



what happens when your
realtor is also an

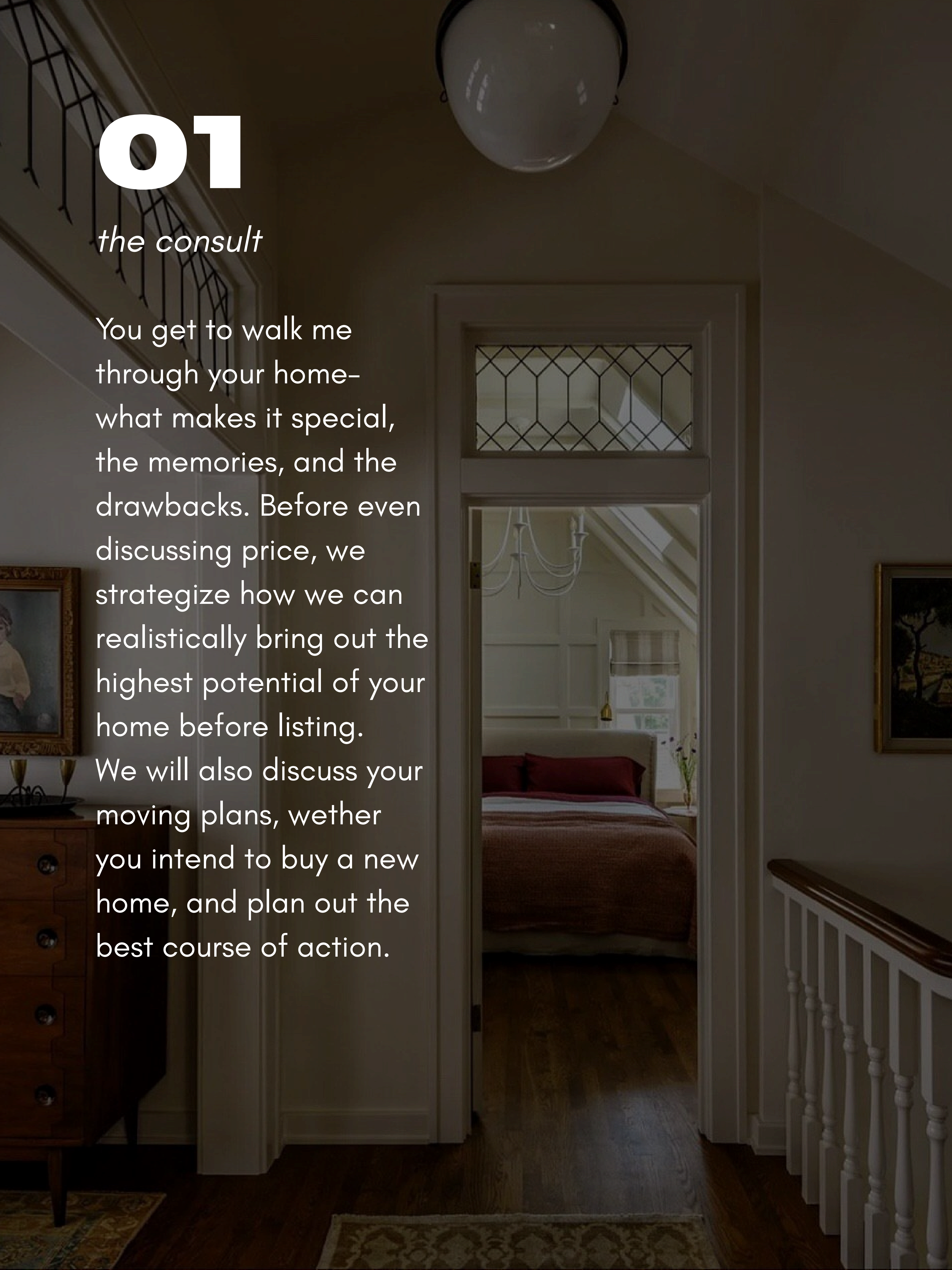
INTERIOR DESIGNER

*my step-by-step approach to
selling with intention*

01

the consult

You get to walk me through your home—what makes it special, the memories, and the drawbacks. Before even discussing price, we strategize how we can realistically bring out the highest potential of your home before listing. We will also discuss your moving plans, whether you intend to buy a new home, and plan out the best course of action.



