



# HOME SELLER GUIDE

STARTING THE NEXT  
CHAPTER OF LIFE

KASEY INGRAM  
REALTOR® & DESIGNATED BROKER

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# Hello!

## I'M KASEY

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Welcome to your Home Seller Guide! As your dedicated real estate professional and a 20+ year Realtor, I'm here to help you navigate the selling process with ease and clarity every step of the way!

Whether you're a first-time seller or a seasoned investor, I'm committed to guiding you through every step of the home-selling process with expertise and personalized service.

Sit back, relax, and let me handle all the heavy lifting.

# Kasey Ingram

## REAL ESTATE BROKER



602-370-5904



KaseyIngram@ESRealtyAZ.com



@GilbertandBeyond

# Client

# TESTIMONIALS

**L. Nielsen**

Florence, AZ



“

Kasey was amazing. We've used her for several real estate transactions, including the most recent one selling our home during a very "interesting" time in the real estate market. There were so many competing forces but Kasey balanced them all, held the line when she felt like she needed to. And in the end, got us everything we'd hoped for and more. Highly recommend her!

**H. Devries**

Queen Creek, AZ



“

5 stars isn't enough. I don't take the time to rate or recommend services unless they are the cream of the crop. We have used Kasey several times for the sale and purchase of multiple homes during the last decade and our experience has been consistently outstanding each time. I truly couldn't craft a better realtor. Kasey exceeds expectations at every turn. Excellent communicator. Proactive. Punctual. Knowledgeable. Helpful. Trustworthy. Friendly and fun. Top notch customer service. And an UNPARALED advocate. HIGHLY RECOMMENDED!

*Client*

# TESTIMONIALS

**C. Daily**  
Gilbert, AZ



“ Kasey was a dream to work with! She is very professional and knowledgeable, a true expert in her field. She actually made our experience of selling our home stress-free. She was timely and followed through with all she said she would do. She 100% was working in our best interest and I would absolutely recommend Kasey Ingram to anyone and everyone!

**A. Johanson**  
Gilbert, AZ



“ Kasey goes so far above and beyond for her clients I almost felt bad for all the extra time she spent checking things for us along the way to make sure there were no surprises, that we were fully satisfied and that our literal dream home purchase went smoothly. We have had several realtors over the years and our experience with Kasey was hands down the very best we have ever had, and even during one of the greatest housing surges in AZ history! I am not one to push my recommendations on anyone but I tell everyone I know to switch to using her because she really is that good!

# Client

# TESTIMONIALS

**J. Sharp**

Queen Creek, AZ



“Kasey was so awesome to work with. Our previous home buying experience had left us with some scars, but Kasey made everything such a breeze. She was so responsive to any question or need we had, and went above and beyond to help things move along in the process. In a down market time of year she helped get our home get under contract the day after listing. I would only recommend Kasey to anyone looking to either sell/buy!

*Find more on reviews on Zillow.com*

**K. McCartney**

Mesa, AZ



“Stop reading this review and call Kasey right now. She is hands down the best. She made the process of selling our home easy and painless. We also bought a beautiful home using Kasey. She is very patient, an excellent communicator and made sure we understood the process of buying and selling. She was always available whenever we needed advice or a question answered. If you need to sell or purchase a house you can't go wrong with Kasey Ingram!

# Home Selling TIMELINE

In this guide, I'll provide you with a detailed outline of each step of the home selling process. I'll cover everything you need to know to successfully sell your home.

01

## Market Preparation

- Meet with your agent
- Consider repairs/upgrades
- Develop a game plan
- Home prep checklist

02

## Home Marketing

- Determine the right price
- Professional photography
- Professional staging
- My marketing plan

03

## Showing Your Home

- Pre-showing checklist
- Review and negotiate offers

04

## Selling It!

- Going under contract
- How to prepare for closing

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## Moving Out

- Moving checklist
- Vendor referral list

# Step #1:

# MARKET PREPARATION

The very first step of the home selling process is all about getting your home ready to market. With the guidance of your agent, follow these steps for a seamless transition:



- ✓ Step #1: Meet with your agent
- ✓ Step #2: Consider repairs and upgrades
- ✓ Step #3: Develop a game plan
- ✓ Step #4: Prep your home

## MEET WITH YOUR AGENT

In our initial meeting together, we'll begin by discussing your selling goals. We will evaluate your property, suggest selling strategies, and address any concerns you may have about the process.

Together, we'll sign a listing agreement and develop a timeline for listing your property and scheduling important milestones.

