

THE HOME SELLER

Road Map



Everything you
need to know
about listing
your home

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Hi! Jenny Burton



ALSO KNOWN AS EASLEY'S REAL ESTATE MAMA!

This guide was made to help you feel clear, confident, and in control of the home buying process (no matter where you are on the timeline).

Whether you're planning to move in six months or just starting to think about the idea of owning a home, this resource walks you through what to expect, how to prepare, and what it actually looks like to work with an agent like me.



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500+

HOMES
SOLD

9

YEARS IN
BUSINESS

50%

SELLER
REPRESENTATION

100%

5 STAR
REVIEWS

FAQS



.01 HOW DO I GET PAID?

As of 2024, buyer agent compensation is negotiable and can vary depending on your property and overall listing strategy. I'll walk you through what this looks like upfront so there are no surprises—and we'll go over your options together before your home ever hits the market.

.02 HOW DO YOU DETERMINE WHAT MY HOME IS WORTH?

Pricing isn't guesswork—it's strategy. I analyze the local market, recent sales, and your home's unique features to land on a price that attracts attention and strong offers. Because the right price doesn't just list your home... it gets it sold.

.03 WHAT IF I NEED TO BUY A HOME AT THE SAME TIME I'M SELLING?

We time it right so you're not stuck in between. I'll map out the strategy so your sale and purchase work together—not against you.

.04 HOW WILL YOU MARKET MY HOME?

I don't just list your home—I position it. From professional photos and strong marketing to strategic exposure, everything is designed to attract the right buyers and get you strong offers.

.05 HOW INVOLVED DO I NEED TO BE DAY-TO-DAY?

I've got the heavy lifting. You focus on your day-to-day, and I'll guide you through the important decisions.

HOW I WORK WITH SELLERS

I'm here to guide you through every step of the selling process—from pricing your home strategically to preparing it for market, marketing it with intention, and negotiating strong offers that align with your goals.

A TAILORED PRICING + PREP STRATEGY

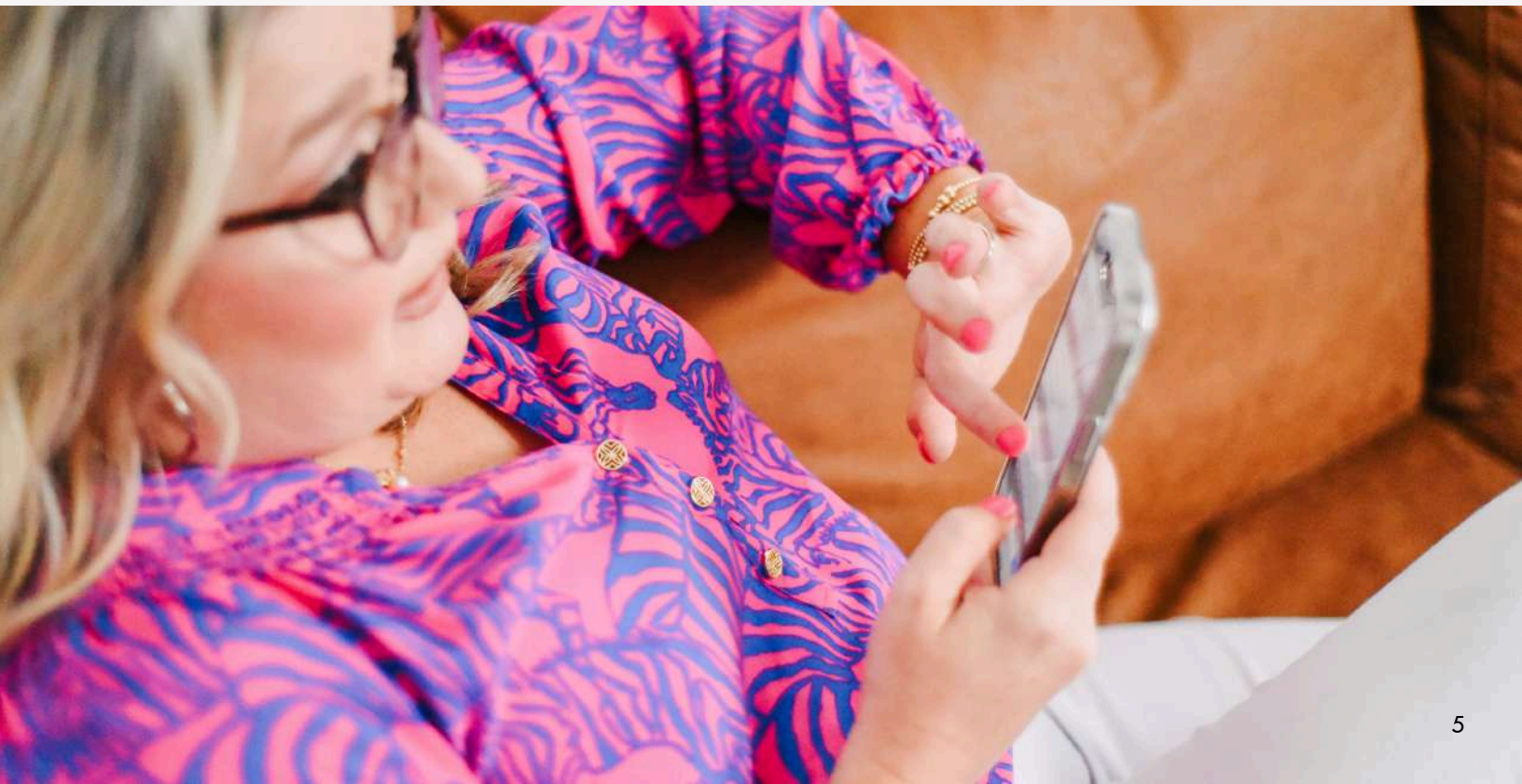
We position your home to stand out—so it attracts attention and the right buyers from day one.