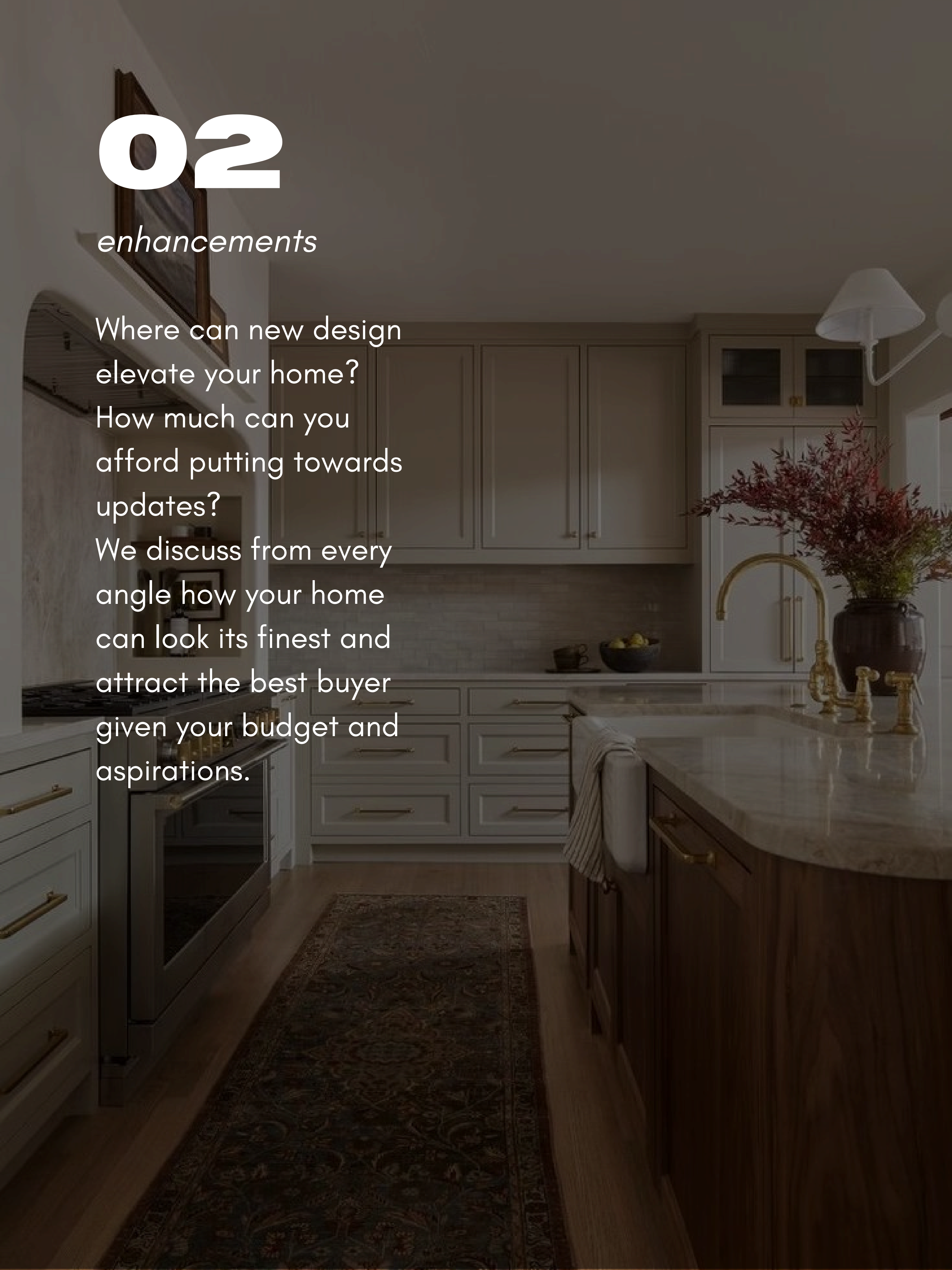
02

enhancements

Where can new design elevate your home?

How much can you afford putting towards updates?

