

A smiling woman with shoulder-length brown hair stands on a paved path. She is wearing a peach-colored quilted jacket over a white t-shirt and dark blue jeans with a brown belt. The background features large trees with vibrant autumn foliage in shades of yellow and orange, and a white picket fence in the distance under a bright sky.

HOW TO SUCCESSFULLY

buy

YOUR DREAM HOME

and

sell

YOUR HOME WITH
THE LEAST HASSLE

KIRBI BURKE



welcome

hi, I'm Kirbi

Welcome, and thank you for choosing me to help guide you through one of the most exciting and important journeys—selling your current home and buying your next one in Greenville! My goal is to make the process as smooth, stress-free, and enjoyable as possible. In this guide, you'll find valuable information to help you at every stage of your move, from understanding the market to closing on your dream home.

I'm here to provide expert advice, answer your questions, and ensure you feel confident in every decision you make.

I take pride in creating meaningful relationships with my clients, and most of them turn into amazing friends. So excited to be on this journey together! Let's get started!

Kirbi Burke

successful **BUYING PROCESS**



I KNOW THAT BUYING YOUR HOME CAN BE STRESSFUL...

With me as your agent, you don't have to worry. I handle the details, from finding the right home to negotiating the best deal, to handling any and all inspections. I take what is complicated to most people and wrap a pretty little bow around the whole process so you NEVER have to stress.

P.S. After this guide, you'll know I'm the perfect agent to work with!



why you need an agent

- Inspections (home, termite, roof, radon, pool, septic)
- Lender Recommendations (to ensure the best rate)
- Send new listings in your area and price point
- Access to potential off-market properties
- What expenses you'll encounter during the buying process
- Knowledge of the new construction process
- What contingencies to have in place to protect you (the buyer)
- How long is the process once you go under contract



FUN FACT:

I'm not the Realtor looking to close the most deals each year; I'm not interested in being "sales-y" just to get a commission. I'm the Realtor who wants YOUR best interest at heart, and I will fight for YOU every step of the way.

I have a saying in my business: "It's never about the commission and it's ALWAYS about the client."

Kirbi Burke

let's chat **BUYER'S REP AGREEMENT**

Let's Chat

WORKING TOGETHER

Buying a home is an exciting journey, and I want you to feel comfortable, confident, and informed every step of the way!

Before we begin touring homes, we'll review a Buyer Disclosure. This simply helps you understand the different ways real estate agents can work with buyers and what those relationships mean for you.

My goal is to make the home-buying process as enjoyable and stress-free as possible. Whether we're exploring neighborhoods, touring homes, or discussing your next steps, I'm here to answer your questions, share my knowledge, and help you make informed decisions.

I believe finding the right home starts with building a great relationship, and I look forward to getting to know you and what matters most to you!

Let's find your perfect place to call home!





home loan application checklist

PERSONAL INFORMATION

- Full name
- Date of birth
- Social security number
- Contact information (phone, email, address)

EMPLOYMENT INFORMATION

- Current employer's name, address, and phone number
- Length of time with current employer
- Position/title
- Income information (salary, bonuses, commissions, etc.)

FINANCIAL INFORMATION

- Bank account information (checking, savings, investments, etc.)
- Other assets (real estate, vehicles, etc.)
- Current debts (credit cards, student loans, car loans, etc.)
- Credit score and history

PROPERTY INFORMATION

- Property address
- Type of property (single-family, condo, townhouse, etc.)
- Purchase price
- Down payment amount

DOCUMENTATION

- Government-issued ID (passport, driver's license, etc.)
- Proof of income (pay stubs, tax returns, etc.)
- Bank statements
- W-2 forms
- Employment verification letter
- Homeowners insurance policy

homebuying checklist

01

BUDGET

- ☐ Calculate your monthly income/debt
- ☐ Check your credit report/FICO score
- ☐ Use a mortgage calculator
- ☐ Establish your down payment

02

MORTGAGE PRE-APPROVAL

- ☐ Choose your mortgage type
- ☐ Research to find the best lender
- ☐ Shop for the best interest rates

03

DETERMINE YOUR WANTS & NEEDS IN A HOME

- ☐ Choose a location
- ☐ Choose a type of home
- ☐ Choose a size
- ☐ Choose a price range

04

WORK WITH A REAL ESTATE PROFESSIONAL

- ☐ Get a referral from friends/family
- ☐ Interview agents and ask them about buyer's representation contracts and agreements
- ☐ Go over your wants and needs

homebuying checklist

05

SEARCH FOR HOMES

- ☐ Browse properties online (Zillow, Redfin, Realtor.com)
- ☐ Your agent will set up new listing notifications for you
- ☐ Go on home tours and attend open houses

