




SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



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making

EPIQUE
REALTY



She was “Super Friendly and Down to Earth!” The other six realtors were all giving me the same boring numbers that I don’t understand. They were not really addressing my questions. I highly recommend you choose Kimber to sell your home if you want excellent service and a realtor who answers their phone.

Kimber has the best attitude and customer service that is missing nowadays. We were blessed that God put her in our path!

Marcial & Sandra Sanchez



history & the
making

ONE

ABOUT ME

TWO

THE STEPS

THREE

THE MARKETING

FOUR

THE MARKETING

FIVE

THE STAGING

SIX

THE PRICING

SEVEN

THE OFFER

EIGHT

THE COMMISSION

NINE

THE CHECKLIST

TEN

THE TESTIMONIALS

EPIQUE

ABOUT ME

REALTOR®

KIMBER MAYO-MCCONNELL



I have always had a passion for helping others and it is something I enjoy doing. I found my passion when I decided to become a realtor. I find joy in helping families find their dream home or assisting with selling their home. I take pride in my work and always go above and beyond for my clients. I would love the opportunity to show you why everyone turns to me when they need to sell. I will be there every step of the way! I treasure your time...

Speaking Kimber



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EPICURE

MY STATS

Most of our listings
sell for 10-15% over
asking price.

Our company
advertising reaches
3.5X more buyers than
a standard real estate
agency.

Our company offers a
full marketing team to
promote your home
including ads on social
media and 200+ sites.

EPIQUEREALTY.COM

THE STEPS

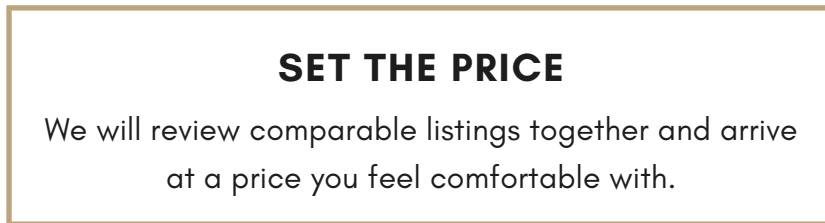
When it comes to selling your home we've got you -- every single step of the way. Here's a general breakdown of the process and what you can expect.



1

GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.



SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.



2

STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!



3

TAKE PHOTOS

Our photographer will make your home look its best!



4

CREATE MATERIALS

We'll have our in-house graphic design team create everything we need to market your home!



6



SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.

REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



8

CLOSING DAY

Schedule the closing, hand over the keys, collect the check!



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We count ourselves as lucky that Kimber landed in our lives...we would have been lost without her guidance and savvy know-how...and we definitely wouldn't have sold our house for way over asking! We were SO excited to Speak Kimber!

-MARY & TOM GREEN

EPICQUE

THE MARKETING

The Epique Marketing Strategy includes advertising that no other brokerage can match. From Social Media ads, traditional print, web marketing, and email blasts, your home will be seen buy more buyers and their agents.

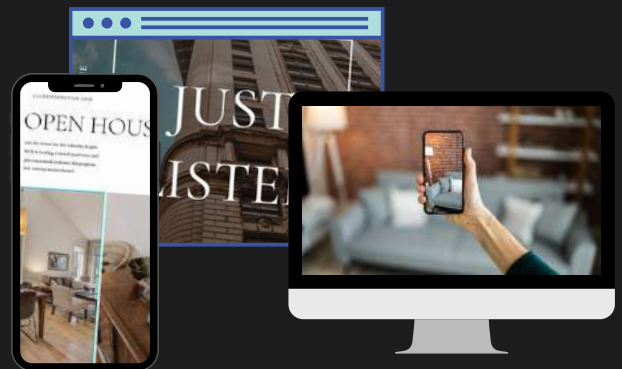


PHOTOS & PRINT

Free Professional Photoshoot, neighborhood flyers, and property brochures get your home noticed!

ADS - 3.5X

Your home will be distributed among over 200+ website, and paid ads ran on social media. On average you will be seen by 3.5X as many buyers and sellers than a traditional listing.



