

YOUR HOME. YOUR EQUITY. YOUR MOVE.

*A Practical Guide to
Selling with Confidence*



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Selling Your Home Doesn't Have To Be Overwhelming

Selling a home involves many moving parts, but you don't have to figure it out alone. With the right guidance and a clear plan, the process can be organized, predictable, and even rewarding.

My approach is simple: communicate consistently, prepare intentionally, market strategically, and educate every step of the way. You'll always know what to expect and what comes next.

I believe educated clients make confident decisions. My goal is to help you understand every step of the selling process, communicate clearly, and create a strategy that protects your equity while reducing stress.



THE SELLING PROCESS

A proven process keeps everything on track and helps you move forward with confidence.



CHRIS'S PRO TIP

The smoother a sale feels to a homeowner, the more planning happened behind the scenes.

My commitment is to provide clear communication and honest guidance so you can make confident decisions for your next chapter.

Let's create a plan that works for you.

Preparing Your Home for Success

Buyers form opinions quickly—often within seconds of walking in the door. A clean, well-maintained home helps them picture themselves living there and can lead to stronger offers.

You don't need a full renovation. Small, intentional steps make a big impact on how your home is seen and its overall value.

The goal is simple: help buyers connect emotionally with your home.



PREPARATION CHECKLIST



DECLUTTER

Remove excess items and personal photos. A simplified space feels larger, cleaner, and more inviting.



DEEP CLEAN

A spotless home signals care. Clean carpets, windows, baseboards, and often-overlooked areas.



MINOR REPAIRS

Fix leaky faucets, squeaky doors, wall scuffs, and chipped paint. These small repairs show your home is well cared for.



LIGHTING

Bright, natural light is ideal. Open blinds, replace bulbs, and add lamps to make spaces warm and welcoming.



CURB APPEAL

First impressions start outside. Keep the lawn tidy, plant flowers, clean the entry, and refresh the exterior.



FIRST IMPRESSIONS

A welcoming entry, pleasant scent, and a comfortable temperature help buyers feel at home.



CHRIS'S PRO TIP

Focus on the improvements buyers notice first. Small updates often make a bigger impact than expensive renovations.



The goal is not perfection.
The goal is connection.

Pricing Your Home Strategically

THE RIGHT PRICE ATTRACTS THE RIGHT BUYER.

Pricing your home correctly from the start is one of the most important decisions you'll make. It impacts how many buyers see your home, how many show up to view it, and the strength of the offers you receive.

My goal is to position your home in the sweet spot of the market—where demand is strongest and competition works in your favor.



KEY FACTORS WE CONSIDER



MARKET VALUE

What buyers are currently willing to pay for homes like yours in today's market.



COMPARABLE SALES

Recent sales of similar homes in your area help us determine a competitive price.



BUYER PSYCHOLOGY

Buyers compare your home to others online. Pricing well helps your home stand out.



THE FIRST WEEK MATTERS

The majority of showings and online views happen in the first 7–10 days.



RISKS OF OVERPRICING

Overpriced homes attract fewer buyers, sit on the market longer, and often sell for less in the end.

THE PRICING STRATEGY

Pricing in the right range creates the most activity and delivers the strongest results.



Our goal is to price your home to attract attention early while maximizing your final sale price.



CHRIS'S PRO TIP

The best pricing strategy attracts attention early while maximizing your negotiating position.



The goal isn't just to list your home. The goal is to sell it for the best possible price in the shortest amount of time.

Marketing That Creates Demand

STRATEGIC MARKETING PUTS YOUR HOME IN FRONT OF THE RIGHT BUYERS.

Today's buyers start their search online. A strong marketing plan ensures your home stands out, gets noticed, and generates serious interest.

Every element we use has a purpose—to showcase your home in the best possible light and reach the widest pool of qualified buyers.



THE ELEMENTS THAT MATTER



PROFESSIONAL PHOTOGRAPHY

High-quality photos make a powerful first impression online. They highlight your home's best features and attract more clicks, views, and showings.



VIDEO TOURS

Video brings your home to life. It helps buyers experience the flow and feel of the home—something photos alone can't do.



MLS EXPOSURE

Your home is listed on the Multiple Listing Service (MLS), the most trusted source buyers' agents use to find homes for their clients.



DIGITAL MARKETING

Targeted online advertising places your home in front of active buyers based on location, price range, and search behavior.



SOCIAL MEDIA

Your home is promoted across multiple platforms where buyers spend time daily. This increases visibility and drives more traffic to your listing.



OPEN HOUSES (WHEN APPROPRIATE)

Open houses can generate local interest and give buyers an opportunity to experience your home in person.



CHRIS'S PRO TIP

Every home deserves a strategy—not a one-size-fits-all marketing plan.



Professional presentation creates stronger buyer interest, more showings, and better results.

From Showings to Offers

PREPARATION, PRESENTATION, AND SMART NEGOTIATION LEAD TO SUCCESS.