MARKETING THAT ACTUALLY GETS RESULTS

Professional visuals, targeted exposure, and a strategy designed to create demand—not just list your home.

CONFIDENT NEGOTIATION + SMOOTH CLOSING

I advocate for your best outcome and handle the details so you can move forward with clarity and confidence.



Hear it from them



“Jenny was the most knowledgeable and prepared, making the decision easy!”

“Though I was worried Jenny's pricing strategy might be a tad aggressive, she was spot on! The listing brought in a small number of serious buyers, yielding two full price offers within a day or two of the listing going live.”

PAM H



“She kept our interests first and she made the experience stress free!”

“Jenny was wonderful to work with when selling my elderly aunts home! She was professional, personable and kept us up to date on everything happening.”

ASHLEY



“Jenny did a wonderful job helping us getting our house sold and for the price that we wanted.”

“If you want someone who is going to be honest and help the process go smoothly then I highly recommend that you give Jenny a call.”

SHEA B

THE SELLERS

Road Map

LET'S TALK GOALS

We'll talk through your timeline, priorities, and what a successful sale looks like for you—no pressure, just a clear plan.

PRICE + PREP STRATEGY

We'll determine the right price and walk through what to do (and what not to do) to get your home market-ready.

GO LIVE + MARKET YOUR HOME

Your home hits the market with strong visuals, strategic exposure, and a plan designed to attract serious buyers.

GET YOUR HOME READY

From light prep to final touches, I'll make sure your home shows its best and stands out from the start.

REVIEW OFFERS + NEGOTIATE

I'll walk through your offers together and negotiate with strategy—so you feel confident in every decision.

CLOSE + CELEBRATE!

I'll handle the details, get you to the closing table smoothly, and celebrate what's next for you.

YOUR PROPERTY DETAILS

Preparing to sell starts with understanding your home. Let's begin with the details and the price that feels appropriate.

HOME ADDRESS:

NUMBER OF BEDROOMS:

NUMBER OF BATHROOMS:

SQUARE FOOTAGE:

PURCHASE PRICE:

LIST PRICE:

PROPERTY CONDITION:

ADDITIONAL HOME FEATURES:

THE MARKETING Strategy

WE MAKE IT LOOK ITS BEST

We use professional photo and video to showcase your home and stop buyers mid-scroll.

STRATEGIC POSITIONING

It's not about pricing high and hoping—it's about pricing smart to create demand and attract serious buyers.

STRATEGIC ONLINE EXPOSURE

Your home will be listed across top platforms with strategic copy designed to attract serious buyers —not just clicks.

STORY-DRIVEN MARKETING


From listing copy to visuals, we position your home in a way that connects with buyers and makes it memorable.

OPEN HOUSES THAT WORK

We create a welcoming, well-prepared experience that highlights your home's best features and attracts serious buyers.

NETWORK + CONNECTIONS

We tap into our network, local connections, and agent relationships to expand your home's reach.



Because just putting a "For Sale" sign in your yard isn't enough anymore.

Showings and Open Houses

Showings and open houses are your home's time to shine.

This is when buyers walk through, picture their life there, and decide if it feels right.

My job is to make sure your home shows at its best—and that every showing is working in your favor.

