



**Your Guide to Selling with
LEGACY HOME COLLECTIVE**

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Welcome to Legacy Home Collective

Hi, I'm Lauren Miller, and I'm so excited to introduce you to Legacy Home Collective – Kearney's top real estate team for the past several years.

Selling your home is a big deal. It's full of emotions, memories, and big decisions, and my goal is to make that journey as smooth and rewarding as possible. When you work with us, you're not just getting a "for sale" sign in your yard – you're getting a team that knows this market inside and out, and truly cares about your success.

This guide is here to walk you through what it's like to sell your home with us – from your first meeting all the way to closing day. My team and I are with you every step of the way, making sure you always feel informed, confident, and taken care of.

BUILT ON LEGACY. DRIVEN BY RESULTS.

VISION

To make every home sale feel personal, stress-free, and successful – because you deserve an experience that's just as meaningful as the home you're selling.

PURPOSE

To serve our clients with honesty, heart, and expertise. We go above and beyond to make sure your home gets the attention it deserves and your goals stay at the center of every decision we make.

MISSION

To build lasting relationships through great communication, proven results, and genuine care. We're here to make the process easier, the outcome better, and the entire experience one worth telling your friends about.



Meet Lauren Miller—Your Trusted Local Realtor

As a lifelong resident of Kearney, Lauren’s heart is deeply rooted in this community. With years of experience in real estate and a passion for helping families achieve their goals, she brings unmatched local expertise and a commitment to service that goes above and beyond.

EXPERIENCE + EDUCATION

- Licensed Realtor® since 2017
- Licensed in Missouri, Kansas, and Florida
- Master’s Degree in Business
- Consistently ranked among top-producing agents in the Kansas City area

COMMUNITY INVOLVEMENT

Lauren proudly supports local organizations and events such as the Kearney Enrichment Council, Kearney Chamber of Commerce, Kearney Family Foundation, Kearney School District Education Foundation, and various school district initiatives. Giving back is part of what makes Legacy, well, a legacy.





Behind every successful sale is a strong team – and that’s exactly how we operate at Legacy Home Collective. We take a team-based approach to make sure you’re supported from the very first conversation all the way to the closing table. When you work with us, you’re not just hiring one agent – you’re gaining a full team dedicated to making your selling experience smooth, strategic, and stress-free.

Led by Lauren Miller, your listing specialist, and supported by Baylee Wales, our Director of Operations, every detail is handled with care. Lauren focuses on strategy, pricing, marketing, and negotiation, while Baylee ensures everything behind the scenes runs seamlessly – from listing prep and paperwork to closing day. Our collaborative approach means your home gets the attention it deserves, your questions get answered quickly, and every part of the process feels organized and easy to navigate.



BAYLEE WALES
Director of Operations

Baylee is the organizational powerhouse behind Legacy Home Collective. She keeps every detail on track so your experience feels effortless. From scheduling photography and coordinating marketing materials to managing contracts and communication, Baylee ensures each step of your transaction runs smoothly.



Our commitment is simple: provide five-star service and deliver exceptional results. Don't just take our word for it – listen to the homeowners we've helped move on to their next chapter.

OUTSTANDING SERVICE + CONSTANT COMMUNICATION

"We couldn't be happier with the service we received. Questions were answered before they were even asked, communication was constant, and the level of service was outstanding. Lauren and Baylee followed through with every request and provided quick responses." – Debi, Kearney Resident

PROFESSIONALISM THAT DELIVERS THE SALE

"I cannot recommend Lauren highly enough! From start to finish, she made the process of selling my house smooth and stress-free. Lauren was incredibly professional, responsive, and knowledgeable about the market. She developed a fantastic strategy to market my home, and within 45 days our house was sold. If you're looking for someone who goes above and beyond, Lauren is the one to call." – Tom, Satisfied Seller

ABOVE AND BEYOND THE TRANSACTION

"Lauren always made sure to get us speedy responses to our millions of questions and truly went the extra mile to make sure everything was perfect for us. You can tell how much they care about their clients and finding the perfect home for them. So grateful for these two and everything they did to help us. Highly, highly recommend them if you are thinking about buying or selling." – Allison, Buyer and Seller



Why Hire Legacy Home Collective

PROVEN RESULTS. PERSONALIZED SERVICE. REAL SUCCESS.