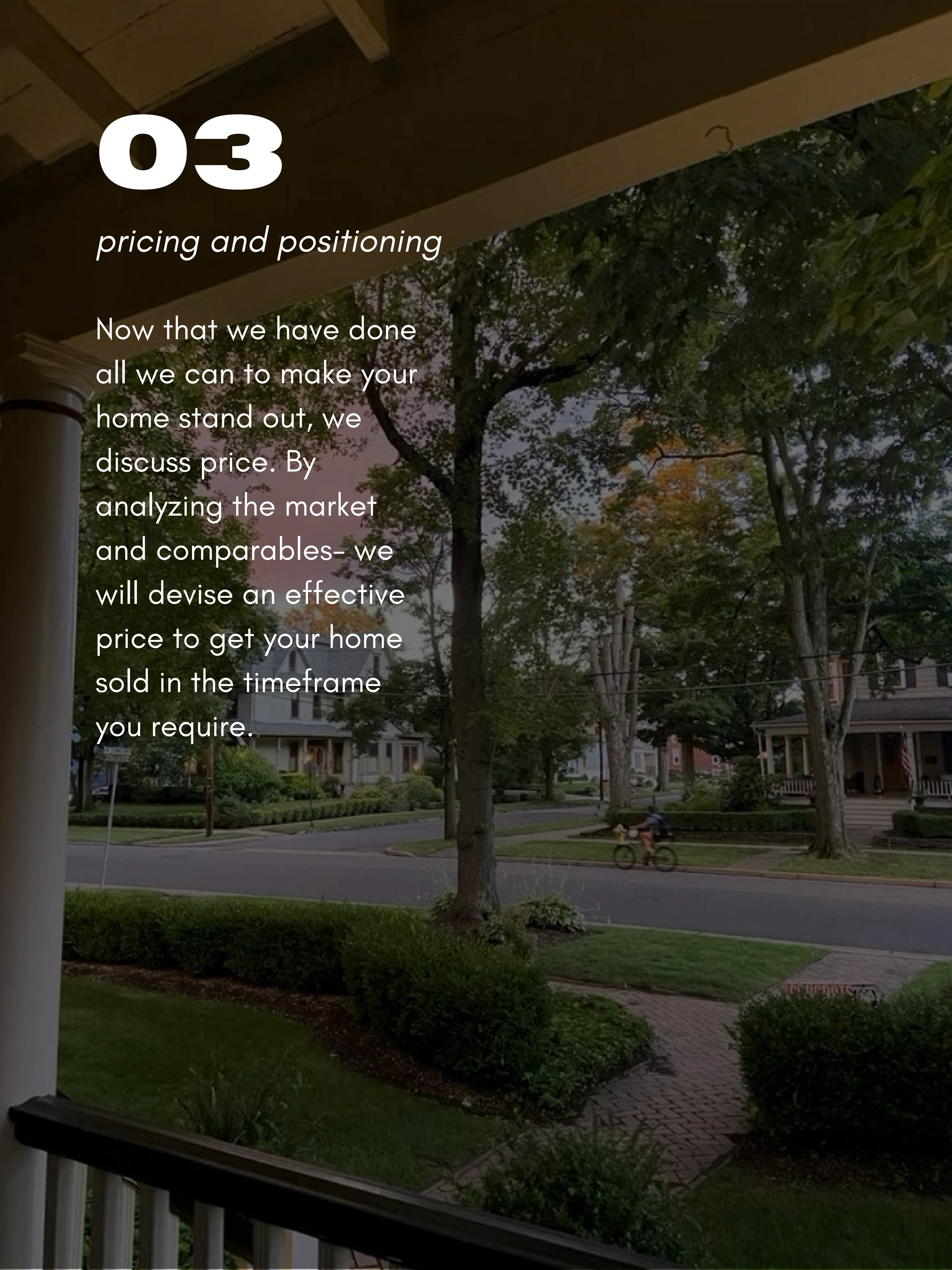
We discuss from every angle how your home can look its finest and attract the best buyer given your budget and aspirations.