Once your home is on the market, the goal is to show it in the best possible light and create a positive experience for every buyer who walks through the door.

When offers start to come in, we look at the entire picture—not just the price—to determine which offer puts you in the strongest position for a successful closing.



PREPARING FOR SHOWINGS

- ✓ Keep your home clean, clutter-free, and well lit.
- ✓ Make beds, tidy counters, and clear surfaces.
- ✓ Secure valuables, medications, and important documents.
- ✓ Minimize pets or make arrangements during showings.
- ✓ Keep the temperature comfortable.
- ✓ Step out during showings when possible.

WHAT BUYERS NOTICE MOST

-  Overall condition and cleanliness
-  Natural light and how the home feels
-  Kitchen and bathrooms
-  Storage space
-  Curb appeal and outdoor space

COMPARING THE WHOLE OFFER

The highest offer isn't always the strongest offer. We consider all the factors that impact your bottom line and the likelihood of a smooth, on-time closing.

OFFER FACTORS	OFFER A \$425,000	OFFER B \$422,500
 Purchase Price	\$425,000	\$422,500
 Earnest Money	\$500	\$1,000
 Financing	Conventional	Cash
 Closing Date	30 Days	14 Days
 Inspection Contingency	Yes	Waived
 Seller Paid Closing Costs	\$5,000	None
 Appraisal Contingency	Yes	No
 Overall Evaluation	Strong	Strongest



WHY OFFER B MIGHT BE STRONGER

Although the purchase price is slightly lower, fewer contingencies, a faster closing, and reduced seller costs may result in a stronger overall offer.



CHRIS'S PRO TIP

Evaluating an offer means looking beyond price to understand the complete picture.



The right offer is the one that gives you the best combination of price, terms, and confidence in a successful closing.

The Closing Process

A SMOOTH PROCESS. A SUCCESSFUL FINISH.

Once we accept an offer, I'll guide you through every step from contract to close. My goal is to keep you informed, prepared, and confident the entire way.



THE JOURNEY TO CLOSING

- 1  **OFFER ACCEPTED**
We review the terms, sign the contract, and open escrow with the title company.
- 2  **INSPECTIONS & APPRAISAL**
The buyer completes inspections and their lender orders an appraisal to confirm the home's value.
- 3  **BUYER'S LOAN PROCESS**
If applicable, the buyer's lender finalizes underwriting and issues final loan approval.
- 4  **TITLE WORK & DISCLOSURES**
The title company completes their review and provides final numbers. All required disclosures are delivered.
- 5  **FINAL WALK-THROUGH**
The buyer confirms the home is in the agreed-upon condition and all items are in place.
- 6  **CLOSING DAY!**
Documents are signed, funds are recorded, and the home is officially yours.

WHAT I DO FOR YOU

- ✓ Keep you informed at every step
- ✓ Coordinate with all parties and your title company
- ✓ Review all documents and deadlines
- ✓ Answer questions and address concerns quickly
- ✓ Negotiate on your behalf
- ✓ Work to ensure a smooth, on-time closing

THINGS THAT CAN DELAY CLOSING

- ❗ Financing issues or documentation delays
- ❗ Appraisal coming in low
- ❗ Title issues or liens
- ❗ Inspection concerns
- ❗ Changes to the contract late in the process



MY GOAL

To make the closing process as stress-free as possible while protecting your interests and ensuring a successful sale.



TYPICAL TIMELINE

Most closings occur 30–45 days after contract acceptance, depending on financing and other factors.

“

My job isn't done when we accept an offer—it's done when you have a successful closing and the keys are handed over.



CHRIS'S PRO TIP

Communication is key. The more responsive we are together, the smoother the process and the better the outcome.

“

I'll handle the details so you can focus on what's next.

Ready When You Are.

Selling your home is more than a transaction—it's a major life decision.

Whether you're ready to list next month or just starting to explore your options, I'm here to provide honest advice, clear communication, and a strategy built around your goals.

Let's make your next move your best move.

Chris



WHAT YOU CAN EXPECT FROM ME



CLEAR COMMUNICATION

You'll always know what's happening, what to expect, and what comes next.



STRATEGIC PRICING

I'll help you price your home to attract serious buyers and maximize your return.



POWERFUL MARKETING

Professional photography, targeted marketing, and maximum exposure for your home.



SKILLED NEGOTIATION

I'll negotiate on your behalf to protect your interests and get you the best possible outcome.



SMOOTH CLOSING

I'll guide you through every detail for a smooth, successful closing.

Let's Start the Conversation.



NO PRESSURE. JUST OPTIONS.

I'm happy to provide a complimentary home value estimate and answer any questions you may have.



Scan Me →

Visit my website for helpful seller resources, market insights, and more.



CHRIS HOWARD

REALTOR® | eXp Realty

Local Expertise. Proven Results.

Guiding You Every Step of the Way.



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