With clear communication and coordination, we'll be well-prepared to embark on this exciting journey towards successfully selling your home.



# Consider REPAIRS & UPGRADES

Before listing your home for sale, it's a good idea to make some upgrades to give potential buyers the best first impression. Not all buyers have the vision to see what your home 'could be,' so consider making some of these high-ROI improvements that buyers will love:

## 01 **Fresh Paint:**

Applying a fresh coat of paint to walls, ceilings, and trim can instantly make a space feel more inviting and gives the most bang for its buck as far as return on investment. Choose neutral colours that appeal to a wide range of buyers.

## 02 **Curb Appeal Enhancements:**

Landscaping, exterior painting, and updating the front door can significantly increase the attractiveness of your home. A well-maintained exterior sets the stage for a positive viewing experience.

## 03 **Kitchen Updates:**

Replacing outdated appliances, installing new countertops, or refreshing cabinetry with a coat of paint or hardware *can* make a big impact. Buyers are willing to pay a premium for a modern, functional kitchen. This is not always necessary and may vary depending on your home and the market. Do not make any updates without first discussing return on investment.



# Consider REPAIRS & UPGRADES

## 04 Bathroom Renovations:

Updating bathrooms with new fixtures, vanities, flooring, and fresh grout can give them a modern look. Something as small as adding a new shower head or light fixture can make a bigger impact than you'd expect.

## 05 Flooring Upgrades:

Replace worn-out carpeting and flooring for a clean look. Buyers see worn-out flooring and immediately think \$\$\$\$. Sometimes, strategy is needed to maximize cost vs. benefit.



By investing in these upgrades and enhancements, you can make your home more appealing to buyers, increase the likelihood of receiving competitive offers, and potentially command a higher selling price. It's essential to prioritize upgrades that align with the target market and budget constraints while maximizing your return on investment.

# Develop A GAME PLAN

Making upgrades and preparing your home for sale can be a daunting task, but with a strong plan in place, you can work through each room of your house one by one in an organized fashion. As your Realtor, I love to walk your property with you as you prepare to list and give you my expert opinion. Sometimes, things you think may need to be done, are better left untouched. Strategy is key.



## ✓ **Map Out Your Plan**

Make a list of all the rooms you need to go through in your house, if and what repairs need to be made and the order you will tackle them in.

## ✓ **Complete Repairs**

For major jobs, hire contractors as soon as possible to complete the work before your desired time to list your home.

## ✓ **Declutter, Discard and Donate**

Go through each room with a fine tooth comb and throw away or donate anything you no longer use and don't need to take with you when you move.

## ✓ **Deep Clean**

Give your home a good cleaning before you put it on the market. Specialized pre-listing cleaning companies do a great job of this as well.

# Home Prep CHECKLIST

## GENERAL

- |                                                 |                                                     |
|-------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Light fixtures         | <input type="checkbox"/> HVAC                       |
| <input type="checkbox"/> Light bulbs - Daylight | <input type="checkbox"/> Doors and trim             |
| <input type="checkbox"/> Worn/stained carpeting | <input type="checkbox"/> Flooring                   |
| <input type="checkbox"/> Window glass           | <input type="checkbox"/> Carbon monoxide detector   |
| <input type="checkbox"/> Cabinets               | <input type="checkbox"/> Smoke detector             |
| <input type="checkbox"/> Sinks and faucets      | <input type="checkbox"/> Paint / Patch Walls        |
| <input type="checkbox"/> Change Air Filters     | <input type="checkbox"/> Magic Eraser Doors / Walls |

## KITCHEN

- ☐ Clean counters and declutter
- ☐ Clean tile grout
- ☐ Clean appliances (Inside & out)
- ☐ Organize drawers, cabinets and pantries
- ☐ Clean floors
- ☐ Clean sink and disposal

## BATHROOMS

- ☐ Dust and clean all surfaces
- ☐ Declutter countertops and drawers
- ☐ Fold towels
- ☐ Tidy cabinets and remove old toiletries
- ☐ Clean or replace shower curtains
- ☐ Clean moldy areas

# Home Prep CHECKLIST

## BEDROOMS

- ☐ Remove personal items
- ☐ Clean out and organize closets
- ☐ Keep closets closed during showings
- ☐ Repair any damage to walls
- ☐ Make beds before showings

## LIVING & DINING

- ☐ Remove clutter and personal items
- ☐ Dust and clean surfaces
- ☐ Stage with pillows and throws