OPEN HOUSE



EVENTS

From neighborhood Open Houses, to Broker Open Events, we will do whatever we have to do to get the word out about your home.

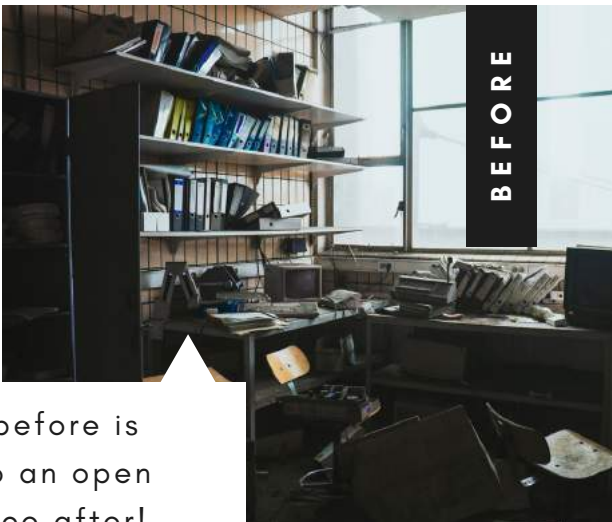


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THE STAGING

Buyers want to imagine themselves in your home, which means the most neutral we can make your space look the better. Staged homes sell for 1-5% more; on a million dollar house - that's \$10,000-50,000 more money!

EPICURE



Dark and bare before is transformed into an open and inviting space after!



Dated decor is turned into a modern oasis with a clean coat of paint and stylish accents.



A lighter coat of paint and modern furniture make this bedroom look sleep ready!

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time.

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



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THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or refuse.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home. This will be held in Escrow, usually at a Title Company.

Options, Inspections, etc.

Buyers traditionally negotiate an Option Period (or due diligence) where they can use this time to get the home inspected. If they have third party financing (loan) the lender will require an appraisal as well to see if the home is worth the asking price. During this time, the potential buyer often has rights to back out of the deal if it does not appraise for the value or the home reveals deficiencies that can't be overcome.

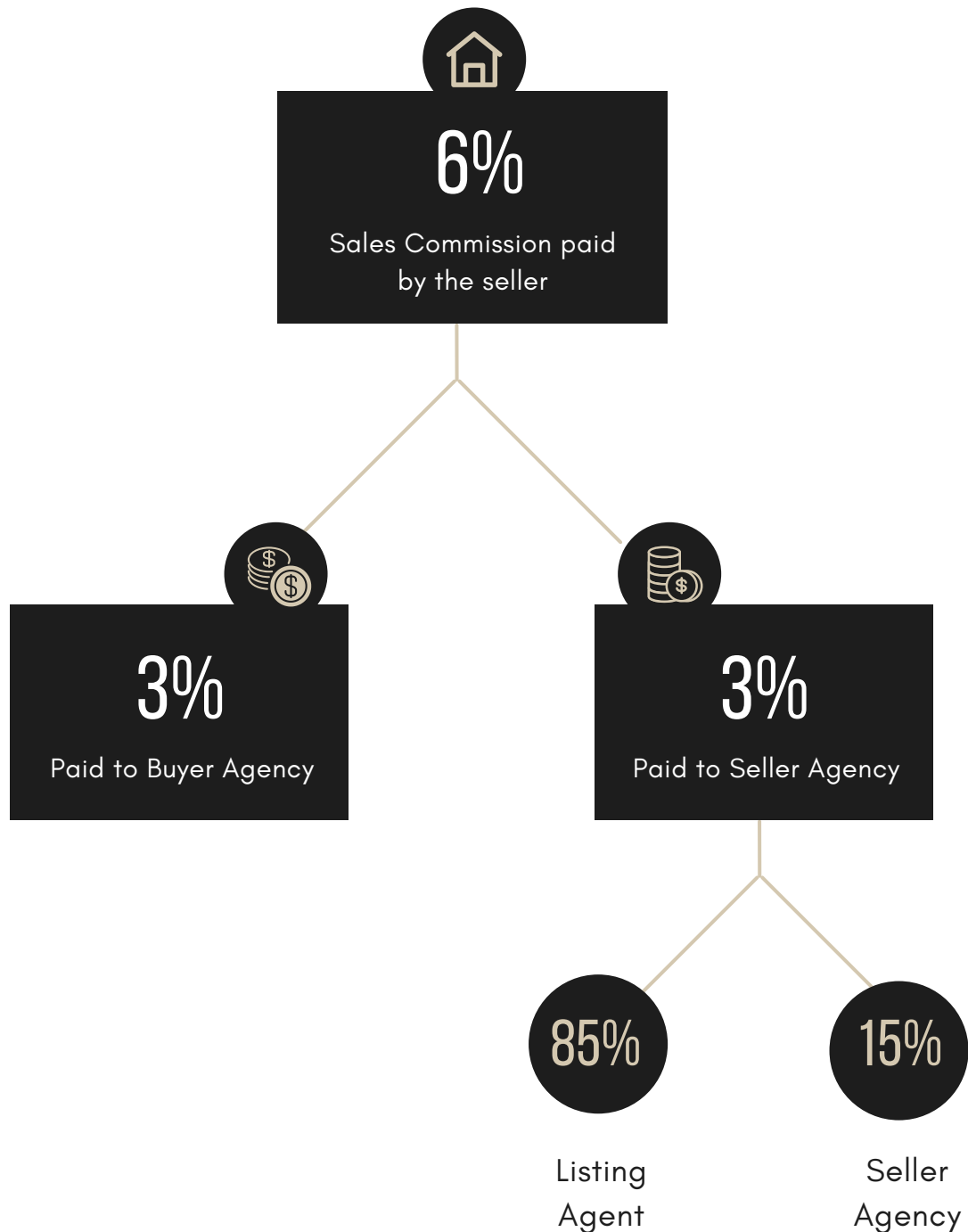
Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.



