

# The Ultimate Guide To Selling Your Home



STL Home Collective



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# 01

## Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.

*Kelly Hobbs*







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## ABOUT ME

Hi, I'm Kelly Hobbs, a full-time Realtor with both a Bachelor's and Master's degree from the University of Missouri-Columbia, along with professional designations as a Senior Real Estate Specialist (SRES) and Certified Luxury Home Marketing Specialist. I'm committed to delivering an elevated real estate experience—defined by strategic marketing, trusted guidance, and exceptional results.

A lifelong St. Louis resident, I bring a deep understanding of our local communities and market trends. I thoughtfully position each property to highlight its best features, attract qualified buyers, and maximize value, all while creating a smooth, professional experience for my clients.

Each home is unique, and so is my approach. I design a tailored marketing plan for every listing, which may include:

- Professional photography and videography
- Paid social media advertising
- Targeted digital marketing campaigns
- Custom-designed brochures and luxury signage
- Private showings and thoughtfully planned open house events

In addition to serving a broad range of clients, I also specialize in helping older adults and their families navigate life's transitions. Whether downsizing, relocating, or exploring new housing options, I provide expert support with compassion, patience, and care.

My clients can expect clear communication, strong advocacy, and a well-organized, personalized process from beginning to end. I'm dedicated to ensuring every real estate journey is handled with the highest level of professionalism and attention.



# What Clients Are Saying



Kelly did an excellent job in helping us sell our home. From the beginning she gave us good advice on the things we needed to do in order to get the house ready to list. She also gave us good advice in having the house staged and with the timeline of coming soon, listing, and requesting offers.

Kelly also guided us in figuring out our asking price. It ended up being priced perfectly and we immediately got some very strong interest. We ended up have multiple offers by the deadline that was requested and she helped us weigh those offers.

Along the way we needed several referrals from Kelly to provide the services we needed to get the house ready for sale and to get the buyers with comfortable with a couple of things prior to closing. All of these service providers were extremely responsive and professional.

It is easy for sellers to get a little emotional when selling their home and there were a couple of times where we got that way. Kelly did a terrific job at staying even-keeled and keeping us calm. She also did a wonderful job at managing the negotiations between the contract being accepted and the closing. I would certainly recommend using Kelly for your real estate needs.

**JIM & LAURIE**



I had an absolute wonderful experience with Kelly. I was impressed with her level of knowledge and the amount of data that she had about the market. Kelly was immensely patient with my seemingly endless questions. She made the selling process so easy and helped me understand what was happening every step of the way. Kelly's promptness, knowledge of the market, strategic mindset, kindness, and good energy made the selling of my property very simple. I would recommend Kelly to anyone looking to buy or sell a home.

**BECKY**

I consulted with Kelly when my wife and I decided to sell our house after finally finding our dream home. We met briefly to discuss a price. Kelly came to the table with substantial data to support her recommended asking price that was honestly 12% higher than I thought we could get. However, her guidance was fact-based so I trusted her.

She also gave us some good prepping recommendations including staging a few rooms to enhance the photos and stand out. While we were doing minor touch ups to the house in preparation for listings, two other houses in my subdivision came on the market with similar specs.

Kelly advised listing as "coming soon" to get buyers interested because we knew our house had some competitive advantages in looks and location within the subdivision. The other two houses stalled on the market as they were overpriced. Finally we started showings on a Thursday and by the following Monday, we had our perfect offer of \$10K over list.

Kelly helped us navigate the inspection and negotiation process to close. Our house was the first to sell and proved that Kelly had the right strategy and made it painless for us to sell our house as we prepared to move and renovate our new house. I highly recommend using Kelly to buy or sell your home.

**RYAN & RITA**



We used Kelly to both sell our home and purchase a new property. She was fantastic to work with! So responsive and conscientious, and very helpful in helping us get our property ready to sell.

I cannot recommend Kelly highly enough!

**ERIN**



# Prepare for the Market

## Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.





# Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you’ve completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO      DONE

☐☐

Light fixtures

☐☐

Light bulbs

☐☐

Worn/stained carpeting

☐☐

Window glass

☐☐

Cabinets

☐☐

Sinks and faucets

☐☐

Paint walls

TO DO      DONE

☐☐

HVAC

☐☐

Flooring

☐☐

Doors and trim

☐☐

Wallpaper

☐☐

Flooring

☐☐

Carbon monoxide detector

☐☐

Smoke detector

## KITCHEN

TO DO      DONE

☐☐

Clean counters and declutter

☐☐

Clean tile grout

☐☐

Clean appliances (Inside & out)

☐☐

Organize drawers, cabinets and pantries

☐☐

Clean floors

☐☐

Clean sink and disposal

## BATHROOMS

TO DO      DONE

☐☐

Dust and clean all surfaces

☐☐

Declutter countertops and drawers

☐☐

Fold towels

☐☐

Tidy cabinets and remove unnecessary toiletries

☐☐

Clean or replace shower curtains

☐☐

Clean moldy areas



## LIVING & DINING

TO DO      DONE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items          |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws            |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered    |

## EXTERIOR

TO DO      DONE

- |                          |                          |                                    |
|--------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash concrete or driveway |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint doors             |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint trim                       |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows                       |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways & patios            |
| <input type="checkbox"/> | <input type="checkbox"/> | Trim hedges                        |

## BEDROOMS

TO DO      DONE

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items     |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls          |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings       |

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Mow lawn                                   |
| <input type="checkbox"/> | <input type="checkbox"/> | Weed & mulch                               |
| <input type="checkbox"/> | <input type="checkbox"/> | Arrange outdoor furniture                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair fence                               |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

