



Kentucky

HOME

SELLERS GUIDE

Quick start

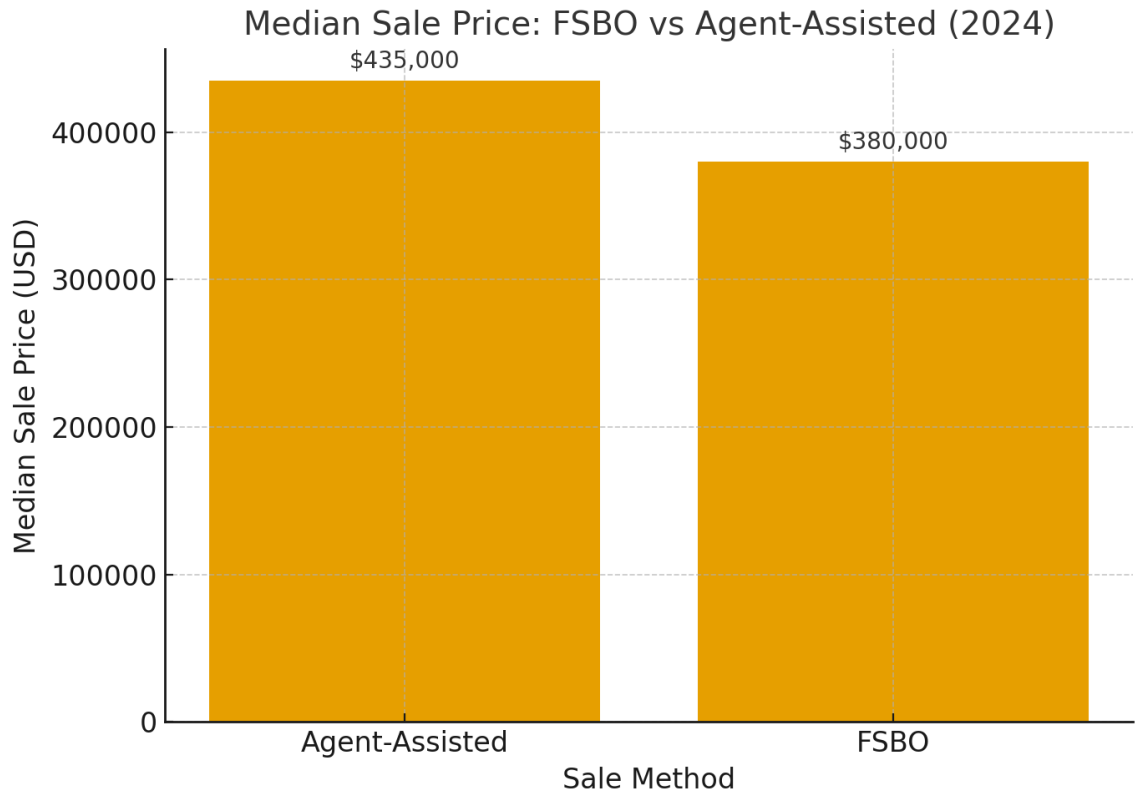
Kentucky Home Sellers Quick Start Guide

Brought to you by Williams Elite Realty — Keepers of the Pride

Why Work With Williams Elite Realty

Selling a home in Kentucky isn't just paperwork—it's one of the biggest financial moves you'll make. With Williams Elite Realty, you gain:

- **Proven Pricing Strategy** – Kentucky-specific Comparative Market Analysis to price smart and attract real buyers fast.
- **Professional Prep & Marketing** – Staging tips, media-ready photos, and dual MLS placement (ImagineMLS + MyStateMLS) for local, national, and international reach.
- **Negotiation Power** – We protect your net proceeds by evaluating not just price, but terms, contingencies, and timing.
- **Risk Management** – Full compliance with Kentucky forms, disclosures, and federal requirements to keep your sale on track.



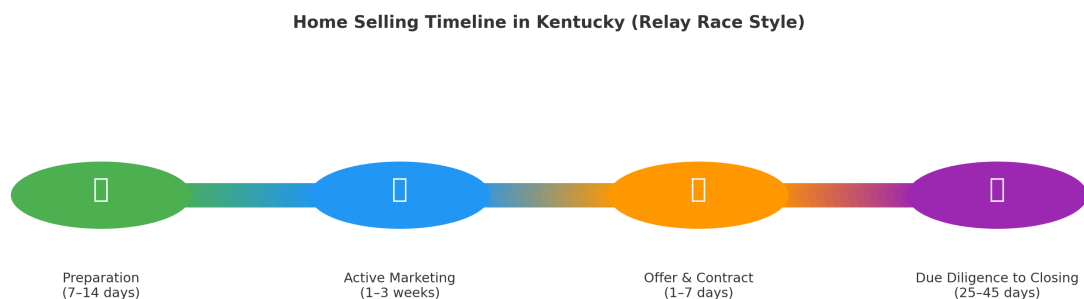
Source: NAR Profile of Home Buyers & Sellers, 2024

The Kentucky Selling Timeline

Think of selling like a relay race. We guide you through each handoff:

1. **Preparation (1–2 Weeks)** – Paperwork, disclosures, staging, and media day.
2. **Active Marketing (1–3 Weeks)** – Dual MLS launch, exposure across portals, showings, and feedback loops.
3. **Offers & Negotiation (Usually Week 1–3)** – Review terms, compare nets, negotiate inspections/appraisals.
4. **Contract to Close (25–45 Days)** – Inspections, appraisal, title work, and final closing with attorneys.

