

THE HOME SELLING PROCESS

Guiding You Through Every Step of the Way



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Introduction

Selling a home should feel empowering, not overwhelming, but for most people it's a whole lot of the latter. That's exactly why I put this guide together. Inside, you'll find a clear, honest walkthrough of the entire selling process so you can go in with your eyes open, your expectations set, and your bottom line protected.



Listing with the Right Strategy

Selling your home is a big deal, and how you go about it matters. The right strategy, the right pricing, and the right marketing can mean the difference between sitting on the market and fielding offers. Working through this guide together, here's what you can expect:

- **More Buyer Interest:** A targeted approach that gets your home in front of the right people, not just anyone scrolling Zillow at midnight.
- **Smarter Pricing:** A data-driven pricing strategy rooted in real market conditions, not wishful thinking.
- **A Process That Actually Makes Sense:** Clear guidance at every step so you're never left wondering what happens next.
- **The Outcome You're After:** The best possible price and terms, with a lot less stress getting there.

Ready to do this right? Let's get started.

What Sets Me Apart From The Rest...

Not all agents are built the same, and I'll be the first to tell you that. My foundation is in corporate finance and tech, which shapes how I approach pricing, marketing, and negotiation on every single listing. I don't do inflated projections or one-size-fits-all tactics. I do honest assessments, smart strategy, and relentless advocacy for my clients, because your home sale is a major financial transaction and it deserves to be treated like one.

- **Data Over Gut Feelings:** Pricing strategy, offer evaluation, market timing, I back every recommendation with real data and market analysis. In a market where emotions run high, having an agent who leads with logic and strategy is a genuine advantage.
- **Marketing That Actually Works:** Your home won't just be listed, it will be launched. From professional photography and targeted digital campaigns to social media and direct outreach, I build a customized marketing plan designed to create demand and drive serious buyers to your door.
- **Straight Talk, No Spin:** I'm not going to tell you what you want to hear just to win your business. You'll get honest, data-backed guidance at every step, because informed sellers make better decisions and better decisions lead to better outcomes.
- **Relentless Attention to Detail:** Contracts, timelines, contingencies, disclosures, the details in a real estate transaction are where deals get made or fall apart. I stay on top of every moving piece so nothing slips through the cracks and nothing catches you off guard.
- **A Process Built Around You:** No two sellers have the same goals, timeline, or situation. I take the time to understand what matters most to you and build a strategy around that, not a one-size-fits-all checklist.





Competitive Pricing

Competitive pricing is crucial for listing homes in the Seattle Market:

1. **Attracting Buyer Interest:** A competitive price grabs buyers' attention, increasing your home's appeal.
2. **Maximizing Exposure:** It boosts visibility, attracting more showings and offers.
3. **Generating Multiple Offers:** Competitive pricing can lead to bidding wars, driving up the final sale price.
4. **Avoiding Stagnation:** It prevents your home from lingering on the market and becoming stale.
5. **Adapting to Market Dynamics:** Competitive pricing aligns with current market conditions, ensuring your home remains a compelling option.

Pricing Your Home Right

If the Asking Price Is	The Property Appeals to
15% Over Market Value	10% of Buyers
10% Over Market Value	30% of Buyers
Market Value	60% of Buyers
10% below Market Value	75% of Buyers
15% below Market Value	90% of Buyers

More Buyer Interest

Getting your home in front of the right buyers takes more than just throwing it on the MLS and hoping for the best. A strategic, multi-channel marketing approach is what separates a listing that generates buzz from one that quietly collects days on market. That means professional photography that makes buyers stop scrolling, compelling listing copy that tells your home's story, and a targeted digital marketing strategy that puts your property in front of people who are actively looking, not just casually browsing. From social media campaigns to email marketing to broker outreach, every piece of the marketing plan is designed with one goal in mind: getting qualified buyers through your door.

Smarter Pricing

Pricing your home is part science, part strategy, and getting it wrong in either direction costs you. Price too high and you'll watch buyers scroll right past you while your days on market climb, which sends a signal to the market that something is wrong even when nothing is. Price too low and you leave real money on the table. The sweet spot comes from a thorough Comparative Market Analysis that looks at what similar homes have actually sold for, what's currently competing with you, and where the market is trending. The goal isn't just a number that sounds good. It's a number that's defensible, competitive, and designed to attract serious offers.



A Process That Actually Makes Sense

Most sellers don't sell homes for a living, which means the process can feel like learning a foreign language while someone is running a stopwatch. From the moment we agree on a listing strategy to the day you hand over the keys, there are a lot of moving parts: disclosures, inspections, offers, negotiations, contingencies, and closing timelines, just to name a few. This guide exists to demystify all of it. You'll know what's coming before it gets here, understand why each step matters, and have a clear point of contact when questions come up, because they always do. No surprises, no confusion, just a process that keeps moving forward.