"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



# 03

## Strategic Marketing

### Pricing Your Home

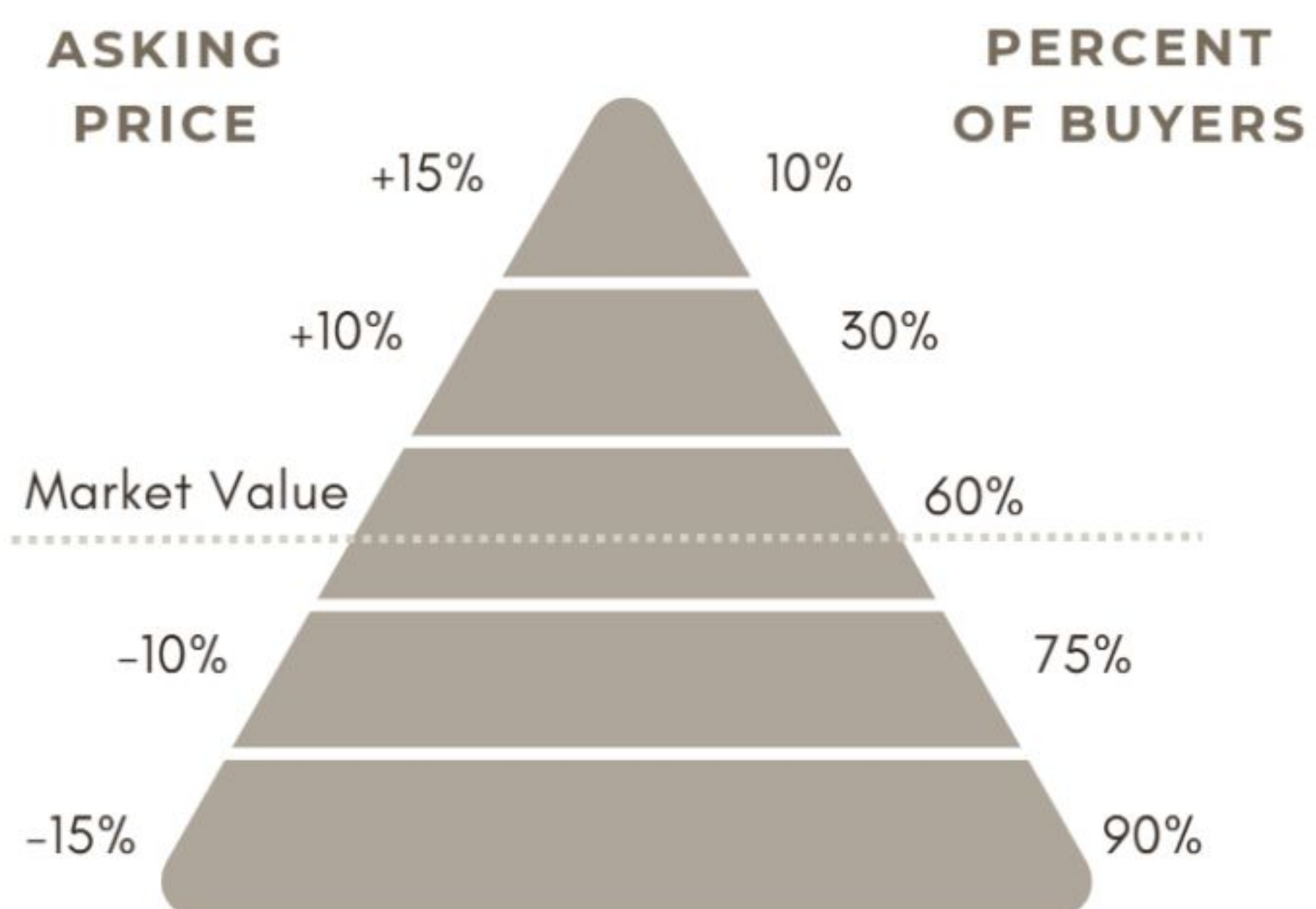
*Here's something that may surprise you...*

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

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.







### AT MARKET VALUE

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



### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



### OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!







# What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

**The photos to the left are examples from previous listings of mine.**

## What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Open houses
- Digital and Print Flyers
- Postcards
- Professional photography
- Yard sign captures
- Notify surrounding neighbors





# Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

## 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

## 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION



# 04

## Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.



# The Closing Process



This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



**4-6 WEEKS BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

**3-4 WEEKS BEFORE MOVING**

Notify the following about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Insurance Companies

Notify utility companies of date to discontinue or transfer service

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Gas      |
| <input type="checkbox"/> Water    | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Trash    | <input type="checkbox"/> TV       |

**2-3 WEEKS BEFORE MOVING**

- |  |   |
|--|---|
| <input type="checkbox"/> Notify DMV of new address   | <input type="checkbox"/> Close/open bank accounts                               |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day           |
| <input type="checkbox"/> Start using up things you can't move, such as perishables                 | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

**1 WEEK BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Take a picture in your home                         |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside         |





# Next Steps

Selling your home is not just a transaction; it's a significant life event, and I am genuinely honored to be entrusted with this responsibility. My mission is to ensure a smooth and successful experience from start to finish. With my expertise and dedication, I will guide you through every step, making sure that your needs are prioritized and your goals are achieved. You can trust me to work tirelessly on your behalf, ensuring that you receive the best possible outcome!

*Kelly Hobbs*

*STL Home Collective*

real