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THE KIRKS
REALTY GROUP

A SELLER'S GUIDE

Listing Guide

Everything that happens between “*I think we're ready to sell*” and the day you hand over the keys — the strategy, the timeline, and exactly what I'll be doing for you at every step.



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WELCOME

Hi, I'm Jennifer.

Selling a home is rarely just a transaction. It's a job change, a growing family, a downsize, a new chapter — and a very large number attached to something you have lived in.

My job is to take the weight of it off you. That means pricing your home on evidence instead of hope, marketing it so the right buyers actually see it, and negotiating like the money is mine. It also means telling you the truth — about the price, about the carpet, about the offer that looks great on page one and falls apart on page three.

I built **The Kirks Realty Group** around a simple standard: you should never have to wonder what's happening with your listing. You'll hear from me on a schedule, not just when there's news, and you'll always know what the next move is and why we're making it.

This guide walks you through the entire process — what we do before we list, how we price, how we market, what the first two weeks look like, how offers get evaluated, and what happens between contract and closing. Read it all or skip to what you need. Then let's talk about your home specifically.

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REACH ME

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WHAT YOU CAN COUNT ON

Straight answers

Including the ones about price and condition that are easier to leave unsaid. You can't make a good decision on a soft answer.

Weekly contact

A scheduled update every week you're on the market — showings, feedback and online traffic — whether or not there's news.

Full marketing, always

Professional photography and video on every listing I take, at every price point. It's not an upgrade; it's the standard.

The agent you hire is *a pricing decision.*

Two identical homes on the same street can sell three weeks and tens of thousands of dollars apart. The difference is almost never the house. It's the preparation, the price, the photographs, and the person handling the offers.

What a listing really is

A listing is a product launch with one shot at a first impression. The first seven to ten days generate the most traffic your home will ever get — the saved searches fire, the new-listing alerts go out, and every buyer already working with an agent sees it at once. Everything we do before we go live exists to make those ten days count.

What happens without it

A home that launches unprepared or overpriced burns through that window with nothing to show for it. Then come the price reductions — and buyers read a reduction as a question: *what's wrong with it?* Homes that reduce more than once almost always close for less than homes priced correctly on day one.

"We'll spend more time on your home before it goes live than most listings get in their entire run."

Prep, pricing, photography and the marketing calendar are all finished before the sign goes in the yard. By the time buyers see your home, the work is already done.

Where I earn my keep

- **Pricing.** Reading the comparables the way an appraiser and a buyer's agent will.
- **Preparation.** Telling you which \$400 fixes return \$4,000 — and which upgrades to skip.
- **Exposure.** Getting your home in front of buyers who are already looking and ready.
- **Negotiation.** Protecting the number after the offer — through inspection, appraisal and closing.

Six phases, start to *closing table*.

Here's the whole arc, so you know what's coming and roughly when. Timelines vary by market and by home — we'll set real dates for yours at our listing consultation.

01 Strategy consultation

We walk your home together. I ask about your timeline, your next move, and what you need to net. You get an honest read on value, the prep list, and a target launch date — with no obligation to list.

02 Prepare & price

Repairs, decluttering, staging and any pre-listing inspections happen here. I bring the vendor list and coordinate schedules. We finalize price once the home is in its final condition — never before.

03 Produce the marketing

Professional photography, video, floor plan and copywriting. Every asset is complete and approved before the listing goes active, so we launch at full strength.

04 Go live

MLS, syndication to the major portals, social and email campaigns, signage, and agent outreach — all in the same 48 hours. Showings begin immediately.

05 Offers & negotiation

I present every offer with the terms translated into plain English and the net proceeds calculated. We negotiate price, dates, contingencies and repairs as one package — because they all trade against each other.

06 Contract to close

Inspection, appraisal, title, lender milestones and the final walkthrough. I chase the deadlines so you don't have to, and you get a status update every week until we're funded and recorded.

Pricing: the one decision you can't *undo*.

You can re-shoot photos. You can re-stage a room. You cannot get back the buyers who scrolled past in week one because the number was wrong.

How I arrive at your number

- **Sold comparables, last 3–6 months.** What buyers actually paid — not what sellers asked.
- **Active competition.** Every home a buyer will tour on the same Saturday they tour yours.
- **Expired and withdrawn listings.** The most useful data in the file: proof of what the market refused.
- **Adjustments.** Condition, lot, layout, updates, and location differences, priced line by line.
- **Absorption rate.** How fast inventory in your price band is clearing now.
- **The appraisal test.** Can an appraiser defend this number? If not, a cash-short buyer or a dead deal is waiting for us.