Your Best Possible Outcome

At the end of the day, selling your home is a financial transaction, and it should be treated like one. That means negotiating not just on price but on terms, contingencies, closing timelines, and anything else that affects your bottom line. It means knowing when to hold firm and when flexibility actually works in your favor. And it means having someone in your corner who understands the numbers, reads the market, and isn't afraid to advocate hard for your interests. The goal isn't just to get your home sold. It's to get it sold at the best possible price, with the strongest possible terms, and without leaving anything on the table that was yours to keep.



Enhancing Your Home's Appeal

From staging tips and curb appeal enhancements to minor repairs and professional photography, I'll provide expert guidance every step of the way. Let's work together to showcase the full potential of your home and attract the right buyers.

Home Staging Tips & Tricks: As your real estate agent, I can provide valuable guidance on staging your home to attract buyers. I'll help you declutter, depersonalize, and rearrange furniture to showcase your home's best features and create a welcoming atmosphere.

Curb Appeal - First Impressions Matter: I understand the importance of curb appeal in making a lasting impression on potential buyers. I'll advise you on maintaining a well-manicured lawn, trimming bushes, and adding fresh flowers to enhance your home's exterior. Repainting the front door and updating outdoor lighting can also improve its appeal.

Minor Repairs and Upgrades with Major Impact: I'll help you identify minor repairs and strategic upgrades that can increase your home's appeal and perceived value. From fixing leaky faucets to updating outdated fixtures, I'll ensure your home is in top condition to attract buyers.

Professional Photography and Virtual Tours: As your real estate agent, I'll arrange for professional photography and virtual tours to showcase your home online. High-quality visuals are essential for capturing buyers' attention and generating interest in your property. Virtual tours provide immersive experiences that allow buyers to explore every corner of your home, even from a distance.



Our 8 Steps to Getting Your Home Sold

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK

Navigating the Listing Process

From providing you with a comprehensive listing guide to setting realistic expectations, ensuring clear communication, and expertly handling offers and negotiations, my priority is to make this process as smooth and successful as possible for you.

- **Step-by-Step Listing Guide:** Our step-by-step listing guide provides a clear roadmap for navigating the listing process seamlessly. From assessing your property's market value to adjusting pricing strategies and implementing effective marketing tactics, we'll guide you through each stage of the relisting journey.
- **Setting Realistic Expectations:** Setting realistic expectations is crucial for a successful listing. We'll provide honest and transparent guidance on market conditions, pricing considerations, and the timeline for selling your property. By aligning expectations from the outset, we can work together towards achieving your selling goals.
- **Communication and Updates:** Effective communication is essential throughout the listing process. We'll keep you informed every step of the way, providing regular updates on market activity, buyer feedback, and any developments related to your listing. Our proactive approach ensures that you're always in the loop and can make informed decisions with confidence.
- **Handling Offers and Negotiations:** When offers start rolling in, we'll expertly navigate the negotiation process on your behalf. From evaluating offers to counteroffers and closing the deal, we'll leverage our negotiation skills and market expertise to secure the best possible outcome for you. With us by your side, you can trust that your interests are always our top priority.



Maximizing Your Home's Exposure

From prominent real estate websites to targeted social media campaigns, we'll showcase your property to a wide audience of potential buyers. Get ready to elevate your listing's visibility and attract the right buyers with our innovative online marketing strategies.

Our Online Marketing Blitz

- 1 Realtor.com
- 2 Zillow
- 3 Targeted Email Campaigns
- 4 Homes.com
- 5 Multiple Listings Service
- 6 Social Media
- 7 And More!