03

pricing and positioning

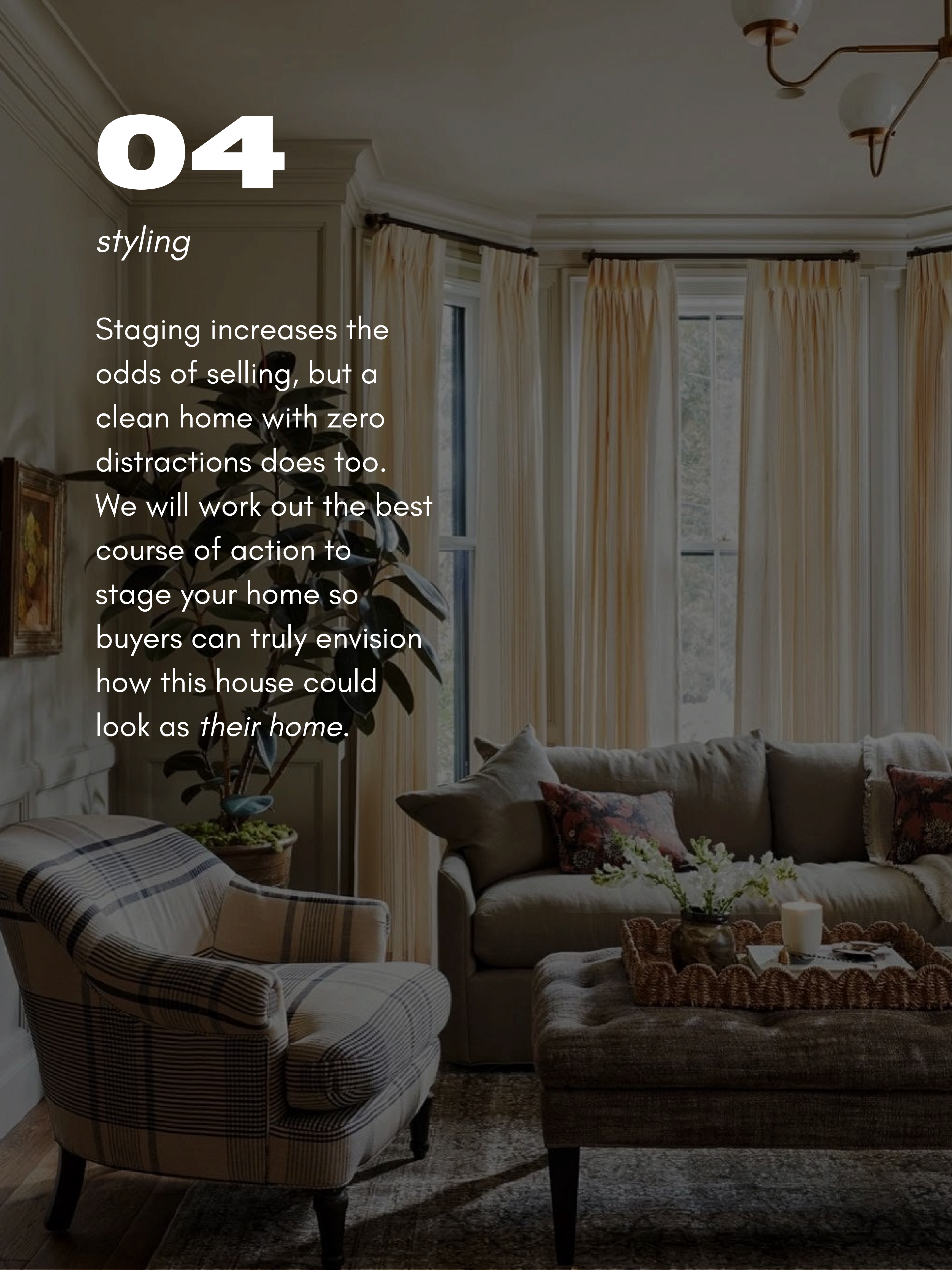
Now that we have done all we can to make your home stand out, we discuss price. By analyzing the market and comparables- we will devise an effective price to get your home sold in the timeframe you require.



04

styling

Staging increases the odds of selling, but a clean home with zero distractions does too. We will work out the best course of action to stage your home so buyers can truly envision how this house could look as *their home*.



