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# Selling Your Home

YOUR COMPLETE GUIDE



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**DEIDRE WILSON & ASSOCIATES**



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DWA

# 01

## Choose Your AGENT



Hi!

I'm Deidre — your real estate bestie who also happens to deliver MBA-level marketing and proven results.

I treat every home (and every seller) with a white-glove approach, whether it's a starter condo, a probate sale in dire need of some updates or a million-dollar estate. My job? To get your home sold for the most money, in the least amount of time, with the least stress.

*Deidre*

P.S. You'll see "**DWA**" a lot. It's short for Deidre Wilson & Associates. Because that's a lot to type, and not very catchy, we shorten it in a lot of our marketing to "**DWA**".

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# DWA



# A Little About ME

I'm Deidre Wilson, a full-time Realtor® with Real Broker, LLC, proudly serving Las Vegas, Henderson, North Las Vegas, Pahrump and Mesquite. In 2024 alone, I closed over \$11M in volume — proof that my mix of strategy and hustle gets results.

I specialize in probate/estate sales, traditional resale, luxury estates, right-sizing, and new construction. Through the Tom Ferry and Real Broker referral network, I've built a trusted reputation nationwide, closing dozens of agent-to-agent referrals.

Clients know me for concierge-level service, transparent communication, and marketing campaigns that go way beyond the basics. Whether you're selling a family estate, moving up to your dream home, building a new home or relocating out-of-state, I'll guide you every step of the way with a bestie-in-your-corner vibe and MBA-level strategy behind it.

Off the clock, I'm a wife to a retired US Marine, a proud girl mom, and a dog mom to two goldendoodles. I recharge with Pilates, running/cycling/HIIT, cooking, BravoTV binges, travel, and a great glass of wine or two.



**My little family**

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# Prepare for the Market



## Consider Home Repairs

Buyers love a move-in ready vibe. Skipping obvious repairs or leaving things a little “lived-in” can spook them — and slow down your sale.

The good news? You don’t need a full HGTV remodel. Simple updates go a long way: declutter and depersonalize, add a fresh coat of paint, pressure wash, or give your curb appeal a quick glow-up.

A little effort now means a smoother sale later — often with a stronger price tag and fewer delays once a buyer is ready to commit.

💡 Pro tip: Use the checklist on the next page to walk your home like a buyer would. If something catches your eye, chances are it’ll catch theirs too.

## Seller Prep Checklist

- ✦ Declutter & depersonalize – less is more
- 🎨 Fresh coat of paint – neutral + clean = buyer appeal
- 🧽 Pressure wash – driveway, patio, and exterior shine
- 🌿 Curb appeal refresh – trim, mulch, flowers, or even a new doormat/wreath
- 🔧 Minor fixes – leaky faucet, squeaky door, loose handle, fresh caulking, etc
- 👉 Walk your home like a buyer would. If something makes you pause, it'll probably make them pause too.

## Don't Waste Your Money On...

- 💡 Over-custom upgrades – bold paint colors, funky tile, or anything too “you” can actually turn buyers off.
- 🏠 Full remodels – kitchens & baths are big investments you likely won't get back right before selling.
- 🏗️ Major additions – adding a room or knocking down walls won't pencil out in today's market.
- 🌴 High-maintenance landscaping – think simple, clean, and easy to maintain.
- 🖼️ Luxury staging pieces – buyers want to imagine their stuff here, not be distracted by over-styled décor.
- 👉 Stick to smart, simple fixes that show your home is loved and well-maintained. Buyers will notice – and your bottom line will thank you.

**"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

DWA



# 03

## Strategic MARKETING



### Pricing Your Home

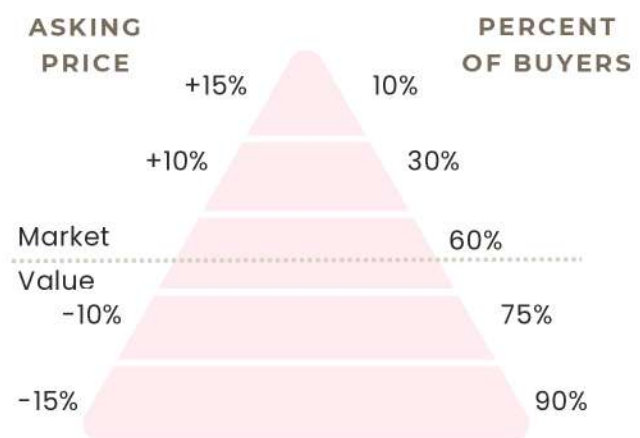
Here's something that may surprise you...

Homes that hit the market at the right price from day one usually end up selling for more.

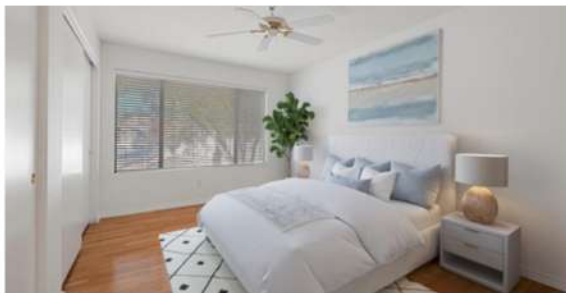
Go too high? Your home sits, showings slow down, and momentum fades.

