

# HOME SELLER'S *Guide*



ASPIRE  
REAL ESTATE GROUP

# Dear Homeowner,

Selling a home is more than just listing a property—it's about starting a new chapter. Whether you're moving across town or across the country, the process can feel like a whirlwind of emotions and decisions. We've created this guide to give you the tools, tips, and know-how you need to feel confident and prepared as you start this exciting journey.

Every home has its own story, and so does every homeowner. From setting the right price to navigating showings and offers, there are many moving parts to consider. That's why we've included practical advice, insider tips, and helpful checklists to make sure you're ready for each step. Our goal is to empower you with the knowledge to make informed decisions and get the best results.

This isn't just about putting a "For Sale" sign in your yard; it's about achieving your goals and taking the next step in life. Whether you've done this before or this is your first time selling, we want you to feel supported every step of the way.

At Aspire Real Estate Group, we're all about making things simple, straightforward, and stress-free. So dive into this guide, and if you have any questions—or just need someone to talk things through with—we're here for you.

Here's to what's next!



The TEAM at Aspire

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ASPIRE  
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# MEET MY *Team*



*Tommy Arnold*

PRINCIPAL BROKER & OWNER

For Tommy, there's nothing more satisfying than helping clients find the perfect house to turn into their home. His vision, endless knowledge of the market and renovations as well as his network of contractors ensures clients will have little problem selling their home and making their own mark on a new property.



*Jeremy English*

REALTOR & OWNER

Jeremy possesses a depth of comprehension across multiple facets of real estate process resulting in a seamless client experience. Driven by his passion for helping others, he strives to leave a lasting impression and open-door policy for any future real estate needs.



*Barbara LaMaster*

REALTOR & OWNER

An experienced Realtor, Barbara enjoys navigating the real estate process with buyers and sellers. With networks formed before and after she became a Realtor, her knowledge and experience inform the clients' journey. Her main goal is that they believe they have been represented well and that they have received the best information that is available in order to make informed decisions.

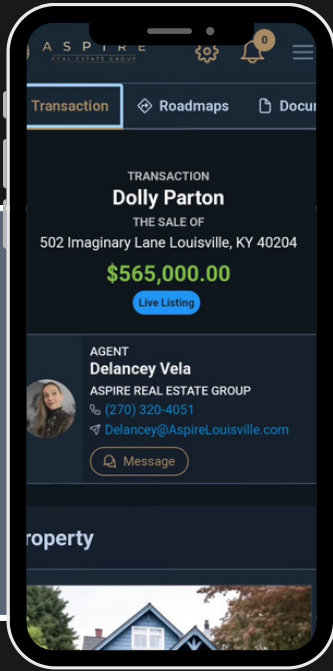


*Delancey Vela*

DIRECTOR OF MEDIA & ENGAGEMENT

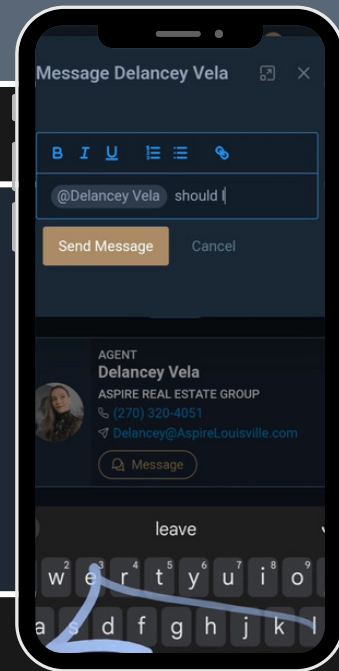
Delancey comes from many worlds. She is artistically and technologically skilled with excellent design expertise and possesses a deep knowledge of the digital arena. As licensed Realtor with her combination of talents and experience she truly is our Renaissance woman.

# Client PORTAL

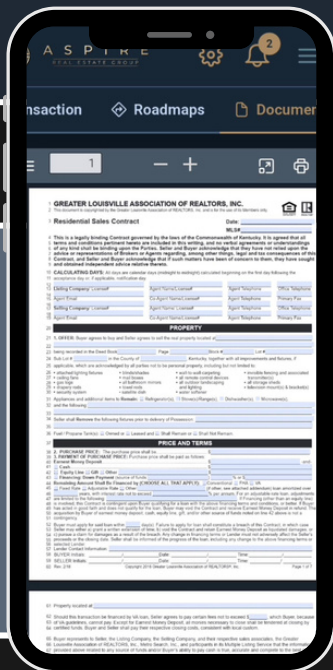


YOUR PERSONALIZED ROADMAP AND REAL-TIME TRACKING.