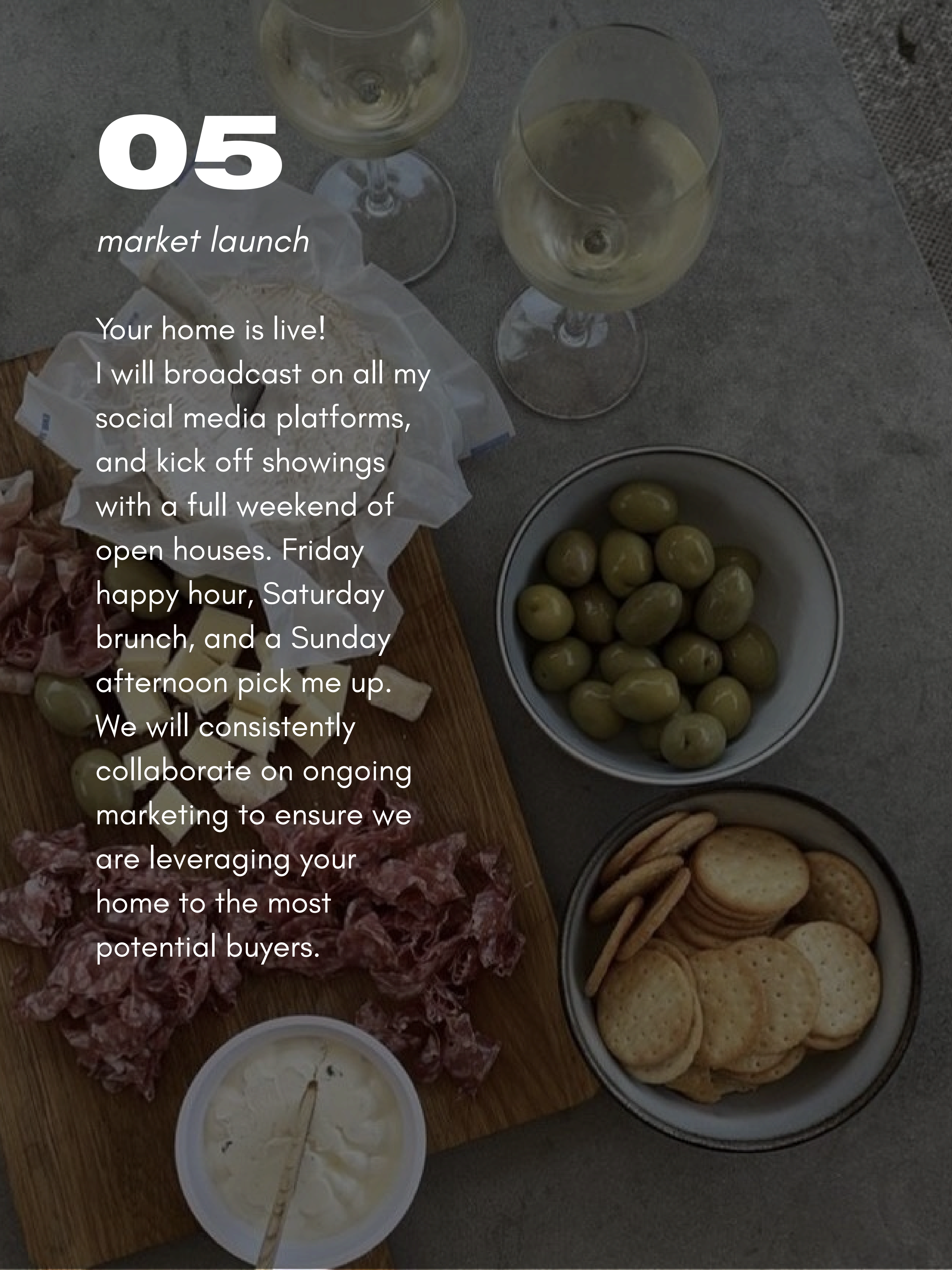
05

market launch

Your home is live!

I will broadcast on all my social media platforms, and kick off showings with a full weekend of open houses. Friday happy hour, Saturday brunch, and a Sunday afternoon pick me up.