The cost of “let's just try it high”

Starting above market and reducing later is the most expensive strategy in real estate. The listing goes stale, days-on-market climbs, and buyers begin negotiating against your weakness instead of your home's value — usually after months of extra mortgage payments, utilities and showings.

PRICE POSITION	WHAT TYPICALLY FOLLOWS
At or slightly under market	Heavy first-week traffic, competing interest, and the strongest terms.
Modestly above market	Slower start, longer time on market, usually one reduction.
Well above market	Little showing activity, multiple reductions, a lower final price.

We set the final number the week we go live — after the home is finished and with the freshest comparables in hand. Not months early, and never on a guess.

How your home gets *seen*.

Buyers decide whether to tour your home on a screen, in about four seconds, based on one photograph. Everything below exists to win those four seconds.

Presentation

Every listing. Every price point. No exceptions.

- Professional photography, daylight scheduled
- Walkthrough video & vertical social cut
- Interactive floor plan with dimensions
- Aerial imagery for lot, views and location
- Written copy that sells the life, not the specs

Access

- Showing system with instant notifications to you
- Open house strategy built for your price band
- Private tours for qualified, motivated buyers
- Every showing agent contacted for feedback

Reach

- MLS with complete, correct, searchable data
- Syndication to the major consumer portals
- Targeted social campaigns to local buyers
- Email to my buyer database and agent network
- Broker preview, agent outreach, signage and print

Communication

- Weekly update — showings, feedback, online traffic
- Same-day call on every offer
- Strategy check-in at day 14 and day 30
- Straight answers, including the unwelcome ones

"You will never have to call me to find out what's happening with your home."

Getting your home *market ready.*

Work through what applies. You don't need to do all of it — at our consultation I'll mark the items that will actually move your number and cross off the rest.

Every room

- ☐ Declutter surfaces — counters, dressers, tabletops
- ☐ Remove roughly one-third of furniture and decor
- ☐ Pack away family photos and personal documents
- ☐ Deep clean floors, baseboards, windows, vents
- ☐ Touch up paint; repaint bold colors neutral
- ☐ Replace burned-out bulbs; match color temperature
- ☐ Open every blind and curtain for photos and showings
- ☐ Clear closets to about 70% full to show space

Kitchen & baths

- ☐ Clear counters to two or three attractive items
- ☐ Degrease range, hood, backsplash and cabinet fronts
- ☐ Re-caulk tubs, showers and sinks where it's stained
- ☐ Fix running toilets and dripping faucets
- ☐ Fresh white towels; new shower curtain
- ☐ Empty trash bins before every showing

Outside

- ☐ Mow, edge, mulch, trim shrubs off the windows
- ☐ Pressure-wash siding, walkways and the driveway
- ☐ Paint or clean the front door; polish the hardware
- ☐ Clean gutters; straighten downspouts
- ☐ Store trash cans, hoses, toys and tools out of sight
- ☐ Add fresh planters at the entry
- ☐ Stage the patio or deck as a usable room

Systems & paperwork

- ☐ Service HVAC; replace filters
- ☐ Test every smoke and carbon monoxide detector
- ☐ Fix sticking doors, windows and loose handrails
- ☐ Gather warranties, permits and renovation receipts
- ☐ Locate survey, title policy and HOA documents
- ☐ List recent improvements with dates and costs
- ☐ Plan for pets during showings and photography

One rule above all: spend on cleaning, paint, light and landscaping before you spend on anything structural or stylish. Those four return more per dollar than any renovation you can finish before listing.

Showings, feedback and *offers*.

Living in a listed home

Keep a “showing-ready” routine: beds made, counters clear, lights on, blinds open, pets and their bowls out of the house. Aim to be gone during showings — buyers say what they really think only when the seller isn't home, and I need to hear it.

Say yes to as many showing requests as you can, especially in the first two weeks. A declined showing is often a buyer you never get back.

Reading the feedback

Patterns matter more than opinions. One buyer disliking the paint is noise. Six buyers mentioning the same thing is data — and we act on it.

- **No showings.** A price or exposure problem.
- **Showings, no offers.** A condition, layout or value-perception problem.
- **Low offers only.** The market is telling us where the number is.

An offer is more than a price

The highest number is not always the best deal. On every offer, we weigh:

- Price, and what it nets you after costs
- Financing type and lender quality
- Down payment and proof of funds
- Appraisal contingency — and any gap coverage
- Inspection terms and repair limits
- Earnest money at risk
- Closing date and possession
- Home-sale or other contingencies
- Concessions and who pays what

Your three responses

Accept — the terms work; we go under contract.