ONE-STOP COMMUNICATION HUB.



EFFORTLESSLY MANAGE DOCUMENTS.



HAVE QUESTIONS? ASK AN ASPIRE AGENT!

# THE SELLER'S *Roadmap*

## DEFINE YOUR GOALS



A good place to begin is by exploring your short and long term goals in life and how selling your home fits in. We will walk you through a process we use to thoroughly understand your goals, wants, and needs to ensure that your expectations are met.

## DETERMINE THE BEST PRICE

We assess the current state of the market and what comparable homes are actually selling for by reviewing a Comparative Market Analysis (CMA) on your home. That way, we can objectively determine its fair market value and price it right.



## PREPARE YOUR PROPERTY



Most of us don't keep our homes in top-selling condition. We will work with you to help you see things from a buyer's point of view. We will consult with you on what to repair, replace, or remove so that your home makes a GREAT first impression.

## IMPLEMENT MARKETING STRATEGIES

Your home will be marketed with a time-proven, research-based, 10-point marketing plan that has the highest potential for bringing not only the most buyers, but also the most qualified buyers to your doorstep.



## SHOW YOUR PROPERTY



Always keep your home in top-selling condition. When you leave for work, make sure that your home remains in top-selling condition. You know what they say about first impressions!



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## RECEIVE AN OFFER

When a buyer decides to buy your home, an offer will be presented. We will advise you on the offer and whether the buyer is qualified to purchase your home.

## NEGOTIATE TO SELL

Most offers require some level of negotiation. We will work together to decide your parameter and we will negotiate on your behalf.

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## HAVE YOUR HOME INSPECTED

Once you have accepted an offer, we will work with the buyer's agent to coordinate an appraisal, inspections, and a survey (if required). If the buyer requires that certain repairs be made on your home, we will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.

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## PREPARE FOR CLOSING

A few days before closing (also known as settlement), we will contact the title company and the buyer's agent to ensure all the necessary forms and documents have been prepared. We will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.

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## CLOSE!

At the closing meeting, ownership of your property is legally transferred to the buyer. We will be present to advise you and ensure that everything goes according to plan.

# Prepare YOUR HOME

With buyers, first impressions count! A small investment in time and money will give your home an edge over other listings in the area. When prospective buyers start to show, these touches will help make a lasting impression.

A little imagination goes a long way. In real estate, it can be the difference needed to make the sale. Give your potential buyers a look into their future with possibilities for the space. We can stage your home, condo, or office space to make it more attractive to buyers, both in person and online. Get the most out of your showings and make the best possible first impression for your property.

## *Home staging tips...*

- Put a lovely centerpiece on the dining table. Treat yourself to fresh flowers and set the table for a formal dinner to help potential buyers imagine entertaining there.
- Organize your closets! It's always a good idea to go ahead and box up items that you know you won't need within the next 3 months. Organizing/de-cluttering your closets allows buyers to see how much storage you actually have!
- Drive up to your home again and look at it from the eyes of a potential buyer. Walk into your home as this potential buyer. Determine what kind of impression the walkways and entrances now make.
- Walk through your home. Store, give away, throw-out, or donate anything that you won't need until after the move (e.g. furniture, knick-knacks, clothing, toys, equipment, appliances, papers, books, cosmetics, jewelry, games, etc.).



# Pre-Listing Checklist

## Curb Appeal

- Cut lawn
- Trim shrubs
- Weed & edge gardens
- Pick up any litter
- Clear walk & driveway of leaves
- Repair gutters & eaves
- Touch up exterior paint

## Look & Feel

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

## First Impressions

- Clean & tidy entrance
- Functional doorbell
- Polish door hardware

## Fresh & Clean

- Clean washer, dryer, & tubs
- Clean furnace
- Shampoo carpets
- Clean & freshen bathrooms

## Atmosphere

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

## Kitchen

- Make sure all appliances work
- throw-out/eat long stored foods
- Clean & organize refrigerator
- Clean & organize cabinets
- Clean stove & replace drip pans
- Install new faucets if necessary

## Final Touches

- Place centerpiece on table
- Polish visible silver
- Remove cobwebs
- Organize everything

## Spaciousness

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



# BENEFITS OF A *Pre-Listing* INSPECTION

*Set up for success!*

We encourage our Sellers to conduct a pre-listing home inspection or a systems audit by one of our trusted vendors. This is a service that you would schedule and pay for prior to listing your home for sale. In general, the home buyer adds the completion of a successful home inspection as a contingency to an offer on a home. Once buyers conduct the inspection, they have the power to negotiate with the seller regarding who pays for any necessary repairs, and they even have the power to walk away from the deal altogether.

