

A modern living room with a white sofa, a wooden coffee table, and a large arched window. The room is bright and airy, with a neutral color palette. The sofa is adorned with patterned and solid-colored pillows, and a fringed blanket is draped over the side. The coffee table holds a vase of dried flowers and a stack of books. The large arched window provides a view of greenery outside. The overall aesthetic is clean and contemporary.

YOUR ULTIMATE GUIDE TO

# SELLING YOUR HOME



# Table of Contents

## 01 Choose Your Agent

- ✓ Meet for listing appointment
- ✓ Review credentials

## 02 Prepare Your Home for the Market

- ✓ Consider repairs
- ✓ Home prep checklist

## 03 Strategically Market Your Home

- ✓ Determine the price
- ✓ Professional photo & video
- ✓ Staging to sell
- ✓ Execute marketing plan

## 04 Show your Home

- ✓ Showing coordination
- ✓ Showing prep checklist

## 05 The Closing Process

- ✓ Go under contract
- ✓ Pre-closing checklist

# 01

## Choose Your Agent



Selling your home is one of life's big decisions, and having the right real estate agent by your side makes all the difference.

As your agent, I'm committed to understanding your unique goals, leveraging my deep knowledge of the market, and ensuring the entire process feels seamless and stress-free.

What sets me apart is my dedication to going above and beyond for my clients—taking the time to listen, advocating for your best interests, and genuinely caring about your journey.

It would be an honor to earn your trust, work diligently on your behalf, and celebrate this important milestone with you and your family.

*- Kayla Haley*



# Kayla Haley

REAL ESTATE AGENT

602.702.7199

KaylaCollectiveLLC@gmail.com

KaylaHaley.com

@Kayla\_Haley

## ABOUT ME

After moving to Colorado, I fell in love with its vibrant communities and landscapes. That passion inspired me to build a real estate career centered on connection, purpose, and helping others.

With a background in hospitality, sales, and marketing—and as an active home flipper alongside my partner, a skilled General Contractor—I bring a unique perspective to the table. I understand the selling process from every angle, from preparing a home to shine in its best light to strategically marketing it for maximum impact.

My goal is to make selling your home a rewarding and empowering journey.

Beyond real estate, I find joy in hiking, discovering new restaurants, staying active through fitness classes, baking, and diving into my latest book club read. Time spent with friends, family & my pup keeps me grounded and inspired.

## What you can expect working with me

### *I'm Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### *I'm Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

### *I'm Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *I'm Personal*

I believe real estate is about fostering lasting relationships and creating spaces where people thrive.

# 02

## Prepare for the Market

### Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal. We can work together to decide what's best.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

**We can utilize my checklist**, and walk through your home, room by room, as if we're a buyer. Keep their perspective in mind as you make decisions on repairs.



# 03

## Strategic Marketing

### Pricing Your Home

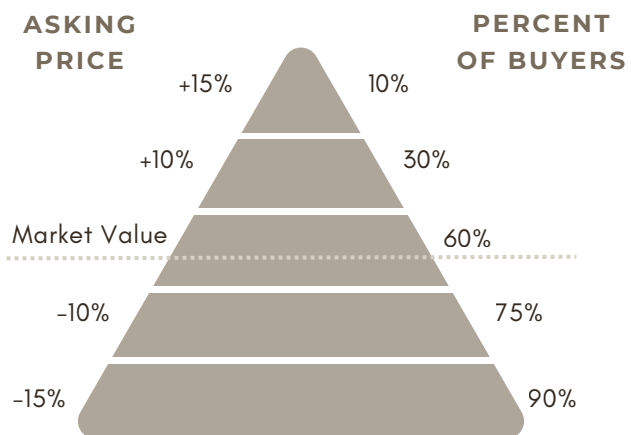
*Here's something that may surprise you...*

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.





### AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



### OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





# Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only **sell 3 to 30 times faster** than non-staged ones,

but they also fetch higher prices – often **20% more** than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

## 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

## 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# What's included in my Marketing Plan

- **Going live on the MLS**
- **Open houses & broker previews**
- **Social media marketing campaigns**
- **Direct email marketing**
- **Digital and Print Flyers**
- **Professional photography (Day & twilight photos) Examples below**
- **Yard signs**
- **Notify surrounding neighbors**
- **Displayed on Invalesco website**
- **Displayed on my personal website**
- **Property Specific Website if applicable**

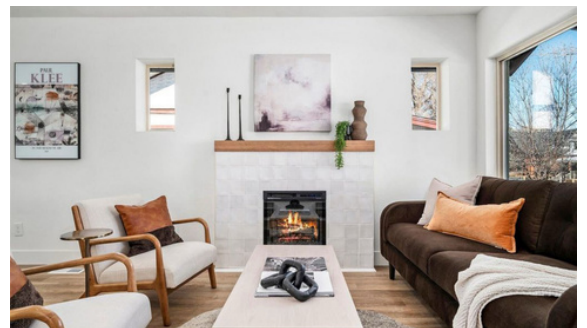
## Going Live on the MLS

I'll gather information about your home to understand its unique selling points. A detailed, professional listing description will be written that highlights your home's best features and helps potential buyers envision themselves settling in.

Once your home is live on the MLS, it'll be syndicated to thousands of websites (like Zillow & Realtor.com) and will be featured on our Invalesco website. Immediately, many buyers searching online will see your home.

## Leveraging our Network & Social Media

Invalesco Real Estate Agency is very active on social media and has a robust following of local real estate agents. We post organically on our own channels, in multiple private real estate-related Facebook groups, and supplement with sponsored ads as necessary.



# 04

## Showing Your Home



It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I'll provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing, I'll share any feedback I received from the potential buyers.

Before each showing, **you can follow my checklist** to create the best atmosphere possible for potential buyers.

# 05

## The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.





# Next Steps

Getting started is simple. Once we have an agreed upon price and documents signed, I can get your listing on the market in as little as 48 hours.

Getting your home sold is a huge deal, and I look forward to guiding you along the way.

- *Kayla Haley*

602.702.7199 | [KaylaHaley.com](http://KaylaHaley.com) | [KaylaCollectiveLLC@gmail.com](mailto:KaylaCollectiveLLC@gmail.com)