**#1 Team in Kearney
6 Years Running**

**\$82M+
Sales Volume**

**250+
Properties Sold**

Choosing the right real estate team is one of the most important decisions you'll make when selling your home. At Legacy Home Collective, we've built our reputation on trust, communication, and results – and our clients can feel the difference.

For the past six years, we've proudly held the title of #1 real estate team in the Kearney market, consistently leading in both volume and units sold. Our team approach, local expertise, and innovative marketing strategies give your home a competitive edge in today's fast-moving market.

We don't just list homes – we position them to sell quickly and for top dollar. Every property we represent receives the same level of attention and strategy that's earned us top recognition. We're honored to be part of the Kansas City Real Producers 2025 Top Agent Class – but our biggest achievement will always be the success stories of our clients.

In today's market, exposure is everything, and that's where we shine. Our team leverages every available avenue – from local networks to digital marketing and social media – to get your home in front of qualified buyers fast.



Why Hire Legacy Home Collective

EXPERIENCE THAT MATTERS

With years of hands-on experience in real estate, marketing, and negotiation, we know how to navigate the ever-changing market to deliver the best outcome for you.

CLEAR COMMUNICATION

We believe in transparency and keeping you informed every step of the way. You'll never wonder what's happening – because we make sure you always know.

AVAILABILITY + SUPPORT

Our team approach ensures you're never left waiting for answers or updates. Someone is always available to help, guide, and support you.

EXPERT NEGOTIATION

We're skilled at protecting your bottom line and negotiating terms that work in your favor – so you walk away with confidence.

SATISFACTION GUARANTEED

We hold ourselves to the highest standards of service and integrity. Your satisfaction isn't just a goal – it's a promise.



Our Partnership: Making the Sale Happen Together

A PARTNERSHIP BUILT ON TRUST + COMMUNICATION

When you choose to work with Legacy Home Collective, you're not just hiring a real estate team – you're entering into a partnership built on trust, respect, and shared goals. We're committed to giving you our very best, and in return, we ask for the same level of openness and communication.

Your cooperation helps us serve you efficiently, market your home effectively, and get you the best possible results. Together, we can make the selling process smooth, successful, and even enjoyable.

WHAT WE ASK FROM YOU

- **Be Honest and Transparent:** Share any important details about your home, including updates or changes, so we can represent it accurately and strategically.
- **Stay in Communication:** Keep us informed about any changes in your plans, timing, or needs that might affect your sale.
- **Provide Access for Showings:** Make every effort to accommodate showings, inspections, and appraisals with reasonable notice – the more opportunities buyers have to see your home, the better.
- **Act in Good Faith:** Enter all agreements and negotiations sincerely, and make every effort to honor timelines and commitments.
- **Direct All Inquiries to Us:** Let other agents and potential buyers know that you're represented by our team – we'll handle all communication and negotiation on your behalf.

Our partnership works best when both sides are committed to the same goal: getting your home sold quickly, smoothly, and for the best possible price.



Listing Agency Relationship

UNDERSTANDING HOW WE REPRESENT YOU

When you hire Legacy Home Collective, you're entering into a *listing agency relationship* – which simply means we represent you, the seller, and your best interests throughout the entire home-selling process.

You're partnering with a team that's fully committed to representing you and your best interests. Our role is to guide you through every detail of the selling process, keep you informed, and make sure you always feel confident in each decision along the way. We handle the logistics, marketing, and negotiating so you can focus on what's next.





Listing Agency Relationship

WHAT THAT MEANS FOR YOU

Here's what you can expect when you hire Legacy Home Collective to represent you:

- **Clear Communication:** We keep in touch regularly so you always know what's happening with your listing – no guessing games.
- **Market Expertise:** We'll walk you through current market conditions, pricing trends, and what buyers in your area are looking for.
- **Full-Service Marketing:** From professional photography and video to branded marketing materials, social media, and MLS exposure – we make sure your home shines online and in person.
- **Professional Guidance:** We'll explain local real estate practices and procedures so you understand every step, from listing to closing.
- **Home Prep Support:** You'll receive a staging consultation and recommendations for small updates or improvements that can make a big impact on your sale.
- **Showings + Scheduling:** We coordinate showings, inspections, appraisals, and all moving parts behind the scenes – keeping everything running smoothly.
- **Strong Negotiation:** When offers come in, we present them quickly and help you evaluate each one. We'll prepare counteroffers and negotiate on your behalf to get you the best possible price and terms.
- **Confidentiality You Can Trust:** Any personal or financial information you share with us stays protected – always.
- **Post-Sale Support:** Even after closing, we're here to answer questions and make sure every last detail is taken care of.