When sellers have a pre-listing home inspection/audit, they can get ahead of issues a buyer might find in the home and reduce the likelihood a deal will fall through.

A pre-listing inspection serves many benefits not only for the seller, but also for their agent.

## *Benefits for the Sellers*

### ALLOWS THE SELLER TO MAKE REPAIRS BEFORE LISTING THE HOME

You can choose to be proactive about making repairs to make a future transaction smoother and lower stress levels.

### ENSURES A SMOOTHER, MORE EFFICIENT TRANSACTION

Because the issues have been disclosed ahead of time, the buyer will not be surprised by anything and will be less likely to walk away or demand a lower price for the home.

### HELPS THE SELLER AND HIS OR HER AGENT MORE ACCURATELY PRICE THE HOME

Sellers who do not wish to fix the issues revealed during a pre-listing inspection can factor the repair costs into the asking price of the home and explain to buyers that while the home has certain issues, they will be getting it for a lower price as a result. Conversely, sellers who do decide to make repairs or who come up with a clean home inspection can ask buyers for more money.

- SAVES THE SELLER MONEY

When issues are discovered during a buyer-initiated home inspection, the buyer and seller will enter into negotiations to determine who will cover the costs of repairs. In general, buyers tend to significantly overestimate the costs of these repairs, and the seller loses far more money than he or she would have paid to have completed the repairs before listing the home.

- MAKES THE SELLER MORE TRUSTWORTHY

A pre-listing inspection is the ultimate gesture in forthrightness on the part of the seller. By disclosing any issues in advance, the buyers can feel confident they are making a deal with a trustworthy person who is not trying to hide anything.

## *Benefits for your Agent*

- HELPS THEM MARKET THE HOME

When a pre-listing inspection reveals no issues, real estate agents can use it as a marketing tool to help sell the home.

- HELPS THE SELLERS APPRECIATE THEM - AND IT MAY EVEN LEGALLY PROTECT THEM

Real estate agents are obligated to act in the best interest of their clients at all times, and failing to at least discuss the option for a pre-listing inspection / home audit with them is not doing so. If clients lose time and money that could have been saved with a pre-listing inspection, they may blame the agent for not telling them about the possibility. Conversely, sellers will appreciate an agent who takes the time to discuss every possible option.

- HELPS US SMOOTHLY BROKER THE DEAL

When a buyer and seller enter into negotiations following the buyer's home inspection, we generally have to help you schedule repair estimates and schedule repairs in a very short amount of time. A pre-listing inspection will eliminate this last-minute rush as buyers, sellers and agents will be aware of issues far in advance of these negotiations. As a result, the deal will go more smoothly and makes for a much easier closing.

A pre-listing inspection might cost the seller a few hundred dollars, but it could save them thousands. Even more, it will save the seller tons of time and stress, and it will help us to provide you with a higher level of service to our clients!



# THE *Price* IS RIGHT

## THE PRICING SWEET SPOT

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents. A price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that is priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit, and that percentage of potential buyers will decrease substantially.

Through my competitive market analysis, I will help you find that pricing sweet spot for your home.



# STAGES OF *Marketing*

## COMING SOON CAMPAIGN

- Walk-through & needs analysis
- Professional photography & videography
- Professional yard signage
- “Coming soon” email blast to our ever-growing database
- “Coming soon” social media touch on Instagram & Facebook
- “Coming soon” callout campaign to highly qualified buyers

## JUST LISTED CAMPAIGN

- Launch listing on MLS & other syndication websites
- Professional yard signage & QR technology
- “Just listed” email blast to our ever-growing database
- Custom landing webpage & funnel campaign promoting open house
- “Just listed” social media video on Instagram & Facebook
- “Just listed” callout campaign to highly qualified buyers
- Open house within the first week of listing

## JUST SOLD CAMPAIGN

- “Just sold” yard signage
- “Just sold” email, social, & digital touches



# TOOLS & *Strategies*

As we compose a unique plan to market your home to the most and most-qualified buyers, there are several time tested tools and strategies to implement.

## WELL RESEARCHED PRICING

Capturing the right price in any given market is one of the most critical elements in a successful real estate transaction. Correctly pricing your property means diligently studying the market to know what interested buyers are willing to pay and to price competitively within that range. This is what will position your house to stand out against other listings.

## OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose: gathering interested buyers in a specific area. By showcasing your property with an open house or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified localized group of buyers.

## EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood, and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still search by simply driving around their desired neighborhood. Let our in-house designer craft the perfect signage and property fliers that will uniquely market your home 24/7 and capture attention of highly qualified buyers looking specifically in your area.

