

FROM LISTED
TO

SOLD

A Seller's Guide

Prepared by

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Dear Homeowner,

First and foremost, thank you for considering me to be a part of one of the most important chapters in your journey—**selling your home**. Whether this is your first time or you've been through the process before, I understand that parting with a place full of memories is both an emotional and financial decision. That's why I created this Seller's Guide: to walk you through the process step-by-step, answer your questions before you even ask them, and provide the tools and insight you need to move forward with confidence.

Selling a home isn't just a transaction—it's a big life move. There's emotion, strategy, timing, and a whole lot of decisions involved. With years of experience, a deep understanding of the local market, and a passion for helping people win, I'm here to make sure your selling experience is smooth, strategic, and successful. You can expect transparency, expert guidance, and a whole lot of heart from start to finish.

Inside this guide, you'll find helpful tips, timelines, and proven strategies to help you prepare, price, and present your home in a way that attracts serious buyers and maximizes your return. From pricing and marketing to showings and negotiations, you'll know exactly what to expect. But more than that, I hope this guide reassures you that you're not alone in this—you've got a trusted partner in your corner.

My Promise to You:

I promise to treat your goals as if they were my own. I will guide you with integrity, communicate clearly and consistently, and always advocate in your best interest. You can count on me to bring market knowledge, trusted expertise, and a heart for service to every step of your journey. Your success is my top priority. Here's to new beginnings and selling smart.

Let's get you to your next chapter—together.

Warm Regards,

Kishia Kimbrough
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WHO YOU CHOOSE MATTERS

If you're considering selling your home, choosing the right real estate professional is one of the most important decisions you'll make. A smooth, successful sale doesn't just happen—it requires strategy, planning, and someone you can trust to guide you every step of the way.

I'm Kishia Kimbrough, a REALTOR® with Bold City Realty Group, Inc., proudly serving Jacksonville, FL and the surrounding areas. With a background in real estate, mortgage, and marketing, I bring a well-rounded approach to helping homeowners navigate the selling process with clarity and confidence.

My specialty is combining market expertise with smart strategy to help you maximize your home's value while minimizing stress. From crafting the right pricing plan to negotiating top-dollar offers, I'm committed to making your selling experience smooth, informed, and successful.