The truth: buyers are most excited when a property is brand new on the market — that's when you want to shine.

That's why we'll dig into the data and nail the sweet spot for your home's value from the start.



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## Why Photo + Video Matter

Your photos are the first showing — and they decide if buyers ever schedule the second one. That's why high-quality, scroll-stopping photos and videos are non-negotiable.

DWA partners with the best real estate photographers and videographers in the area to highlight your home's best features, and I cover the cost. No iPhone quick pics here — only pro-level marketing that gets buyers in the door.

**The photos to the left are examples from past listings we've brought to life.**

## What's included in the DWA Marketing Plan

- Your home displayed on brokerage and personal websites
- Targeted social media marketing campaigns
- Virtual tours that let buyers shop from anywhere
- Exclusive sneak peeks for serious buyers
- Open houses and broker previews
- Professional photography (including drone, day + twilight shots)
- Professional videography to bring your home to life
- Several trending Reels launched throughout life of your listing
- Custom digital and print flyers
- Just-listed postcards mailed to the neighborhood
- Eye-catching yard sign with lead capture
- Listing sent to email database of over 500 buyers throughout life of your listing

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# Staging to SELL

**Staging goes way beyond décor. It sets a scene where buyers feel themselves living in your home. In today's market, that emotional connection makes all the difference.**

- Staged homes sell substantially faster—up to 30 times faster than non-staged listings.
- On the money front, staging can boost your sale price by as much as 20%.
- In many cases, staging costs less than the first price drop you'd need if your home slows down. It's not an expense—it's strategy.
- The living room, primary bedroom, and kitchen are staging MVPs—buyers' agents say the living room matters most (37%), then the bedroom (34%), then the kitchen (23%).
- Staging also trims time on market—30% of agents noticed slightly faster sales when homes were staged.
- DWA offers complimentary \*light\* staging of most listings. Light staging includes wall decor, white decorative linens, white decorative bedding, faux greenery, etc.

## 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

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## Showing Your Home



### It's Showtime ✨

We'll set up a schedule that works for your life, but here's the deal: homes always show best when sellers aren't home. If you can't step out, no worries — we'll make it work so buyers still get the right vibe.

I'll provide a secure electronic lockbox for your keys. Every time it's opened, I get notified — so your home is never accessed without me knowing.

After each showing, I'll send you buyer feedback so you're always in the loop.

💡 Pro tip: Use the checklist on the next page before each showing to create a "love at first sight" experience for buyers.

# 5-Minute Prep Before Buyers Walk In 🏡 ✨



- ✅ Lights on everywhere. Bright = inviting.
  - ✅ Open blinds and curtains. Let the sunshine in.
  - ✅ Clear counters and stash clutter. Less is more.
  - ✅ Empty trash cans and hide laundry - especially used bath towels/hand towels. Out of sight, out of mind.
  - ✅ Quick once-over: smooth bedding, fluff pillows, fold throws.
  - ✅ Pets out of the house (or crated). Not everyone's a dog lover 🐾
  - ✅ A little fresh air. Crack a window or light a **subtle** candle. Be careful not to overspray strong air fresheners. Powerful smells can turn a buyer off or wonder what you're trying to hide.
- 💡 Pro Tip: Turn on YouTube TV on all your flat screens with subtle 'art frames' and ask Alexa to play easy jazz music throughout the home.



# 05

## The Closing Process



### What Happens After You Accept an Offer:

#### Escrow

The buyer deposits earnest money into a neutral escrow account. Those funds stay there until the sale is complete.

#### Buyer's Due Diligence

Inspections, appraisal, and any investigations happen here. The buyer is making sure the home's condition and value match expectations. This is also when we negotiate repairs or credits in lieu of repairs.

#### Loan Approval and Appraisal

The lender confirms the property's value and the buyer's ability to get financing. These approvals are often sale contingencies.

#### Final Walkthrough

Right before closing (usually within 1-3 days prior to close), the buyer checks that the home is in agreed-upon condition.

#### Closing Day

The buyer signs their loan documents, pays closing costs, lender funds (if applicable) and title releases your file to the county for recording. Upon confirmation of recording, the buyer gets the keys. Usually seller is wired the proceeds from the sale the following business day from the title company.

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# Ready to Sell Your Home?



Thank you for trusting me with the sale of your home — it's an honor to be your Realtor® and your guide through this process. My job is to keep things smooth, stress-free, and always in your best interest.

Questions pop up? Text or call me anytime (I'm quickest on text 📱). Helping my clients sell for top dollar and with ease isn't just my job — it's what I love to do. You'll never have to wonder what's next, because I'll be right here walking you through it all.

*Deidre*

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