06

MAKE AN OFFER AND NEGOTIATE

- ☐ Determine the purchase price and include any contingencies
- ☐ Read the Purchase and Sale agreement thoroughly before signing
- ☐ Place a competitive bid and be prepared to make a counteroffer

07

FINALIZE THE DEAL

- ☐ Your agent will assist you with requesting the home appraisal and home inspection
- ☐ Choose a home insurance company
- ☐ Complete the loan process with the lender

08

CLOSE THE PURCHASE

- ☐ Review the settlement document prior to closing to see how funds will be collected/distributed
- ☐ Obtain a cashier's check for the amount you need to bring to closing, including the down payment and closing costs



contingency period

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that you can choose to include in your contract.

Once this period passes and everything looks good, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

COMMON CONTINGENCIES: Sale-of-home contingency, financing contingency, inspection contingency, appraisal contingency.



details of contingencies

01 Inspection Contingency

Every contract has an inspection contingency. This is where the buyer is able to do their due diligence on the property with a _____ professional inspection. _____

02 Financing Contingency

Most contracts are also contingent on the buyer's financing. That's why getting pre-approved with a lender before we write an offer is _____ so important. _____

03 Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

04 Home Sale Contingency

Some contracts are contingent upon the buyer selling and closing on their current home. This is common for Greenville move-up buyers, and I'll walk you through the extra paperwork and dates.

NOW LET'S

sell

YOUR HOME WITH THE LEAST
HASSLE



Dive into the **SELLING PROCESS**



I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be stressful when you work with me. I take care of every detail—from pricing it right and marketing it to the right buyers, to handling negotiations and paperwork—so you don't have to worry. My goal is to make the process seamless, keeping you informed and supported every step of the way. With my experience and personalized approach, you'll feel confident knowing that your home is in the best hands. Let me take the stress out of selling and get you the results you deserve.

**LISTING
CONSULTATION +
SET PRICE**

**PROFESSIONAL
PHOTOS AND
VIDEO**

**OPEN HOUSE +
OFFER
PRESENTATION**

**CLOSE ON THE
HOUSE (AND
CELEBRATE)**



listing consultation

A listing consultation is the first step in selling your home, and it's an opportunity for us to sit down and discuss your goals, the home's value, and the selling process.

During the consultation, I'll tour your property, provide a detailed market analysis, and give insights on how to price your home competitively. We'll also go over any recommendations to help prepare your home for sale—whether it's staging tips, repairs, or improvements that can boost your home's appeal. It's a collaborative session where I answer your questions, outline my marketing strategy, and ensure you feel confident and informed moving forward.



setting the right price

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Every home is unique, so I carefully consider factors like upgrades, condition, lot size, and special features that may add to or detract from value.



the questions

- What is your budget for purchasing a home?
- Are you pre-approved for a mortgage? If so, what is your pre-approval amount?
- Do you have a preferred mortgage lender, or would you like recommendations?
- What is your desired location or neighborhood?
- What type of home are you looking for (single-family, townhouse, condo, etc.)?
- How many bedrooms and bathrooms do you need?
- Are there any specific features or amenities you are looking for (e.g., pool, garage, large backyard)?
- How important is the school district to you?
- Do you have any preferences regarding the age of the home (new construction, older home, etc.)?
- Are you looking for a home that's move-in ready, or are you open to renovations?
- How long do you plan to live in this home?
- What is your timeline for purchasing a home?
- Do you have any pets that will influence your home search (e.g., needing a large yard or pet-friendly community)?
- Do you need to sell your current home before purchasing a new one?
- Are you interested in specific home styles (modern, traditional, ranch, etc.)?
- Are there any deal-breakers for you (e.g., busy street, small yard, no garage)?
- How close do you want to be to work, schools, public transportation, or other conveniences?
- Are you open to homes in different areas if they fit your criteria and budget?
- What do you love about your current home, and what have you outgrown?
- Are there any additional features, preferences, or concerns we haven't covered?

about your home

Pricing Your Home To Sell

home notes

- What makes the home unique
- Where it's located
- Some incredible features
- What you are going to highlight
- Neighborhood perks

your timeline

- The prep will take how many days?
- When will photos & videos be taken?
- What date will your house be listed on MLS?