## EXTERIOR

- |                                                              |                                                                |
|--------------------------------------------------------------|----------------------------------------------------------------|
| <input type="checkbox"/> Sweep walkways, patios and driveway | <input type="checkbox"/> Mow lawn                              |
| <input type="checkbox"/> Pressure wash driveway and walkways | <input type="checkbox"/> Remove weeds                          |
| <input type="checkbox"/> Repaint door and trim               | <input type="checkbox"/> Arrange outdoor furniture             |
| <input type="checkbox"/> Wash windows                        | <input type="checkbox"/> Declutter and Throw Away Junk         |
| <input type="checkbox"/> Trim hedges                         | <input type="checkbox"/> Clean pool and spa                    |
| <input type="checkbox"/> Plant flowers                       | <input type="checkbox"/> Pool and spa are in working condition |

Step #2:

# HOME MARKETING

Now that you've completed all of the necessary repairs and your home is market-ready, it's time to list your property. There are several elements that go into a good listing, and the first is choosing the right price.

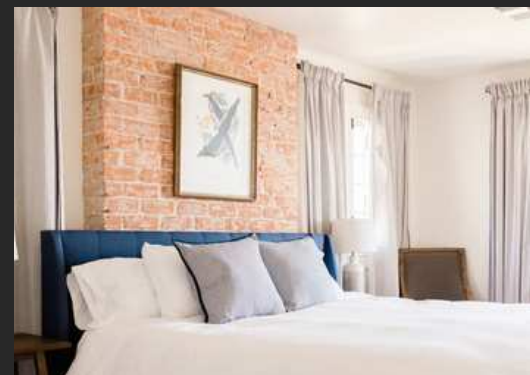
## DETERMINE THE RIGHT PRICE

Choosing the right price to list your home is an extremely important decision that takes time and care. Properties that are priced appropriately from the start typically sell faster and for more than an overpriced home.

Overpricing your home comes with the risk of it sitting on the market longer, and potentially forcing you to accept an unfavourable offer.

As your agent, I will conduct a thorough evaluation of your property, consider market trends, comparable sales in the area, and other factors to determine the optimal listing price for your property.

Once presented with all of this information and my suggested list price, you will have the final say on what price we choose to list your property at.



# Pricing PROS & CONS

## BELOW MARKET VALUE

### Pros

- ✓ The home will receive greater interest from buyers potentially leading to a quick sale
- ✓ You are more likely get a multiple offer scenario which will elicit stronger offers and competition

### Cons

- ✗ Risk of receiving offers at a lower price due to buyer affordability

## AT MARKET VALUE

### Pros

- ✓ No appraisal issues
- ✓ Buyers and agents will recognize a fair price
- ✓ Your home will appear on more relevant buyer searches

### Cons

- ✗ None

## ABOVE MARKET VALUE

### Pros

- ✓ A potential buyer may be willing to buy your home for a greater amount

### Cons

- ✗ May take longer to sell
- ✗ Buyers may want to pay under market value

# Professional PHOTOGRAPHY



With over 97% of buyers using the internet to find their future homes, it's essential to have strong online marketing of your property.

The greatest way to differentiate yourself and make your property stand out is through professional photography and videography.



Photos of your home directly influence a potential buyer's decision to schedule a showing. Thus, it's important that we take high quality, attractive photos to include in your listing that showcases its best qualities and features.

Listings that include at least one video get over 400% more inquiries. Including video allows buyers to get a sense of the size of rooms and the flow of the property.



Because of this, we work with the top real estate photographers/videographers in the area to capture stunning photos and videos of your property. You will never see me snapping i-phone photos as part of my marketing plan.

# Professional STAGING

To compliment the high quality photos that will be taken of your home, it's always a good idea to consider professional staging.

It's all about creating an environment that captivates potential buyers from the moment they walk through the door. This is especially valuable when a home is vacant and feels cold upon entry.

By investing in professional staging, you're not just enhancing the visual appeal of your home; you're creating an emotional connection that makes buyers envision themselves living there.

It's a decision that shows you are serious about selling and committed to presenting your home in the best possible light.

In a competitive market, that can make all the difference in attracting the right buyers and securing a successful sale.

If professional staging isn't in the budget, soft staging is a great middle ground. We can discuss this option more as we prepare for listing.