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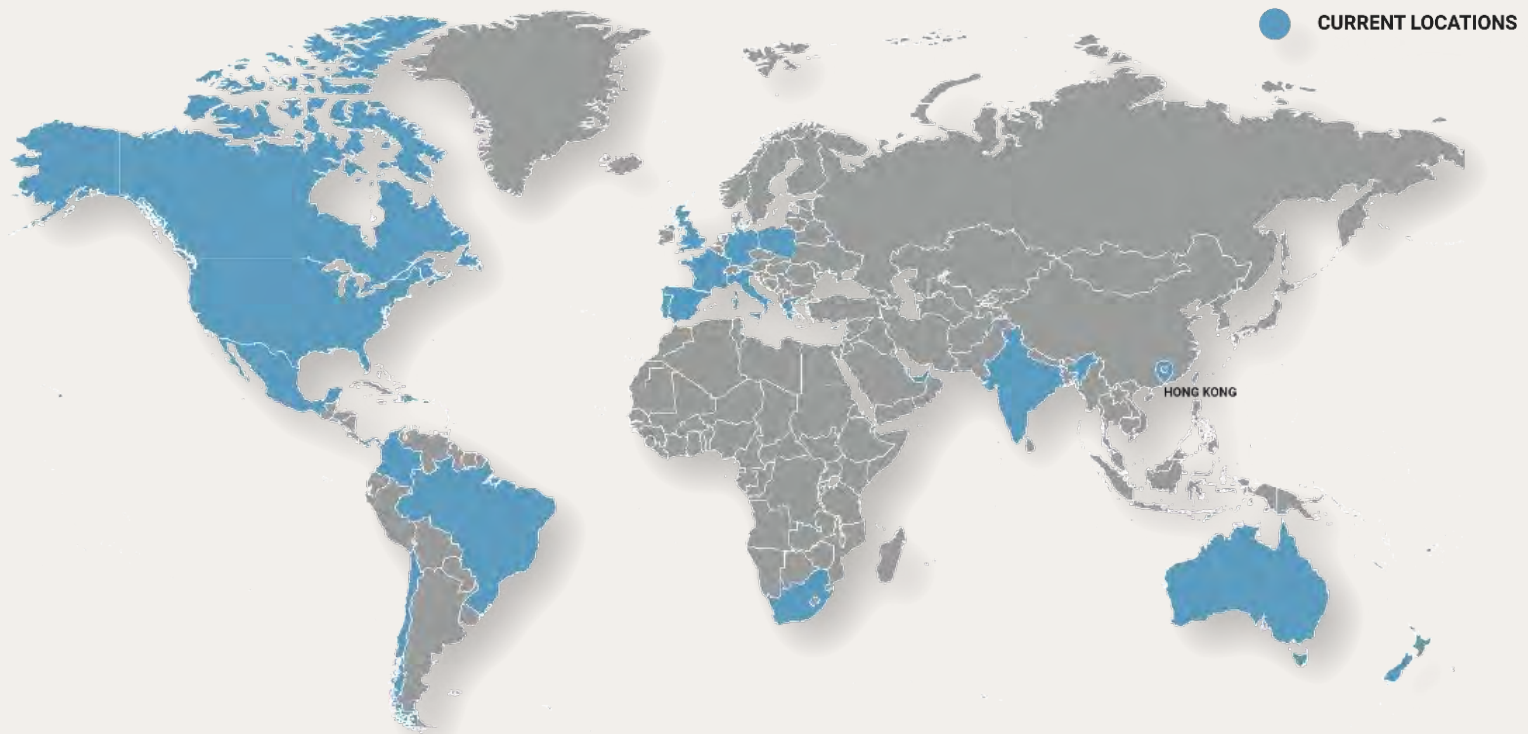
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The Selling Process

At A Glance



Pre-Listing Checklist

Clean and Declutter

- Deep clean the entire house, including floors, windows, and surfaces.
- Declutter each room by removing unnecessary items and personal belongings.
- Organize closets and storage spaces to create a sense of spaciousness.

Make Repairs and Updates

- Fix any noticeable issues such as leaky faucets, loose doorknobs, or chipped paint.
- Address minor repairs and touch-ups to enhance the overall appearance of the home.
- Consider making strategic updates, such as replacing outdated fixtures or refreshing paint colors.

Enhance Curb Appeal

- Mow the lawn, trim bushes, and weed flower beds to maintain a neat appearance.
- Add colorful plants or flowers to boost curb appeal and create an inviting entrance.
- Repair or replace any damaged exterior elements, such as siding, shutters, or mailbox.

Stage Your Home

- Arrange furniture to maximize space and highlight key features of each room.
- Add decorative accents and accessories to create a welcoming atmosphere.
- Incorporate neutral tones and decor to appeal to a wide range of buyers.

Improve Lighting and Ambiance

- Ensure all light fixtures are working and replace any burnt-out bulbs.
- Open curtains and blinds to let in natural light and create a bright, airy feel.
- Consider adding lamps or additional lighting in darker areas to enhance ambiance.

Conduct a Final Walkthrough

- Walk through each room to ensure everything is clean, organized, and in good condition.
- Make any last-minute adjustments or touch-ups as needed.
- Take photos of your home to showcase its best features and prepare for marketing materials.

Consult with Your Real Estate Agent

- Schedule a consultation with your real estate agent to discuss pricing, marketing strategies, and next steps.
- Review the checklist together to ensure all necessary preparations are completed before relisting your home.

By following this checklist, you can effectively prepare your home to list and increase its appeal to potential buyers.

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