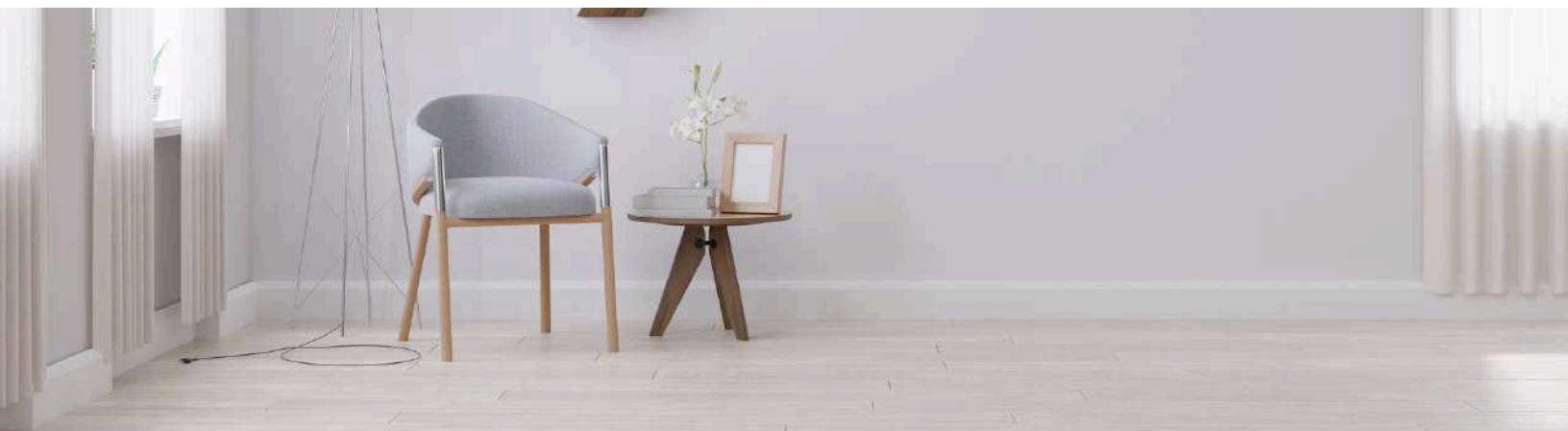
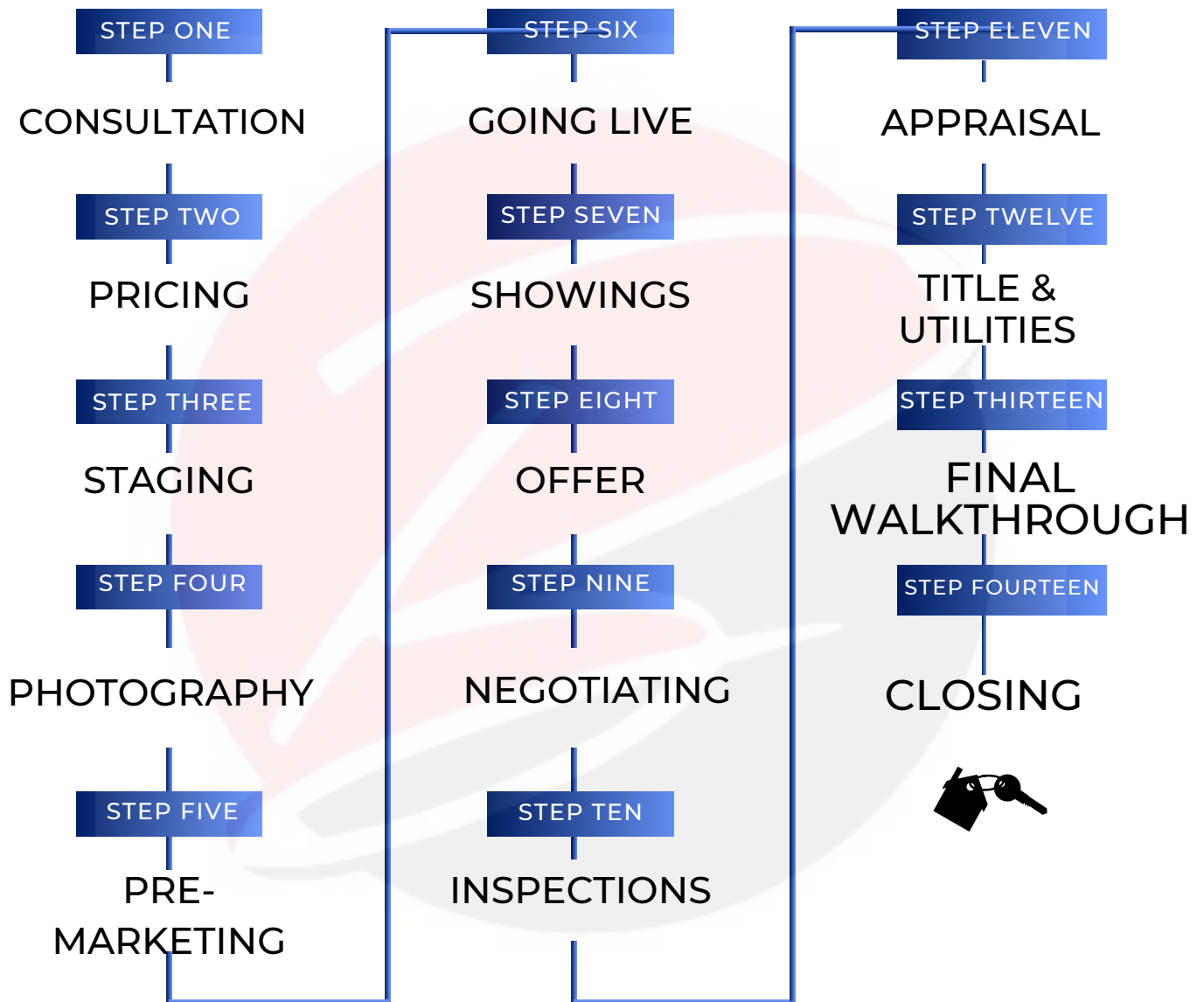
As your trusted advisor, I've built my business on communication, transparency, and real results. I'm here to advocate for you, guide you, and get the job done right.