Your Listing Journey: Step-by-Step

WHAT TO EXPECT WHEN SELLING WITH LHC

Selling your home is a big decision – and our job is to make the process feel seamless from the moment we meet to the moment you hand over the keys. Here's what the journey looks like when you partner with us:



INITIAL CONSULTATION

We'll meet to talk about your goals, timeline, and expectations. This is where we get to know your home and learn what matters most to you.

HOME EVALUATION + PRICING STRATEGY

Using local market data, comparable sales, and our expertise, we'll recommend a pricing strategy designed to attract the right buyers and get you the best possible return.



HOME PREP + STAGING GUIDANCE

We'll walk through your home together and share recommendations on cleaning, organizing, small updates, or staging tips that can help your home show its best.

PROFESSIONAL PHOTOGRAPHY + VIDEO

Once your home is ready, we'll schedule professional photos and video to capture your property in its best light – both for online and print marketing.





MARKETING LAUNCH

Your home goes live! We'll promote it across our website, MLS, social media, and a variety of digital and print marketing channels to reach the widest audience possible.

SHOWINGS + FEEDBACK

We'll coordinate showings, open houses (if applicable), and keep you updated on all buyer feedback so you always know how your home is being received.



OFFERS + NEGOTIATIONS

When offers come in, we'll review each one with you, discuss the details, and negotiate on your behalf to secure the best price and terms possible.

UNDER CONTRACT

Once an offer is accepted, we'll guide you through inspections, appraisals, and any next steps – handling communication with all parties to keep things on track.



CLOSING PREPARATION

As closing day approaches, we'll make sure all documents, disclosures, and details are complete. You'll know exactly what to expect on closing day.

CLOSING DAY!

It's time to celebrate! Once everything is signed and complete, you'll officially hand over the keys to the new owners – and we'll be there to congratulate you on a successful sale.



Selling your home doesn't have to be stressful with the right team in your corner. With Legacy Home Collective, you'll always know what's happening, what's next, and who's handling it. We keep communication clear and consistent, so you're never left wondering about the process or the progress. From the first consultation to closing day, our team is behind the scenes managing every detail, anticipating your needs, and making sure everything runs smoothly – so you can focus on what comes next.





Pricing Strategy

THE POWER OF SMART PRICING

When it comes to selling your home, price is one of the most powerful tools we have. The right price attracts attention, creates excitement, and brings serious buyers through the door.

Pricing your home too high can cause it to sit on the market longer than necessary – and often leads to price reductions later. Pricing too low can leave money on the table. That's why we focus on strategy – not guesswork – to find that perfect balance.

HOW WE DETERMINE THE RIGHT PRICE

Your recommended list price is based on:

- A detailed, **custom market analysis** tailored specifically to your home and neighborhood, ensuring your price attracts maximum buyer interest without leaving money on the table.
- The **unique features, updates, and location** that set your property apart, allowing us to strategically capture your home's highest possible value.
- **Current market trends** and buyer behavior in your area, positioning your home to sell quickly before buyers perceive it as stale.
- Lauren's **local expertise and years of negotiation experience** in the Kearney and surrounding markets, which protects your bottom line and secures the best terms, not just the best price.





Preparing Your Home to Sell

MAKE A GREAT FIRST IMPRESSION

A few thoughtful tweaks can make a big difference – boosting your home’s appeal (and even its value!) by up to 3-5%. Here’s how to get it market-ready:

CLEAN + BRIGHTEN

Keep every room looking its best. Freshly washed windows, spotless kitchens and bathrooms, and dust-free surfaces make your home feel well cared for. Don’t forget the little things – clean light fixtures, fresh linens, and tidy outdoor spaces go a long way.

DECLUTTER + SIMPLIFY

Less is more when buyers are touring. Clear off countertops, pack away personal items, and organize closets. Open spaces help buyers imagine their own lives here – and make your home feel bigger instantly.

REFRESH + STYLE

Add inviting touches like fresh towels, greenery, and neutral decor. Remove family photos and extra furniture to create a sense of calm and flow. A few pops of fresh flowers can make your space feel warm and welcoming.

TIDY + TUNE-UP

Small maintenance updates make a big impact. Touch up paint, re-caulk where needed, check that doors and fixtures work smoothly, and keep the yard trimmed. The goal is simple – show buyers your home has been loved and well-maintained.