*My*

# MARKETING PLAN

To have your property seen by as many potential buyers as possible, we use a well rounded and strategic marketing plan that covers a wide range of tactics. Here is what's included in our marketing strategy:



**PROFESSIONAL  
PHOTOGRAPHY**



**VIDEOGRAPHY**



**QR CODE LISTING RIDER**



**FEATURED LISTING  
WEBSITE**



**2D FLOORPLANS &  
MATTERPORT TOURS**

*\*varies by listing*



**OPEN HOUSES**



**YARD SIGN**



**POSTING ACROSS  
SOCIAL MEDIA**



**POSTCARDS SENT TO  
BUYER NETWORK**



**FLYERS DISTRIBUTED  
TO NEIGHBORS**

Step #3:

# SHOWING YOUR HOME

Getting people inside the door of your home is when inquiries turn into offers. The more people that come through the property, the better!

We will work together to determine the parameters for handling showings. We will decide on the days and times that showings are allowed to take place and how to notify you in advance. Here's what to expect as we prepare to show your home:

Homes make the best impression when the owner is not present. We suggest leaving the premises when possible for showings. If this is not possible, we will work together to create the best experience for both the buyer and yourself.

We will install a lockbox on the front door of your home, to make showings easy for potential buyers and their agents. All agents will have to request a showing online through our designated portal so we know exactly when the home is being shown and by whom.

If you have pets in the home, they will need to be tended to during showings. We will work out the best plan to handle them during these times.

As well, after each showing, I will request feedback from the buyers and relay this information to you. Feedback is essential for determining if we are hitting or missing the mark with buyers.



# Pre-Showing CHECKLIST

## ENTRYWAY

- ☐ Hang coats
- ☐ Tidy shoes and boots
- ☐ Vacuum entryway rug
- ☐ Clean front door glass (inside and out)

## KITCHEN

- ☐ Clean sink and faucet
- ☐ Wipe counters and stainless steel appliances
- ☐ Remove clutter from counters
- ☐ Clean stovetop (remove crumbs and drips)
- ☐ Take garbage out

## LIVING & DINING

- ☐ Remove clutter
- ☐ Fluff and position pillows and throws
- ☐ Clean glass surfaces

## BEDROOMS

- ☐ Make the bed
- ☐ Put away laundry
- ☐ Remove clutter from nightstands and desk
- ☐ Lock away valuables
- ☐ Tidy closet

## BATHROOMS

- ☐ Empty garbage can
- ☐ Wipe down sink and toilet
- ☐ Clean shower glass
- ☐ Put away all personal items
- ☐ Fold and display towels nicely

## OUTDOOR

- ☐ Ensure lawn is mowed
- ☐ Shovel Driveway/Walkway
- ☐ Pick up any animal “presents” from the yard

# Reviewing & NEGOTIATING OFFERS

Once showings and open houses have started, we will start obtaining feedback and offers from potential buyers. Once any offer comes in, I will notify you immediately and we will work together to review and negotiate the offers received based on your overarching goals (quick sale, maximizing profit, or perfect timing).



As sellers, you have the option to accept, counter or decline any offers received for the property.

I will provide you with professional thoughts on each offer, yet you as the seller make the final decision based on your priorities. You will be armed with all of the data so as to make the best decision for yourself.



Step #4:

# SELLING IT!

Congratulations! You've accepted an offer and you're on your way to selling your home. Between now and closing day, there are several things that you need to understand as sellers in order for you to uphold your responsibilities during this time. Flip through the next few pages to prepare yourself for being under contract and for closing day.



# Going UNDER CONTRACT

## 01 **Accepting An Offer:**

Once we have completed negotiations and come to an agreement with a buyer, we will sign all of the necessary paperwork to accept the offer.

## 02 **Deposit:**

Once the purchase agreement is signed by all parties, the buyers will make their deposit directly with the Title Company. If either party does not fulfill their obligations as specified in the agreement, the funds will be released to the appropriate party.



# Going UNDER CONTRACT

## 03 Conditions:

Once we are under contract (all parties have signed and agreed to the offer terms), we will need to clear any conditions that were outlined in the contract. A condition is when the buyer or seller is responsible for an action in order for the transaction to move forward to closing. These may include financing, a home inspection, homeowners insurance, probate, etc. Once all parties have cleared their conditions, we are ready to close. Congratulations, your home is sold!

## 04 Closing Day:

Before closing day, the buyer(s) will do their final walkthrough(s) of the property to take any measurements they made need and ensure that any agreed-upon repairs are completed, as well as that the property is in the same condition as when they wrote the initial offer. On closing day, the buyers agent will obtain the key from the lockbox after closing and all other keys will be left inside a drawer in the kitchen. Closing funds will be distributed to you.