If you're ready to take the next step, I would love the opportunity to be your partner on this journey.

Let's get started—today.

Kishia

HOME SELLING PROCESS



STRATEGIC POSITIONING

PRICING

Setting the right price is one of the most important steps in selling your home. It's not just about what your home is worth—it's about positioning it to attract the right buyers. Using a detailed comparative market analysis (CMA), I'll help you determine a smart, strategic listing price that reflects current market conditions and maximizes your home's value from day one.

HOW IT SHOWS

It's important to have your home market-ready from day one. To get your home ready for showings and online listings, here are a few essential steps to take.

- Complete repairs
- Declutter & remove personal items
- Make sure the home is clean and smells fresh
- Clean carpets

MARKETING

I provide cutting-edge marketing strategies designed to sell your home faster and for top dollar, outpacing the competition.

Prospecting

I prospect for potential buyers daily. This includes reaching out to neighbors, collaborating with co-op agents, and leveraging my network of past clients to maximize your home's exposure.

Marketing

The moment you partner with me, I hit the ground running to market your home. From COMING SOON campaigns and online listings to strategic social media and print marketing, I ensure your property gets in front of the widest audience possible—helping it sell faster and for the most money.

Communication

I keep you informed every step of the way. This includes sharing detailed feedback from showings, following up with agents who view your home, and scheduling weekly updates to discuss progress, address concerns, and refine our approach for the best results.

Online Exposure

In today's tech-driven market, most buyers begin their home search online. Studies show that online buyers quickly overlook homes with limited photos, poor-quality images, or sparse details. Rest assured, I go the extra mile to ensure your listing receives maximum exposure. I provide high-quality photos, detailed information, and engaging video tours to captivate online shoppers and showcase your home in its best light.



LISTING STRATEGY

We'll start by conducting a detailed market analysis to price your home accurately from day one—maximizing its appeal and helping it sell faster. Listing at fair market value is crucial, especially in those first few weeks when buyer interest is at its peak. The right price attracts more attention, more showings, and ultimately, stronger offers.

On the flip side, overpricing can work against you. Today's buyers are savvy and well-researched—they can spot when a home is listed above its true value, which can lead to fewer showings, longer days on market, and even price reductions down the line.

PROFESSIONAL STAGING

First impressions matter, and when it comes to selling your home, presentation is everything. That's why I include a professional staging consultation to get your home market-ready and photo-perfect.

The stager's job is simple: make your home feel like everyone's dream home. By creating a clean, inviting, and neutral space, we help buyers see the potential—and not get distracted by personal décor or bold style choices. It's all about setting the scene so your home stands out and sells quickly (and for top dollar).

PROFESSIONAL PHOTOGRAPHY

In today's market, buyers are scrolling before they're scheduling—and that means your home's photos have to stop them in their tracks. High-quality, professional images aren't just a bonus—they're essential to making your home stand out online and drawing in serious interest.

The more eyes on your home, the faster it sells—and the better your chances of getting top dollar. Great photos create that all-important first impression and drive the kind of attention that leads to strong offers.

ADVERTISING & MARKETING

Marketing isn't just a checkbox for me—it's a major part of my strategy and where I invest heavily. I understand what it takes to get your property seen, and my marketing approach is designed to attract serious buyers, create buzz, and drive results.

With proven strategies that bring in hundreds of potential buyers each month and build strong brand awareness, I make sure your home stands out in a crowded market—online and in person.



PREPARING TO LIST

Make It Feel Like Home—Theirs

A clean, neutral, and clutter-free space allows buyers to picture themselves living in your home. The checklist below will help create that inviting, move-in-ready feel that makes a lasting impression.

EXTERIOR

- Refresh the exterior with pressure washing or a new coat of paint
- Give the front door a fresh coat of paint for added curb appeal
- Keep the lawn mowed and landscaping neatly trimmed
- Remove any clutter from the yard and walkways
- Weed and add fresh mulch to garden beds for a clean, finished look
- Wash all windows inside and out for a sparkling impression
- Repaint or re-stain wooden fences to restore their appearance

INTERIOR

- Remove personal items and excess furniture to create an open, neutral space
- Professionally clean all carpets for a fresh, inviting feel
- Declutter, organize, and deep clean closets to showcase storage space
- Apply a fresh coat of paint to walls, trim, and ceilings for a polished look
- Update or clean any outdated fixtures to modernize the space
- Minimize pet items and thoroughly clean pet areas to appeal to all buyers
- Check that all light bulbs are working to ensure every room feels bright and welcoming

FRESHEN THE PAINT & FIXTURES

- If repainting the entire home isn't an option, focus on the trim—this small update can make a big difference, giving your home a crisp, refreshed look that really stands out.
- Also, consider updating outdated light fixtures. Swapping them out for more modern styles is a simple yet effective way to elevate the overall feel of your space.