Agent Tip: Most strong offers come in the first two weeks. Starting right beats chasing later.



Preparing Your Property

First impressions matter—especially online.

- **Declutter & Depersonalize** – Start early packing, keep surfaces clean.
- **Curb Appeal** – Fresh mulch, new doormat, brighter porch light.
- **Bright & Open** – Lights on, blinds open, remove bulky furniture.
- **Repair Basics** – Fix leaks, tighten rails, replace missing covers.
- **Documentation Ready** – Service records, receipts, HOA docs

Pricing & Positioning

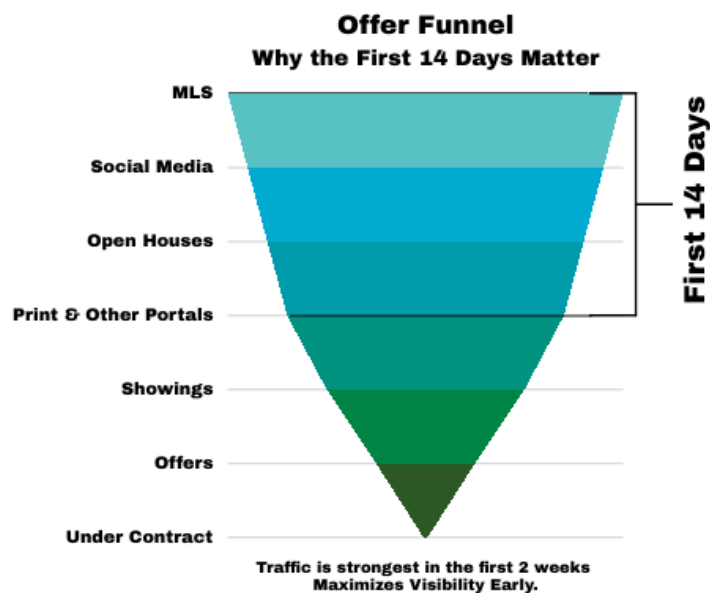
Pricing is where most sellers struggle. We balance market data with buyer psychology:

- Use Kentucky median benchmarks + comps.
- Position within search bands (\$299,900 vs \$301,000).
- Factor honest condition adjustments.
- Remember: your best shot is the first 14 days on market.

Marketing Reach

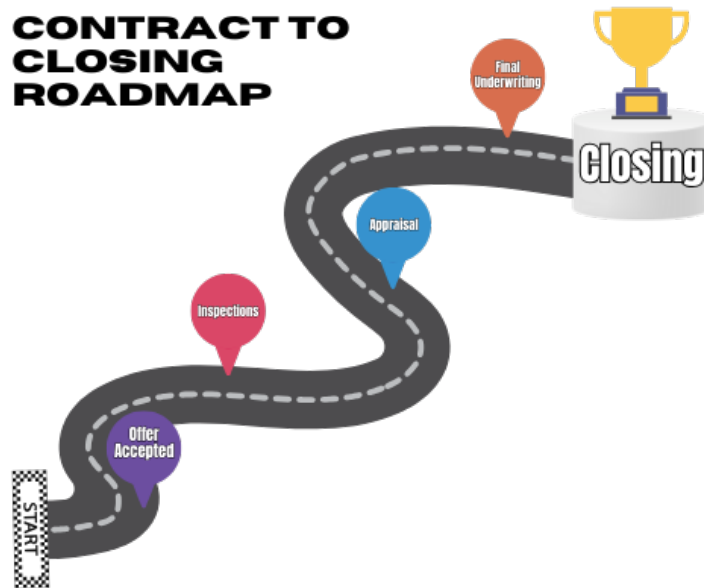
We don't just list your home—we broadcast it.

- **Dual MLS Membership** – Bluegrass ImagineMLS + MyStateMLS.
- **National & Global Syndication** – Zillow, Realtor.com, Homes.com, and 20+ international sites.
- **Digital & Social Media** – SEO-optimized listings, retargeting ads, Facebook/Instagram/TikTok promotion.
- **Professional Media** – Photography, aerials, and 3D tours that stop buyers from scrolling past.



Offers, Inspections & Closing

- **Offers** – We compare net proceeds, terms, contingencies, and timing.
- **Inspections/Appraisal** – We prep you, manage surprises, and negotiate smart credits.
- **Closing** – In Kentucky, attorneys prepare deeds. We coordinate payoff info, utilities, and final walk-through. Funds disburse once recorded at the county clerk's office.



Seller Costs & Net Proceeds

What you'll typically see:

- Agent commission (negotiable).
- Buyer's agent commission (if offered).
- Closing/title/attorney fees (\$500–\$1,000).
- Prorated taxes.
- Mortgage payoff + liens.
- Repairs or negotiated credits.

Bottom Line: We model your net early—so there are no surprises on closing day

Final Thought

Selling your Kentucky home doesn't have to be stressful. With Williams Elite Realty, you gain a trusted partner who protects your time, peace of mind, and net proceeds—while treating you as part of our Pride.

📞 Call us at **606-620-4668** or visit www.WilliamsEliteRealty.com to schedule your free seller consultation today.