COMMISSION EXPLAINED

All commissions are negotiable. The most common scenario is laid out below which includes a split of the listing commission between the listing agent and the buyer's agent, as well as a split between them and their respective brokerage/company.





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EPICURE

where our portion of the commission goes...

BUDGET

MARKETING

From Professional Photography, Property Brochures, Postcards, Flyers, and more, your home will be shown in the absolute best light and to as many potential buyers as possible.

ADVERTISING

Unlike most listings, your home will be advertised with paid ads on hundreds of websites, including social media, to reach the most amount of buyers. Epicure listings average 3.5X more views than a traditional listing.

AGENT FEE

And finally, we budget a portion of the Commission to pay ourselves, making sure we can keep doing what we love to do well.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets



HOME CLEANING

- Shampoo carpets
- Clean washer, dryer, and tubs
- Clean out garage
- Clean fridge and stove
- Clean and freshen bathrooms



TIDY AND PREP

- Clean and tidy entrance
- Functional doorbell
- Polish door hardware
- Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- Cut lawns
- Trim shrubs and lawns
- Weed and edge gardens
- Pick up any litter
- Clear walkway of leaves
- Repair gutters and eaves
- Touch up exterior paint



EXTRA TOUCHES

- Be absent during showings
- Turn on all lights
- Light fireplace
- Open drapes in the day time
- Play quiet background music
- Keep pets outdoors