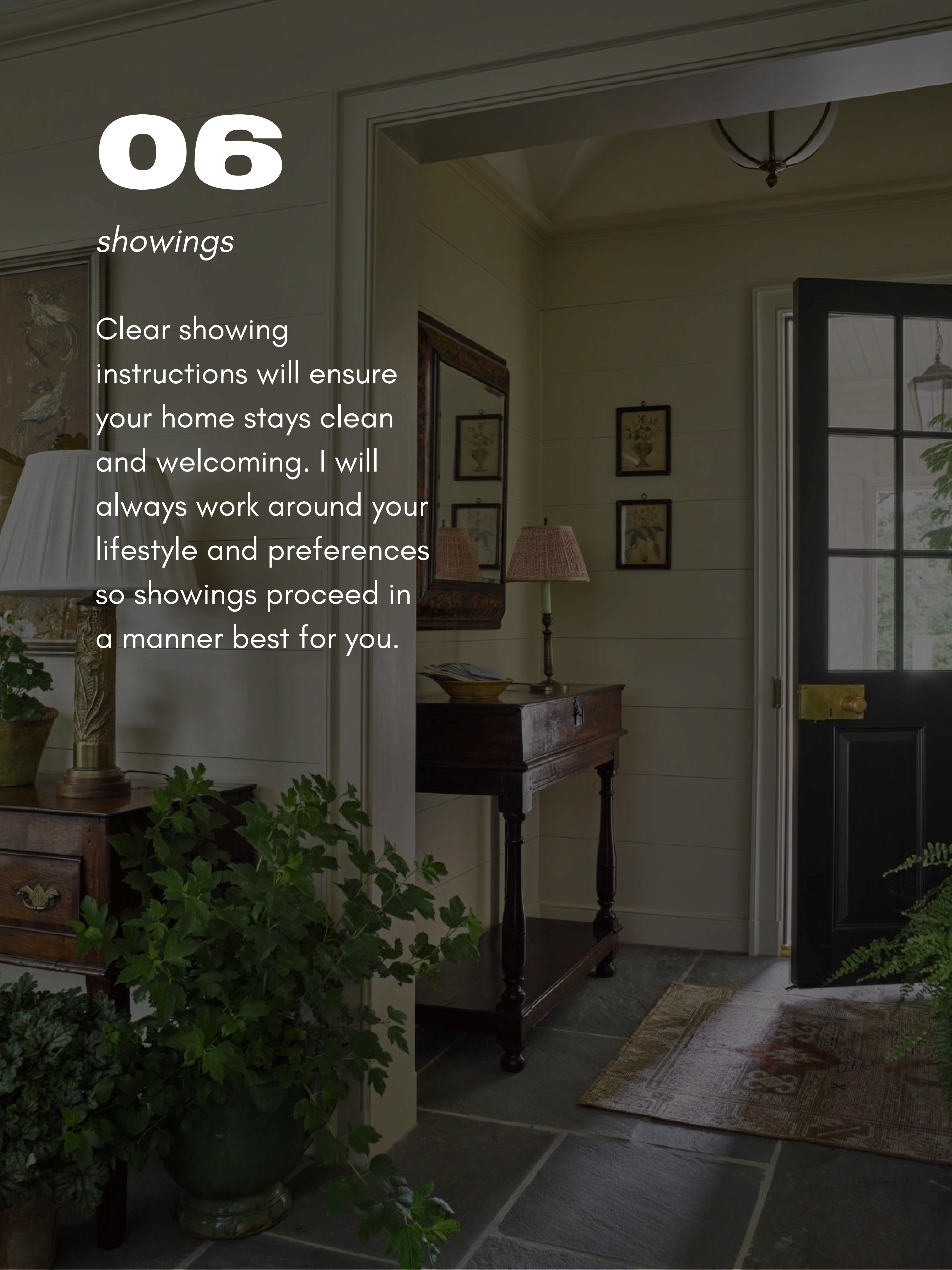
We will consistently collaborate on ongoing marketing to ensure we are leveraging your home to the most potential buyers.



06

showings

Clear showing instructions will ensure your home stays clean and welcoming. I will always work around your lifestyle and preferences so showings proceed in a manner best for you.