Marketing Advantage with Legacy Home Collective

MORE THAN JUST A SIGN IN THE YARD

At Legacy Home Collective, we know it takes more than listing your home online and waiting for calls to come in. Selling for top dollar requires strategy, exposure, and creativity – and that's where we shine.

Our proven marketing plan is designed to get your home noticed, fast. We combine professional presentation with modern digital marketing, traditional print, and good old-fashioned relationship-building to make sure your home reaches the right buyers.



HOW WE MARKET YOUR HOME

Here's a snapshot of what our marketing strategy includes:

MLS Listing + Yard Sign

Your home will be listed on the Multiple Listing Service (MLS) and displayed with a professional yard sign – instantly visible to agents and active buyers across the region.

Professional Presentation

Every listing includes a complimentary consultation with a home stager, high-quality photography, and a beautifully produced property video that captures your home's best features.

Pre-Marketing Buzz

Before your home even hits the market, we start generating excitement with sneak peeks, social media teasers, and outreach to our network of qualified buyers.

Open Houses

We host well-promoted open houses to give potential buyers a personal experience inside your home, using directional signage at main roads to draw in local traffic.

Online + Website Exposure

Your home will be featured as a premier listing on LegacyHomeCollective.com, Zillow, Realtor.com, Trulia, Homes.com, Google, and dozens of other top real estate platforms.

Print Marketing

Our custom-designed print materials – from postcards and flyers to neighborhood mailers and magazine features – ensure your home stands out in every format.

Email Campaigns

Each week, your listing is sent to our exclusive database of nearly 10,000 local contacts, keeping your property front and center for buyers and agents alike.

Social Media Reach

We use highly targeted social media campaigns across Facebook, Instagram, and more to showcase your home with stunning visuals, compelling content, and paid ad strategies that reach thousands of qualified buyers.

THE LEGACY DIFFERENCE

We don't believe in a one-size-fits-all marketing plan. Every home deserves its own spotlight – and we tailor our approach to highlight what makes yours truly special. When you list with us, you're not just getting exposure – you're getting results.



First Impressions: Photos + Showings

MAKE EVERY FIRST IMPRESSION COUNT

When it comes to selling your home, first impressions matter – both online and in person. Buyers form opinions within seconds of seeing your photos or stepping through the door. That's why we focus on presentation that highlights your home's best features and helps buyers instantly picture themselves living there.

PHOTO-READY HOMES SELL FASTER

Beautiful photos start with thoughtful preparation. Before our professional photographer arrives, we'll help you fine-tune every detail to make sure your home looks its absolute best. Here are a few easy ways to prepare:

- **Declutter Surfaces:** Clear off kitchen counters, bathroom sinks, and nightstands.
- **Hide Everyday Items:** Store pet bowls, litter boxes, trash cans, laundry baskets, and toiletries.
- **Depersonalize:** Remove family photos, calendars, and anything too personal or seasonal (including holiday decor).
- **Maximize Light:** Open blinds, pull back curtains, and replace any burnt-out bulbs.
- **Tidy the Exterior:** Mow the lawn, sweep porches, and move vehicles out of the driveway and away from the front of the house.
- **Add Simple Touches:** Fresh flowers or greenery can add warmth and color without clutter.

These small details make a big difference – and our team will guide you through every step so your home looks magazine worthy on photo day.



PROFESSIONAL PHOTOGRAPHY + VIDEOGRAPHY

Every listing with Legacy Home Collective includes high-quality photography, and when appropriate, cinematic video tours or drone footage. These visuals act as your home's first showing, capturing attention online and setting your listing apart from the rest.

We don't just take photos – we tell the story of your home in a way that connects emotionally with buyers.

MAKING SHOWINGS COUNT

When buyers visit, the goal is to create a space that feels welcoming and comfortable. Keep lights on, blinds open, and clutter tucked away. Soft background music and a subtle scent can add to the atmosphere. And whenever possible, plan to be away during showings – it helps buyers explore freely and imagine themselves living there.

We'll coordinate every showing, gather feedback, and keep you informed every step of the way.

THE GOAL

From perfectly staged photos to seamless showings, we're here to make your home shine in every possible light – literally and figuratively. When presentation is done right, your home doesn't just attract more buyers... it sells faster and for a higher price.