# How to prepare for CLOSING DAY



- ✓ **Paperwork:** Ensure you've provided any additional paperwork that your agent has requested prior to closing.
- ✓ **Closing Documents:** Gather all closing documents based on the instructions provided by your agent or escrow officer at title.
- ✓ **Address Change:** Now that you are officially leaving your home in the hands of the new owners, you'll need to officially change your address and notify the necessary parties of such (see details on moving checklist on the next page).
- ✓ **Cancel Home Insurance and Utilities:** Ensure that you have contacted your insurance and utility providers and have cancelled all services for this address as of the closing date.
- ✓ **Gather Keys and Remotes:** Make sure to leave all copies of your keys, garage door openers, HOA pool keys, and gate remotes for the property in a kitchen drawer for the new owners. Leaving a note with the mailbox location and number is very helpful also.
- ✓ **Collect Manuals:** Leave any manuals, warranties and receipts that you have for appliances on the kitchen counter for the new owners.
- ✓ **Last Clean:** Once you have moved all of your items out before closing, make sure to have the home cleaned thoroughly. While it doesn't need to be professionally cleaned- sometimes this is the easiest and least stressful way to have the home cleaned.

# Step #5:

# MOVING OUT

## 4-6 Weeks Before Moving

- ☐ Declutter, donate and discard unneeded items
- ☐ Compile list of moving companies with quotes
- ☐ Secure off-site storage for belongings if needed
- ☐ Locate healthcare providers and schools in your new area
- ☐ Choose a moving company from your list
- ☐ Contact homeowner's insurance agent about coverage for moving
- ☐ Contact insurance companies to arrange for your new home coverage

## 3-4 Weeks Before Moving

Notify the following parties about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Family + Friends
- ☐ Insurance Companies
- ☐ Schools + Doctors

Notify utility companies of the date to discontinue or transfer services:

- ☐ Electric
- ☐ Gas
- ☐ Water
- ☐ Internet
- ☐ Garbage
- ☐ Cable

## 2-3 Weeks Before Moving

- ☐ Update Drivers License with new address
- ☐ Discontinue additional home services (gardener, security company, etc.)
- ☐ Arrange for child and pet care on moving day
- ☐ Close/open bank accounts
- ☐ Reserve elevators in your building for moving day (condo)

## 1 Week Before Moving

- ☐ Confirm final moving arrangements
- ☐ Arrange transportation for your pets and large items
- ☐ Review your moving-day plan with moving company
- ☐ Take a last picture in or of your home
- ☐ Pack an essentials box and overnight bag for quick access at your new home
- ☐ Label moving boxes with the contents inside for easy organization

*Vendor*

# REFERRAL LIST

## INSPECTION COMPANIES

**COMPANY #1**KING HOME  
INSPECTIONS

602.616.8502

[kinghomeinspectionsaz.com](http://kinghomeinspectionsaz.com)**COMPANY #2**STRATTON  
INSPECTIONS

480.215.7264

[strattoninspections.com](http://strattoninspections.com)**COMPANY #3**TATTOOED  
INSPECTOR

602.819.1351

[safehousehi.com](http://safehousehi.com)

## STAGING COMPANIES

**COMPANY #1**SPICE UP  
YOUR HOME

480.848.5997

[spiceupyourhome.com](http://spiceupyourhome.com)**COMPANY #2**BLANK SLATE  
STAGING

530.410.9800

[blankslateaz.com](http://blankslateaz.com)**COMPANY #3**

LAVISH INTERIORS

480.754.9265

[lavishinteriors.net](http://lavishinteriors.net)

## MOVING COMPANIES

**COMPANY #1**

Get Your Move On

480.695.6621

[GetYourMoveOnLLC.com](http://GetYourMoveOnLLC.com)**COMPANY #2**

Muscular Moving Men

602.923.6400

[MuscularMovingMen.com](http://MuscularMovingMen.com)**COMPANY #3**

True Move Movers

480.468.3537

[GoTrueMove.com](http://GoTrueMove.com)



# Thank you!

Thank you for taking the time to read through my home seller guide. I hope you found the information helpful as you start the next chapter of your real estate journey.

Remember, this guide is always available for reference at any stage of the process- but also is not a replacement for my guidance and does not negate the need to ask questions! I wish you the best of luck with selling your home!

Should you need any assistance or have questions along the way, please don't hesitate to reach out. I'm here to help with all your real estate needs.

Best regards,



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*Kasey Ingram*

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