Counter — we keep the buyer engaged and move the terms that matter most to you.

Decline — rare, and only when countering would cost us a better position.

Under contract to *closed*.

Accepting an offer is the halfway point, not the finish line. Here's what happens next.

MILESTONE	WHAT HAPPENS
Earnest money deposited	The buyer's deposit goes to escrow or title and the contract clock starts.
Inspection period	The buyer inspects and may request repairs or credits. We negotiate from the report, not the request list.
Appraisal	The lender's appraiser values the home. I supply the comparables and improvement list so the number holds.
Title & survey	Title is searched and cleared. Liens, easements and old judgments surface here — and are resolved here.
Loan underwriting	The lender verifies everything again. I track conditions weekly so nothing dies quietly.
Final walkthrough	The buyer confirms condition and that agreed repairs were completed.
Closing & funding	Documents are signed, funds are wired, the deed records — keys change hands.

Protect the deal until it funds

Keep paying every bill and keep the insurance active. Don't cancel utilities before closing — the appraiser and inspector need them on. And if anything changes with your own financing, tell me the same day; almost every problem in escrow is fixable if we hear about it early.

A word on wire fraud

Criminals target real estate closings. **Never** accept wiring instructions by email, and never act on a change to instructions you've already received. Call the title company at a number you looked up yourself — not one printed in the email — and verify every digit before sending money.

What selling costs.

Before we list, I'll build you a written net sheet — your likely proceeds at several price points, with every cost itemized. No surprises at the closing table. These are the lines that typically appear:

LINE ITEM	WHAT IT COVERS
Mortgage payoff	Remaining principal, accrued interest and any prepayment terms. Ordered directly from your lender.
Professional fees	Compensation for the listing brokerage, agreed in writing up front. Any compensation offered to a buyer's agent is a separate, negotiable decision we make together.
Title & escrow	Owner's policy, settlement and closing fees. Who pays which portion varies by market and is negotiable.
Transfer & recording	State, county or municipal transfer taxes, deed preparation and recording fees.
Prorations	Property taxes, HOA dues and sometimes utilities, split at the closing date.
Seller concessions	Any negotiated credit toward the buyer's closing costs or repairs.
Repairs	Items agreed after inspection, or a credit in lieu of doing the work.
Preparation	Cleaning, staging, landscaping, storage and pre-listing repairs.
Home warranty	Optional coverage sometimes offered to the buyer to strengthen the deal.

Fees are not set by law and are fully negotiable. Amounts vary by price, location and contract. This page is general information, not tax or legal advice — for capital gains, exclusions and 1031 questions, talk with your CPA or attorney, and I'm glad to refer one.

Questions sellers *always ask.*

Should I sell first or buy first?

It depends on your equity, your financing and how competitive our market is right now. We'll map both paths — including bridge options, rent-backs and sale contingencies — before you commit to either.

How long will it take?

Two clocks: days on market until we're under contract, then typically 30–45 days to close with financing, or as little as two weeks with cash. I'll give you current numbers for North Dallas at our consultation.

Do I need to renovate before listing?

Almost never. Large renovations rarely return their cost on a pre-sale timeline. Clean, paint, light and landscaping do. We'll decide room by room.

What if it doesn't sell?

Then we diagnose rather than guess. Showings, online views and feedback tell us whether it's price, presentation or exposure — and we adjust. Every listing gets a formal strategy review at day 14 and day 30.

What has to be disclosed?

Known material defects and anything your state requires. Disclosing honestly and early protects you; a defect discovered later can cost you the deal or follow you after closing. When in doubt, we disclose.

Should I be home for showings?

No. Buyers linger longer and speak freely when the seller isn't there — and how long they linger is one of the better predictors of an offer.

Can I sell with a tenant in place?

Yes, with planning. The lease, notice requirements and access rules shape both the timeline and the buyer pool. Bring me the lease and we'll build around it.

What do you need from me to get started?

A walkthrough, your ideal timeline, your mortgage balance, and any documents you have on improvements, HOA and title. That's enough for me to build your pricing strategy and net sheet.

NEXT STEP

Let's talk about *your home.*

The listing consultation takes about an hour. We walk the home, I show you the comparables and the pricing strategy, and you leave with a prep list and a written net sheet. There's no obligation and no pressure — plenty of those conversations end with “not this year,” and that's a fine outcome.



01

BOOK THE
CONSULTATION

02

GET YOUR PRICE
& NET SHEET

03

PREP, LAUNCH
AND SELL

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*Whenever you're ready — even if that's next year.
Call me and we'll start with an honest number.*

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