Listing price

- Based on comps, what price range were you thinking for your home?



seller checklist

- **Schedule photos/videography 1 week before listing**
- **Put lockbox & sign in the yard and on the front door**
- **Declutter every closet and take personal items off shelves**
- **Freshen up landscaping**
- **Touch up paint in all high-traffic areas**
- **Get carpets cleaned**
- **Have home professionally cleaned**



notes

photography & showings checklist

Having your home photographed is an important step in getting ready to sell. Photos are buyers' first impression of your home, and they need to be able to envision it as their own. This checklist gives you recommendations to get your home photo-ready, as well as prepare it to be shown to future buyers.

things you can do ahead of time

INSIDE

- ☐ Clear off all flat surfaces - less is more.
- ☐ Depersonalize: take down family photos & put away personal items.
- ☐ Replace burnt out light bulbs & dust all light fixtures.
- ☐ Clear off the refrigerator: remove all magnets, photos & papers.
- ☐ Deep clean the entire house.
- ☐ Touch up paint on walls, trim & doors.

OUTSIDE

- ☐ Increase curb appeal: remove all yard clutter & plant colorful flowers.
- ☐ Trim bushes & clean up flower beds.
- ☐ Pressure wash walkways & driveway.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

on the day of photography or showings

KITCHEN

- ☐ Clear off countertops, removing as many items as possible.
- ☐ Put dishes away & place sponges & cleaning items underneath the sink.
- ☐ Hang dish towels neatly & remove rugs, potholders, trivets, etc.

BATHROOM

- ☐ Remove personal items from counters, showers & tub areas.
- ☐ Move cleaning items, plungers & trash cans out of sight.
- ☐ Close toilet lids, remove rugs & hang towels neatly.

IN GENERAL

- ☐ House should be very clean & looking its best.
- ☐ Lawn should be freshly mowed & edged.
- ☐ Move pet dishes, toys & kennels out of sight.
- ☐ Make beds & put away clothing, toys & valuables.
- ☐ Turn on all lights & turn ceiling fans off.

pre-list TO DO LIST

BATHROOMS

KITCHEN

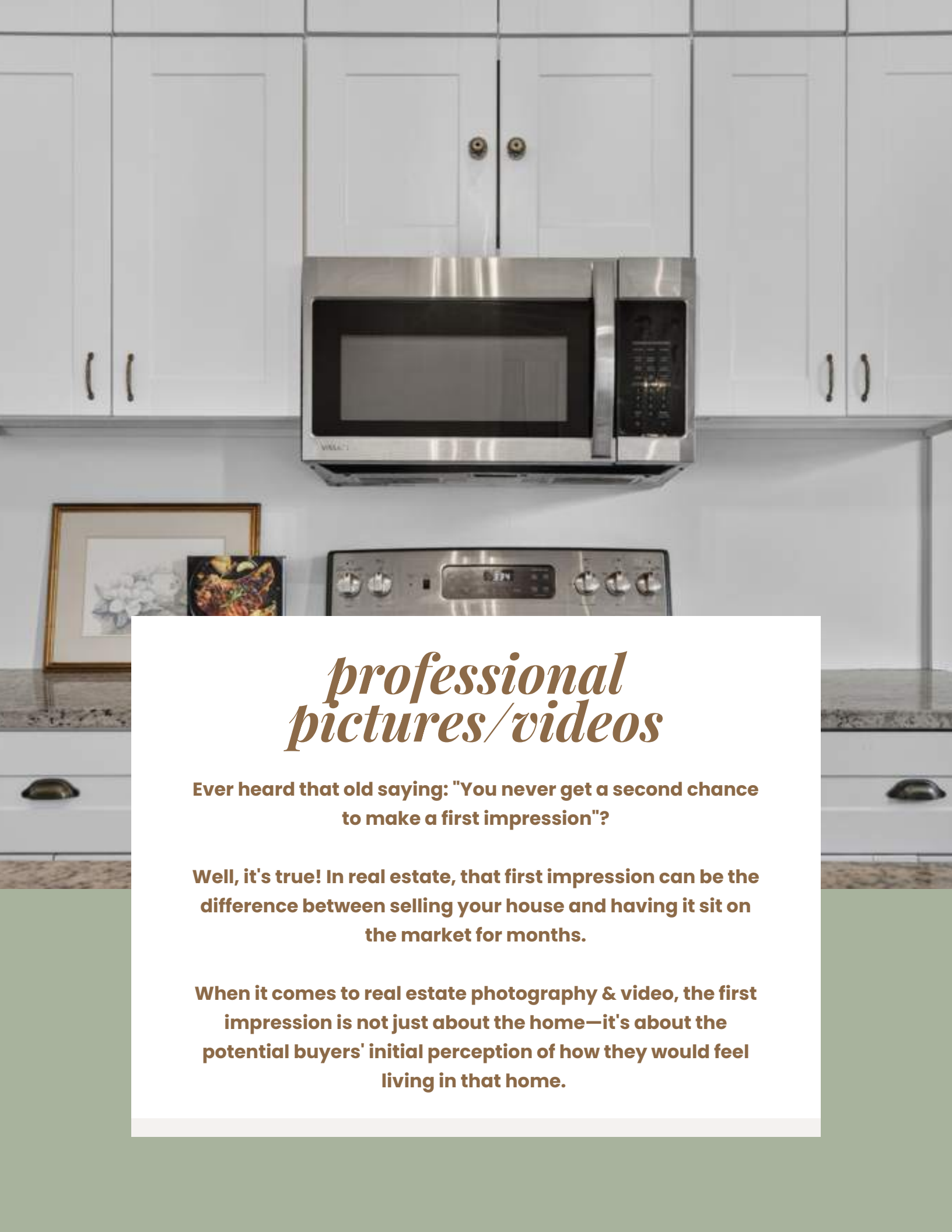
BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS



professional pictures/videos

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

GOING TO MARKET

4-step marketing process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 4-step approach allows buyers across all generations to see the details of your home.

01

email

02

social

03

*open
house*

04

website

THE DETAILS...

01

EMAIL: Many agents skip email marketing, but our database is full of ready-to-buy clients, so I never miss this step. We've seen great success with email marketing and are excited to showcase your listing this way!

02

SOCIAL: Buyers see an email in their inbox, and then a reel pops up about the same house. Then a Facebook ad... and finally, they click the link to your home's website, where they can take a full digital tour.

03

OPEN HOUSE: From there, they're invited to the open house to see your home in real life. Since they've already seen the photos and videos, these buyers are highly invested in your home.

04

WEBSITE: Buyers check us out on every platform, so each of our listings lives on our website in detail, with the ability to reach out directly.

THE *timeline*

COMING SOON

- Sign is placed in yard
- No showings until the home goes "active"
- Generates Interest

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

EMAIL CAMPAIGN

- Detailed emails sent out
- Coming Soon, Open House, Just Listed

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 1-2 reels and designer style photos

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

OPEN HOUSE

- Opening weekend
- Open House on Saturday or Sunday

LET'S SELL *your home*

It's no secret that the housing industry has changed over the years. More and more people are buying houses through social media these days, and it's changing the way real estate works. Platforms like Instagram and Facebook allow buyers to discover homes in real time, often before they even hit the market.

Social-media-savvy Realtors create videos of these properties that are compelling and interesting. With professional photos, videos, and virtual tours easily accessible, potential buyers can get a feel for a home right from their phone. We capture those buyers on our social media to get your listing in front of as many Greenville buyers as possible.



I give your home as much visibility as possible using a variety of tools to ensure your home is seen by
thousands of potential buyers

KIRBI BURKE

open house



Hosting an open house offers several key benefits. First, it maximizes exposure by attracting multiple potential buyers at once, increasing the chances of generating interest and offers. Open houses create a sense of urgency among buyers, as they see others viewing the home, which can lead to quicker decisions and even competitive bidding. It also saves the seller time by reducing the need for multiple individual showings, allowing interested buyers to tour the property in a single event. Additionally, open houses can attract serious buyers who may not have scheduled a private showing but are intrigued by the opportunity to see the home in person. Overall, it's a great way to create buzz and momentum around a listing. We do an open house the first weekend on the market!

offers

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers (via phone, Zoom, or in person) so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers side by side, rather than receiving them one by one over time.





closing day

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything, the deal is closed once the following is done:

The sale becomes official once the deed is recorded with the county Register of Deeds. Once each party has signed, the closing attorney will send it to record. This can take a few hours.

Once the deed records and the funds have been disbursed, you'll get the keys to your NEW HOUSE! (I'll be giving you play-by-play updates on all of this!)



communication

- Weekly check-ins with me even if we aren't actively looking that week
- Weekly check-ins with your lender to make sure everything is running smoothly
- I will be handling all communication with the listing agent the entire time
- I will handle all closing attorney communication throughout the entire transaction

*ready to make
your move in
Greenville?
I can't wait to help!*



KIRBI BURKE

REAL ESTATE AGENT

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