Keep your home clean, tidy, and neutral so buyers can picture themselves in the space

Take care of any small repairs ahead of time—details matter more than you think

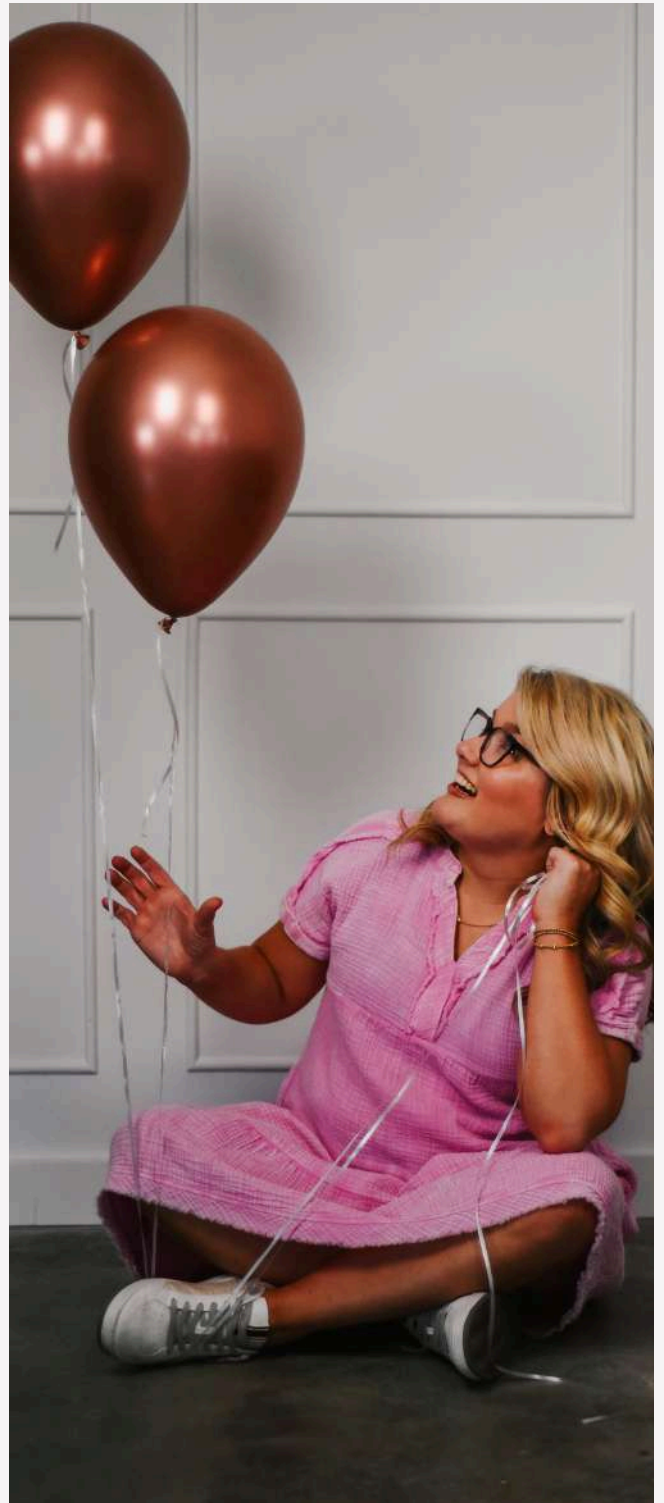
We'll set your home up to highlight its best features and flow

I'll handle the conversations, questions, and feedback—so you're not left guessing

Remove or secure valuables and personal items for peace of mind

Flexibility helps—more access means more opportunities for strong offers

We'll make a plan for pets, kids, and day-to-day life so this feels manageable



41% of buyers attend an open house during their search*

HOME PREP CHECKLIST

EXTERIOR & CURB APPEAL

- Mow the lawn, trim bushes, pull weeds, and apply fresh mulch.
- Paint the front door, clean or replace the doormat, and ensure house numbers are visible.
- Pressure wash siding, driveways, and walkways.
- Clean exterior light fixtures and replace broken bulbs

INTERIOR DECLUTTERING & DEPERSONALIZING

- Remove items from kitchen counters, bathroom vanities, and nightstands.
- Organize closets, cabinets, and the garage to make them appear spacious.
- Pack away family photos, personal collections, and quirky decor.

CLEANING & REPAIRS

- Wash windows, clean carpets, scrub grout, and wipe down appliances.
- Fix leaky faucets, running toilets, sticky doors, and cracked caulking.
- Apply a fresh coat of neutral-colored paint to walls with scuffs or bold colors.
- Replace old fixtures and ensure all light bulbs are high-wattage and consistent in color temperature.

STAGING & SHOWING PREP

- Open all blinds and curtains and turn on all lights for showings.
- Eliminate odors by cleaning; avoid overpowering air fresheners.
- Remove pets, food bowls, and litter boxes during showings.
- Lock up jewelry, medications, and sensitive personal documents.

Next Steps

LET'S MAKE A GAME PLAN



Whether you're ready to list or just starting to think about selling, here's how we can work together:

1. We'll start with a quick call to talk through your timeline, goals, and next steps.
2. I'll put together a custom plan to get your home ready and positioned to sell.
3. You'll get the right tools and guidance based on where you are in the process.
4. And we'll move at your pace—whether you're ready now or planning ahead.

[SCHEDULE A 15 MIN CALL](#)

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