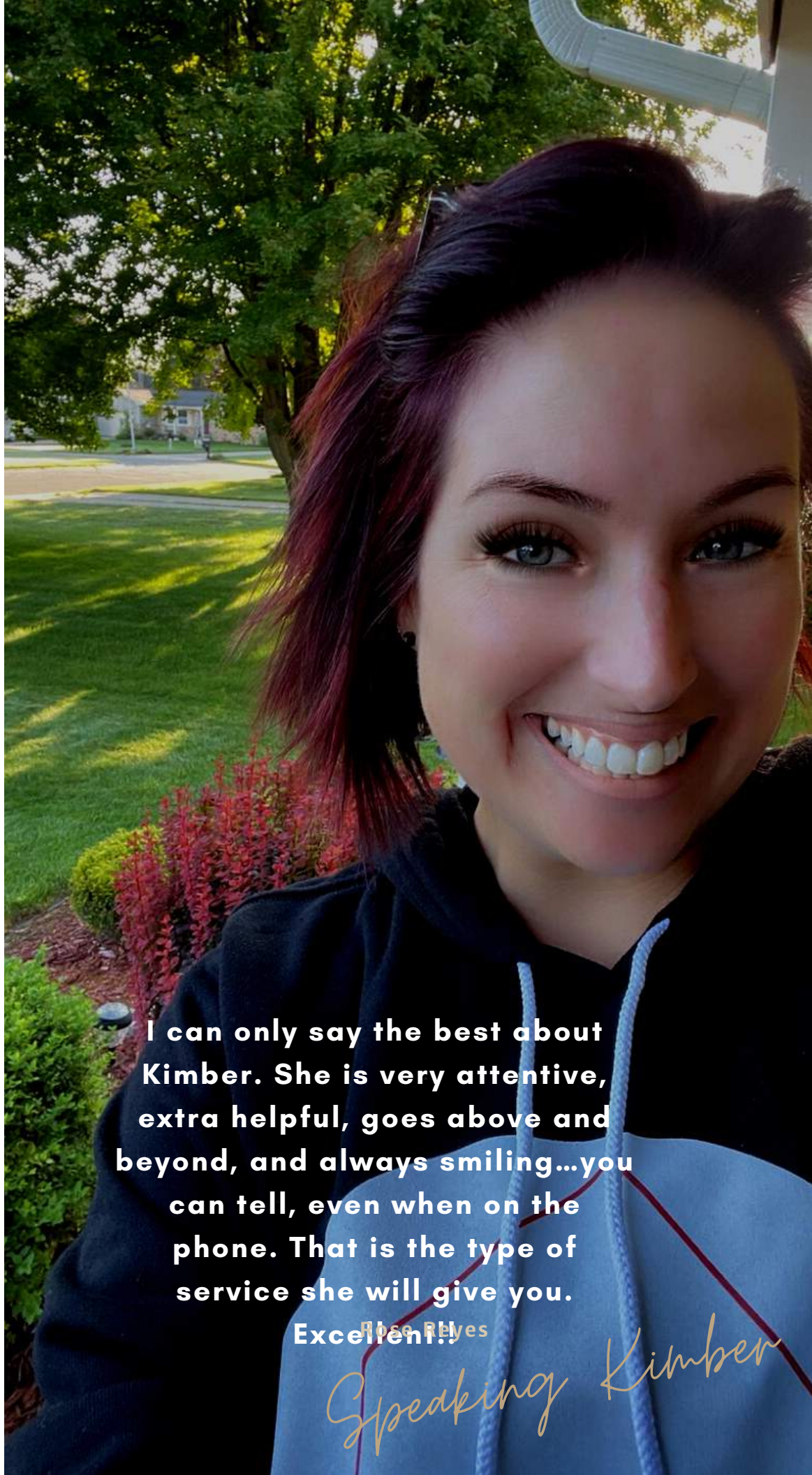
ORGANIZATION

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy



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I can only say the best about Kimber. She is very attentive, extra helpful, goes above and beyond, and always smiling...you can tell, even when on the phone. That is the type of service she will give you.

Excellent!!
Rose Reyes

Speaking Kimber

TESTIMONIALS

“She was “Fast and Furious!” The other seven realtors were given the same information as Kimber, and on day two, less than 24 hours, Kimber did what the other realtors had failed to do in three months. If you want amazing results, then I highly recommend you choose Kimber to be on your team. Step aside and watch her execute your plan of action. Kimber has redefined customer service. We were blessed that God put her in our path!

Marcial Sanchez

“Ms. Kimber...has got to be the best realtor in Michigan. She has gone above and beyond for me and my family. She's so easy to talk to and she is so understanding. She made the process so easy. I would give her more stars, but only 5 are available. Thanks, Kimber!!

Jerry Talley

“Kimber was great to work with. She made the process so easy and was helpful with every step of the way. She was even willing to help after we had moved into our new house. I would definitely recommend anyone looking for a realtor to use Kimber.

Bryan Smith



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