Offer Process

FROM OFFER TO ACCEPTANCE – WHAT TO EXPECT

Receiving an offer is an exciting moment – it means all the preparation, marketing, and showings have paid off! But it's also a stage where having an experienced team makes all the difference. At Legacy Home Collective, we're here to make the process smooth, transparent, and strategic from the very first offer to the final signature.

HERE'S HOW IT WORKS:

RECEIVING OFFERS

Once your home is on the market, offers will be presented to you promptly. Each one includes key details such as the proposed purchase price, closing date, financing terms, and any contingencies (like inspections or appraisals).

REVIEW + DISCUSS

We'll walk through every detail together, comparing terms beyond just the price. Our goal is to help you fully understand each offer's strengths and potential risks so you can make a confident decision.

NEGOTIATION

This is where our expertise shines. Whether it's price, timelines, or contingencies, we'll negotiate strategically on your behalf to secure the best possible outcome – not just the best number, but the best terms for *you*.

ACCEPTANCE OR COUNTEROFFER

Once you decide how to move forward, we'll prepare the paperwork for either accepting the offer or submitting a counteroffer. Every step will be explained clearly so you know exactly what to expect.

UNDER CONTRACT

After both parties agree and sign, you're officially under contract! From there, we'll guide you through inspections, appraisals, and any remaining steps leading up to closing.

OUR PROMISE

We'll keep communication open, handle every document with care, and make sure you always understand what's happening next. Selling your home is a major milestone – and we'll be right beside you through every conversation, decision, and celebration.

Closing Process

BRINGING IT ALL HOME

You've accepted an offer – congratulations! Now it's time to move through the final steps to officially close the sale. Don't worry, our team will stay in constant communication and handle the details so you can focus on your move and what's next.

WHAT HAPPENS NEXT

INSPECTIONS + APPRAISAL

Once the contract is signed, the buyer will typically schedule a home inspection and an appraisal. We'll help coordinate these appointments for you. If anything comes up during inspections, we'll guide you through negotiations and repairs to keep things on track.

TITLE WORK + LENDER COORDINATION

The buyer's lender and the title company will begin processing documents and verifying everything needed for a smooth closing. We'll stay in touch with all parties to ensure deadlines are met and there are no last-minute surprises.

PREPARING FOR CLOSING DAY

As we get closer, we'll confirm important details like your final utility readings, moving dates, and what to bring to the closing table. We'll also make sure the home is ready for the buyer's final walkthrough – clean, empty, and in the agreed-upon condition.

SIGNING THE FINAL DOCUMENTS

On closing day, you'll sign the final paperwork to officially transfer ownership to the buyer. The title company will handle funds securely, and once everything is complete, the sale will be officially recorded.

CELEBRATE!

Congratulations – your home is sold! We'll take care of the final details, hand off the keys, and celebrate this exciting milestone with you.

OUR PROMISE

We'll keep communication open, handle every document with care, and make sure you always understand what's happening next. Selling your home is a major milestone – and we'll be right beside you through every conversation, decision, and celebration.



Preparing for the Market: Initial Review

Selling a home requires presenting it in its best possible light. Use this checklist during or immediately after our consultation to make notes on the areas we can focus on maximizing your sale price.

AREA/FOCUS	NOTES
Curb Appeal (Front door, landscaping, walkways)	_____
Kitchen (Decluttering, cabinet presentation, repairs)	_____
Bathrooms (Grout, caulking, fixtures, depersonalization)	_____
Living Spaces (Neutralizing paint, furniture arrangement, minimizing decor)	_____
Repairs (Leaky faucets, broken light switches, sticky doors)	_____
Storage + Closets (50% rule: remove half of items for space)	_____
Lighting (Ensure all lights are working, use warm bulbs)	_____



Connect with Legacy Home Collective

The process of selling your home starts long before our first meeting and continues even after you've closed. Follow us on social media to see our latest successes, get real-time market insights, and see your home shine!

WHY FOLLOW US?

- **See Your Listing in Action:** We showcase our current listings – including professional photos and videos – to thousands of local buyers and agents. When your home is listed, it will be promoted directly through our channels.
- **Stay Local:** Get updates on Kearney-area market trends, neighborhood spotlights, and local events.
- **Proof of Performance:** See our client closing announcements and read the latest positive reviews from sellers and buyers alike.

FOLLOW OUR JOURNEY + SHARE YOURS

We look forward to connecting! Scan the QR codes (or search for the handles below) to join our growing community.



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