07

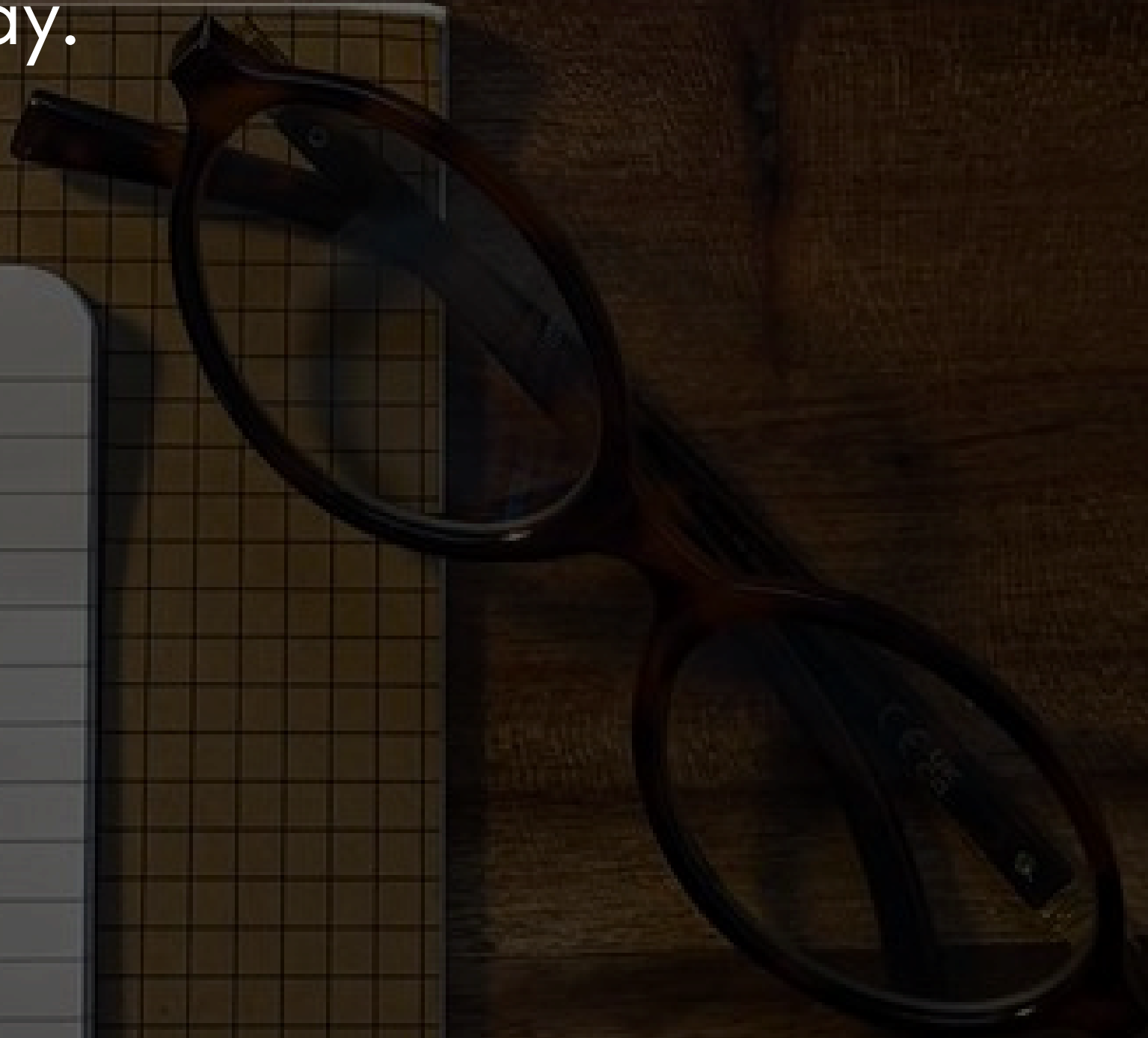
offers and negotiation

Time is always of the essence. You will receive offers the second I receive them and we will work through the negotiation and acceptance together. You are never alone in this process and I promise to thoughtfully support you as you decide what offer to accept.

08

closing

Through clear instructions, reminders, and oversight, I will be at your side as we navigate the last few weeks of closing and cross the finish line. It will be a whirlwind of paperwork and deadlines, but I will guide you with clarity to closing day.



09

SOLD

You did it!

Selling a home isn't just about getting it listed—design updates, staging, photography, and social media all play a roll in effective marketing and attracting the best buyer.

Reach out to get the conversation started!

I can't wait to work with you.

