, and how it compares to recent sales.



Financing

Cash or loan type, down payment and strength of the pre-approval.



Earnest money

How much the buyer is putting down to show commitment.



Contingencies

Inspection, appraisal, financing or sale of the buyer's home.



Closing & possession

The proposed closing date and when you'll hand over keys.



Requests

Seller-paid closing costs, repairs or a request that you pay buyer-agent compensation.

MULTIPLE OFFERS?

I'll lay every offer out side by side and guide you through the strategy, including whether to ask for "highest and best."

Your options with any offer

- ✓ Accept it as written
- ✓ Counter with new terms
- ✓ Decline it

About compensation: buyer-agent compensation is negotiable. A buyer may ask you to pay some or all of it as part of their offer, and you can accept, counter or decline that request like any other term.

Inspections & *Appraisal*

Once you accept an offer, the buyer typically completes inspections and, if financing, the lender orders an appraisal. Here's what to expect.



The inspection

The buyer's inspector reviews the home's systems and structure. Afterward, the buyer may ask for repairs or a credit.

YOUR OPTIONS

- ✓ Make the requested repairs
- ✓ Offer a credit at closing
- ✓ Adjust the price
- ✓ Negotiate a middle ground, or decline



Fixing known issues before listing can mean fewer surprises later.



The appraisal

If the buyer is financing, their lender orders an appraisal to confirm the home's value supports the loan.

IF IT COMES IN LOW

- ✓ Renegotiate the price
- ✓ The buyer covers the difference
- ✓ Meet in the middle
- ✓ Request a reconsideration with comps



I'll share comparable sales with the appraiser to support your price.

You're never on your own

I'll negotiate every request and keep your deal on track.

Closing Costs *Overview*

Sellers have closing costs too. Here are the most common items that come out of your proceeds at closing.



Mortgage payoff & liens

Your remaining loan balance and any liens, paid off at closing.



Brokerage compensation

Listing compensation per our listing agreement, which is negotiable, plus any buyer-agent compensation you agree to.



Agreed concessions

Any closing-cost help or repair credits negotiated with the buyer.



Title & settlement fees

Seller-side title, settlement and document fees.



Transfer taxes

Government transfer or conveyance fees on the sale.



Prorated taxes & HOA

Property taxes and any HOA dues are divided between you and the buyer as of closing.

KNOW YOUR BOTTOM LINE

Before you accept any offer, I'll prepare an estimated net sheet so you can see what you'll walk away with.

Every sale is different. Costs vary by price, location, your loan and the terms you negotiate. Your title company provides the final settlement statement before closing.



What to Leave *Behind*

Leaving the home ready for its new owners makes for a smooth final walk-through and a happy closing day.



Leave for the buyer

- ☐ All keys, garage door openers and mailbox keys
- ☐ Appliance manuals and warranty information
- ☐ Fixtures and items included in the purchase agreement
- ☐ Codes for alarms, keypads and smart-home devices
- ☐ Leftover paint labeled by room (a nice touch!)
- ☐ A clean, "broom-swept" home



Take with you

- ☐ All personal belongings and furniture
- ☐ Items specifically excluded in the contract
- ☐ Trash, debris and anything in storage areas
- ☐ Paint, chemicals and items in the garage or shed



Not sure if something stays? Check your purchase agreement or just ask me before you move it.

Final details

- | | |
|--|---|
| ☐ Schedule utility shut-off or transfer for the day after closing | ☐ Keep homeowners insurance active until closing |
| ☐ Submit your USPS change of address | ☐ Disconnect smart devices from your accounts |
| ☐ Take final meter photos | ☐ Leave a forwarding address for any stray mail |



MOVING SOON? Ask me for my printable Moving Checklist with a week-by-week timeline.



Your Seller Checklist

Check things off as we go. I'll be with you every step of the way.

1 Before listing

- ☐ Get your free market analysis
- ☐ Sign the listing agreement
- ☐ Declutter, clean and complete repairs
- ☐ Schedule photography and video

2 While listed

- ☐ Keep the home show-ready
- ☐ Be flexible for showings
- ☐ Review feedback with me
- ☐ Stay reachable for offers

3 Under contract

- ☐ Accommodate inspection and appraisal
- ☐ Negotiate any repair requests
- ☐ Complete agreed repairs and keep receipts
- ☐ Line up movers

4 Closing week

- ☐ Review your settlement statement
- ☐ Schedule utility transfers
- ☐ Move out and clean
- ☐ Gather keys, openers and manuals

5 Closing day

- ☐ Final walk-through by the buyer
- ☐ Sign closing documents
- ☐ Hand over keys
- ☐ Celebrate, you sold!

QUESTIONS?

**Call or text me anytime at (330)
414-8109**

What Clients *Say*

★★★★★

"My experience with Rebecca was second to none. She helped me sell my house and buy a new one. Every question I had was answered quickly and efficiently. Her communication was flawless. She was able to set me up with everyone I needed in both the buying and selling process. She was on top of what needed to be done before I even thought of it. She truly went above and beyond every expectation I had. She was so helpful and professional. Her personality is great, so friendly! Rebecca made this such a smooth process. I would never even consider another realtor. I highly recommend working with her!"

— Nicole B

★★★★★

"Rebecca was incredibly helpful in explaining the process of selling my home and helping me get it sold quickly and for more than I expected. She always made herself available to take my calls and answer my questions. If you want an agent that will work hard for you, Rebecca is your agent."

— Cheryl S

★★★★★

"Rebecca was very helpful got out there and didn't waste time getting our house on the market. Rebecca was very easy to work with and friendly. She was patient with us and answered a lot of questions. She was a delightful person helped us buy a home as well. Thank you Rebecca for all you did to make the process run smoothly."

— Lisha & Steve M

★★★★★

"Amazing and very professional. Rebecca is very professional. Always happy to work. On top of her game. Very knowledgeable of her job. She answers quickly when I called or texted her. She helped me buy and sell multiple properties and I will always be working with her. I will recommend working with her to everyone."

— Jala S.

★★★★★

"I've worked with Rebecca previously and found her to be extremely professional and hard working. Having seen it first hand I can say with absolute certainty that she was hustling non-stop to help her clients. I would highly recommend Rebecca!"

— Kurt S

★★★★★

"Rebecca went above and beyond our expectations. I purchased my first investment property from out of state and everything was seamless. I look forward to many more transactions with her."

— David H

★★★★★

"From the first look at the house to closing, Rebecca was a consummate professional. She offered resources from insurance agents to contractors. Communications between the seller and buyer were handled in a timely manner. Highly recommend Rebecca in either a buying or selling situation."

— Judy C

INTERVIEW YOUR AGENT

Questions to Ask

Whoever you hire, these questions help you choose with confidence. I'm always happy to answer every one.

- 1 How will you price my home, and why?
- 2 What is your marketing plan for my home?
- 3 How often will we communicate, and how?
- 4 How do you handle multiple offers and negotiations?
- 5 What is your compensation, and what services are included?
- 6 What should I fix, and what should I leave as-is?

MY NOTES



LET'S CONNECT

What's your home worth?

Let's talk about your goals and timeline. Start with a free, no-obligation home value, then we'll build your plan together.



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FREE HOME VALUE

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