## CAPTIVATING STAGING

Staging is what creates a “wow factor” when a buyer walks through the door. It’s what creates an emotional response and can often be an influence on whether or not an offer is made. From maximizing curb appeal to creating a clean and open interior, I will guide you on how to capture maximum buyer interest by highlighting the unique features of your house.



### SPEARHEAD DIGITAL MARKETING

With nearly 44% of buyers starting their search online and 95% of buyers looking online at some point in their home search, mastering the digital space is a must. From Google Ads and social media to our innovative QR technology and searchable digital space, your listing will shine online. It is my goal to ensure the right buyers find your property and take action.

### EFFECTIVE EMAIL MARKETING

I maintain an ever-growing database of past clients, industry contacts, and community influencers with whom I maintain regular communication. Your listing will be blasted to these contacts, and I will follow any interest shown with further, targeted communications.

### MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on a mobile app and will be put in the hands of millions of buyers!

### APEX PRINT MARKETING

From fliers and postcards to custom lookbooks, we'll determine what professionally designed and printed marketing pieces will move the needle to maximize the sale of your property.

### TARGETED NETWORKING

In real estate it's not only what you know, it's who you know. As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

### PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look it's absolute best.

### ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

### DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.



# YOUR *Open House*

Open houses have long played a crucial role in selling homes, but how can your home's open house be set apart from the rest?

Part of my comprehensive marketing plan includes creating an open house schedule to promote your property to prospective buyers and then systematically marketing it to the people most interested in homes like yours.

Here are a few ways I can market your open house to generate the maximum level of excitement around your home:

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Distributing fliers, email invites, and social media postings the week before the open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the same area in various price ranges to attract the maximum amount of interested buyers

# Showing YOUR HOME

- Whenever possible, leave your home during showings. If you can't leave, just remember three is a crowd. Avoid having too many people present during your showing. The buyer could potentially feel like an intruder if you're there during their showing and may hurry through the home.
- Take your pets away from the house when possible. Not all people like pets or could even be allergic to them.
- If you run into a potential buyer, be ever so humble. Never apologize for the appearance of your home, even to other agents. Remember, your house has been lived in. Let the experienced agent answer any objections.
- A word to the wise: Let your Realtor discuss price, terms, possession, and other factors with the potential buyer. We are eminently qualified to bring negotiations to a favorable conclusion.
- Hire Aspire Real Estate Group. Let us show your home and take each of these burdens off of you and your family.



# WHY HIRE A REAL ESTATE *Team*

## PERSONAL SPECIALIST

It's similar to hiring an accountant to help you file your income taxes, or a mechanic to fix your car. If you had the time to master those specialties, you would be doing your own taxes and fixing your own car. But who has that sort of time? Besides, most people will sell only two homes in their lifetime, and two real estate transactions in a lifetime will not turn anyone into a real estate specialist.

## PROFESSIONAL REPRESENTATION

We are your personal representatives and will provide you with FIDUCIARY services and commitment, NOT FUNCTIONARY. We advise and consult, instead of just delivering information, we educate and guide, instead of staying out of it, and we use judgment and experience instead of "going by the rules" and "following procedures". Unlike the functionary agent, we are irreplaceable.

## FULL-SERVICE

In short, we provide the most skilled expertise of a full and complete real estate services. No compromises. No menus of what you can "do without" for a lower real estate fee. "No Service" agencies are just that. I will make arrangements for contractors, negotiate a contract for maximum price and much more. And lastly, without the experience of a full time real estate marketing background, how will you be able to make an informed decision on what marketing/prospecting "you can let go of" or not? Remember, it's not just one thing that sells your home, it's a combination of many!

We will work hard and diligently to get your home sold as quickly as possible, with the least amount of stress, and the most amount of money in your pocket!

## CONVENIENCE

These days, it's nearly impossible to sell a home all by yourself without turning it into a part-time job.

## OBJECTIVITY

Our job is to point out all pros and cons for all the decisions you will be making throughout the selling process. WE will even tell you things you may not want to hear because as your consultant, we want you to make informed decisions, not emotionally based decisions.

# TRUSTED *Resources*

## PREFERRED VENDORS



The Aspire Family has curated a list of what we believe to be the best group of local vendors that Louisville has to offer. We keep this information available through a QR code for you to scan so you can always have the most current and up-to-date information for these vendors. Feel free to reach out if you have any questions or need another type of reference.

## UTILITIES & SERVICES



We know it's helpful, once you begin the moving process, to have a list of all of the local utilities and services. We keep this information available through a QR code for you to scan so you can always have the most current and up-to-date information for these vital local resources.