STAGING

Creating a Vision Buyers Can See Themselves In

Staging a home isn't the same as decorating—it's all about strategy, not style. While decorating reflects personal taste, staging is designed to appeal to the widest range of buyers. A professional stager views your home through the eyes of a buyer, carefully highlighting its strengths and creating a clean, welcoming atmosphere.

The goal is simple: remove distractions and help buyers imagine the space as theirs. By creating a neutral, inviting environment, we allow potential buyers to visualize their own lives unfolding in your home—which can make all the difference when it comes to getting that offer.



Did you know?

Studies suggest that a home that is staged sells 73% faster.

BENEFITS OF STAGING

- Creates a warm, neutral environment that appeals to a wide range of buyers
- Highlights the home's most attractive features
- Showcases the full potential of each room
- Helps buyers envision themselves living in the space
- Enhances perceived value and desirability
- Boosts visual appeal in online listings and marketing materials

REAL ESTATE PHOTOGRAPHY

Let's Make That First Impression Count



In today's market, photos are more than just pictures—they're your home's first handshake with potential buyers. And let's be honest, first impressions matter. Most buyers start their home search online, which means the way your home is presented through photos can truly make or break their interest.

High-quality, well-lit images don't just get attention—they get results. They create curiosity, spark emotion, and ultimately drive buyers to schedule showings. I've seen it time and time again: a stunning photo lineup can be the difference between a quick sale and a listing that lingers.

That's why I make it a priority to showcase your home in its absolute best light. From highlighting your home's unique features to capturing the angles that truly bring each space to life, I'll make sure we're putting our best foot forward—right from the very first click.

INTERESTING FACTS:

Homes with high-quality photos sell 32% faster.

Buyers spend 60% of their time looking at listing photos—only 20% on the description

97% of buyers use the internet to search for homes.



MAXIMUM EXPOSURE

NETWORKING

A significant number of real estate transactions are completed through cooperation with other agents across the country. As your listing agent, I'll ensure your home is marketed not just locally, but to a wide network of trusted professionals—maximizing exposure and increasing your chances of finding the right buyer, no matter where they're coming from.

SIGNAGE

A "For Sale" sign will be prominently placed in your yard to capture local attention and drive interest from nearby buyers. In addition, directional signs and open house signage will be strategically positioned in high-traffic areas prior to any scheduled open house. These signs are placed at key times to ensure your home receives maximum exposure and draws in the right foot traffic.

ONLINE EXPOSURE

Today's buyers begin their home search online—and that's exactly where we'll meet them. Your home will be listed in the local MLS and syndicated across hundreds of top real estate websites, including major platforms like Zillow, Realtor.com, and Redfin. In addition, your listing will be prominently featured on our company website and shared across our active social media channels to maximize visibility and reach a broad pool of potential buyers.

EMAIL MARKETING

Your home will be promoted through a dedicated email campaign sent to my active database of thousands of buyers currently searching for properties through my website. In addition, a new listing alert will be shared with my extensive network of local agents—ensuring your home is seen by both motivated buyers and top professionals working with qualified clients.

PROPERTY FLYERS

Professionally designed, informative property flyers will be displayed inside your home to highlight its standout features and key selling points. These take-home materials help potential buyers remember what makes your home special long after the showing—keeping it top of mind as they make their decisions.



MAXIMUM EXPOSURE

LOCKBOXES

Lockboxes play an important role in keeping the showing process smooth, secure, and efficient. They allow licensed agents to access your home for scheduled showings without needing to coordinate directly with you for a key. This not only protects your time and privacy but also ensures that potential buyers can view your home with ease.

For the best showing experience, homeowners are encouraged to vacate the property during appointments—and having a lockbox in place makes that process seamless for everyone involved.

