

A modern living room with a large arched window, a white sofa, and a coffee table. The room is bright and airy, with a neutral color palette. The text is overlaid on the image.

YOUR ULTIMATE GUIDE TO

SELLING YOUR HOME

SIERRA HOLT REAL ESTATE


URBAN NEST

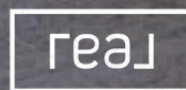

Real Broker, LLC



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01

Choose Your Agent



What I share with every seller is that the agent you hire is an extremely important **business decision**.

In the end, it comes down to who you want in your corner from **start to finish**.

Who do you want *guiding* you, helping you navigate the *twists* and *turns*, *negotiating* for you, making sure you don't leave *any* money on the table, and, most of all,

who do you believe is going to *put your interests first at all times*?

That's the person you hire.

-Sierra

What Clients Are Saying

"Sierra Holt is honestly the best estate agent I've ever met. Sierra has gone above and beyond to help me, and with kindness and care, through a very stressful time in my life and finding me not only the best properties but exactly what I have said I wanted. I will recommend Sierra Holt Real Estate to anyone that is looking for a property. Thank you to Sierra."

-Michele

"Talk about right place at the right time. We were planning on moving and we just wanted to look at houses to have an idea. Stopped for an open house and that's where we met Sierra. She was very helpful and patient. She even went far and beyond and that's why we made her our realtor and we are happy we did. We found a place and she was with us every step of the way. Helping us with questions and concerns. Helped us finding solutions to any concerns we had. The whole process was made easy and possible because of her. We appreciate everything she's done and highly recommend her. You will not be disappointed. She's that good that we still stay in touch."

-Bray & Raul

"Sierra was very open to seeing homes as soon as I requested and scheduled appointments timely. She stayed in contact as I made an offer and offered what I wanted to ask with no push back. We made our offer it was slightly countered and accepted within a couple of days. We had a cash offer quick close and Sierra scheduled the inspection with a great professional. She got us through the due diligence period by answering all of my questions. I highly recommend Sierra she is easy to work with knows her worth and her negotiation tactics are professional and kept my interests as primary motivation."

-David

02

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

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Stage with pillows and throws |
| ☐ | ☐ | Dust and clean all surfaces and fixtures |
| ☐ | ☐ | Keep all tables clear and decluttered |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------------------|
| ☐ | ☐ | Pressure wash concrete or driveway |
| ☐ | ☐ | Clean or repaint doors |
| ☐ | ☐ | Repaint trim |
| ☐ | ☐ | Wash windows |
| ☐ | ☐ | Sweep walkways & patios |
| ☐ | ☐ | Trim hedges |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Clean out and organize closets |
| ☐ | ☐ | Repair any damage in walls |
| ☐ | ☐ | Keep closets closed during showings |
| ☐ | ☐ | Make beds before any showings |

"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

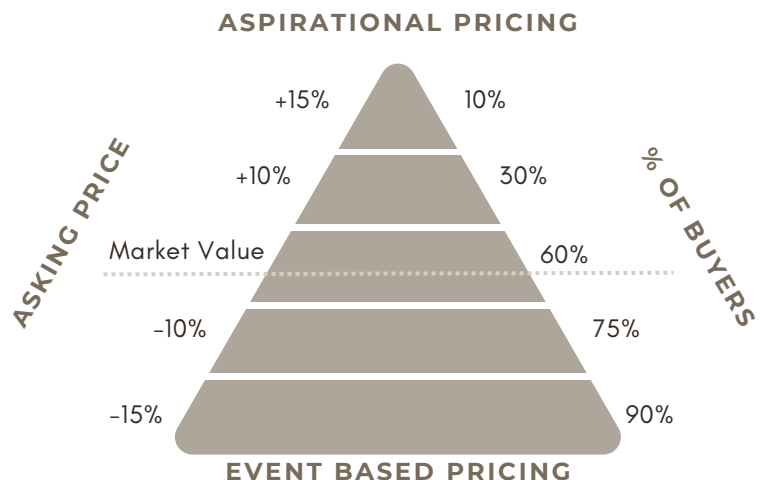
Here's something that may surprise you...

Properties that are priced right from the start 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 / EVENT BASED PRICING

- + 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 / ASPIRATIONAL PRICING

- Usually reserved for very unique properties.
- 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!

Pros & Cons of Pricing



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 a previous listing of mine.

What's Included in my Marketing Plan

- Displayed on brokerage website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

Modern Agent Marketing Strategy

Insta-Showcases

Your home's story deserves to be told. Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.

@SierraHoltRealEstate



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.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

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.

05

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.



Selling Roadmap

PRE-LISTING PREPARATION

I'll guide you through simple prep steps to make sure your home shows beautifully and stands out from the start.

ACTIVE LISTING PERIOD

Your home goes live, and I'll drive strong exposure, manage showings, and keep you updated every step of the way.

DISCLOSURES & INSPECTION

We'll send your seller disclosures to the buyer and coordinate their home inspection. I'll walk you through what to expect so there are no surprises.

APPRAISAL & LENDER PROCESS

The buyer's lender will send an appraiser to the home. I take the extra step to meet the appraiser and provide them with a professional packet that lists all the upgrades and features of your home as well as why the price is justified. After appraisal, we will discuss next steps.

CLOSING PREP & FINAL STEPS

The buyer will complete a final walkthrough to confirm the home's condition. You'll sign closing documents, and once funds are received, the home will officially close!

INITIAL SELLER APPOINTMENT

We'll walk through your home, review your goals, and outline a strategy to sell your home for the most money possible and in the least amount of time.

LISTING LAUNCH WEEK

We'll finalize pricing, complete photos and marketing, and create buzz before your home hits the market.

OFFER NEGOTIATION & ACCEPTANCE

Once we're officially under contract, I'll open escrow and confirm all key deadlines. You'll receive a summary of important dates and what to expect next. The buyer will deposit their earnest money right away.

INSPECTION & REPAIRS

The buyer will complete their inspection and may request repairs or credits. I'll review their requests with you and negotiate terms that protect your bottom line.

LOAN APPROVAL & CONTINGENCY REMOVAL

The buyer will work with their lender to secure full loan approval, and we'll ensure all contingencies are officially removed. This means they're fully committed to closing. Meanwhile, escrow will finalize title and HOA documents, if needed.

CLOSING DAY & KEY RELEASE!

4-6 WEEKS BEFORE MOVING

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ 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

- | | |
|-----------------------------------|-----------------------------------|
| ☐ Electric | ☐ Gas |
| ☐ Water | ☐ Internet |
| ☐ Trash | ☐ TV |

2-3 WEEKS BEFORE MOVING

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

1 WEEK BEFORE MOVING

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



Next Steps

Getting started is simple. Once we have agreed on a price and have some documents signed I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal and I am honored to be considered to get the job done.

-Sierra Holt

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