SHOWINGS

Once your home is listed, it will be enrolled in a professional showing service that provides instant notifications whenever a showing is scheduled—keeping you informed every step of the way. After each showing, I follow up promptly with the showing agent to request feedback within 24 hours, ensuring you stay in the loop and we can adjust our strategy if needed.

OPEN HOUSES

After analyzing industry trends and buyer behavior, we've identified the optimal days to list your home and host open houses—strategically chosen to maximize visibility, foot traffic, and buyer interest.

SOCIAL MEDIA MARKETING

We actively promote your home across today's most popular social platforms—including, but not limited to, Facebook, Instagram, and YouTube. By leveraging targeted social media strategies, we're able to reach a wider audience, generate more interest, and keep your listing in front of the right eyes at the right time.

MAXIMUM EXPOSURE



Instagram



I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!



SHOWINGS

FLEXIBILITY

The more flexible we can be with showing times, the better chance we have of attracting serious buyers. Making your home readily available helps avoid missed opportunities and ensures we don't turn away potential interest simply due to scheduling conflicts.

Keep Everyone in the loop

Make sure all household members are informed of upcoming showings so they can keep their areas clean, organized, and ready to impress. A tidy, well-presented home creates a positive and lasting impression on potential buyers.

FURRY FRIENDS

Keep pet areas clean and odor-free by promptly cleaning up after your pets and washing their bedding regularly. A fresh, well-maintained space ensures buyers focus on your home—not your furry friends

Natural Light

Open blinds and curtains to maximize natural light and create a bright, welcoming atmosphere. Before leaving for a showing, turn on all lights to highlight your home's features and make each space feel warm and inviting.

TEMPERATURE

Maintain a pleasant room temperature during showings to create a welcoming environment and showcase that your HVAC system is functioning properly.

Secure Personal Items

For peace of mind during showings, be sure to store valuables, personal documents, and prescription medications out of sight in a safe and secure location.

VACATE

Buyers tend to feel more at ease exploring a home when the seller isn't present. Our goal is to create a relaxed environment where they can take their time, envision themselves living in the space, and truly feel at home.

OFFERS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter.



CONTINGENCIES

The fewer contingencies attached to an offer, the more attractive it tends to be. Offers with shorter timelines for inspections, financing, and closing can also provide added value by reducing uncertainty and helping the transaction move forward more efficiently.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing to allow time for the next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- Accept the offer
- Decline the offer
- Counter- the offer

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

HOME INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 7-10 DAYS AFTER SIGNING CONTRACT. NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS

COSTS:

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES:

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE:

FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

THE APPRAISAL PROCESS



When a buyer is financing the purchase of your home, their lender will require an appraisal to ensure the property's value supports the loan amount. As the seller, our goal is for your home to appraise at or above the agreed-upon purchase price.

While a low appraisal can present challenges, working with an experienced agent makes all the difference. I'll proactively provide the appraiser with a detailed summary of comparable sales, upgrades, and key features to help accurately reflect your home's true value. Preparation and strategy are essential—and I'll make sure your home is positioned to appraise as strongly as possible.

CLOSING

Closing is the final step in the home-selling journey—when ownership of the property is officially transferred to the buyer. During this phase, the escrow officer plays a vital role by reviewing the contract, calculating the final figures for both parties, preparing all required closing documents, and overseeing the signing process.

They also ensure that all outstanding payoffs are completed, the buyer's title is properly recorded, and any proceeds owed to you are delivered promptly. With everything in place, closing day marks the successful and official handoff of your home—and the beginning of your next chapter.



WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS

FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

Thank You!



Thank you so much for taking the time to explore this seller's guide. Whether you're just beginning to think about listing your home or already preparing for your next chapter, I'm truly honored to be part of this important journey with you.

My heart is in helping people navigate the selling process with confidence, clarity, and peace of mind. Selling a home isn't just about the transaction—it's about transition. It's about letting go, moving forward, and setting yourself up for what's next. I hope this guide has given you valuable insight and reassurance as you take that next step.

I'd love to stay connected and continue to be a resource for you—whether you have questions, need referrals, or just want to share how things are going in your new season. Don't hesitate to reach out.

Here's to fresh starts, new doors opening, and the exciting journey ahead. I'm cheering you on—every step of the way.



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