



Seller Playbook

YOUR BLUEPRINT FOR A SUCCESSFUL SALE

A strategic roadmap to selling your home for maximum value. We combine data-driven pricing, luxury presentation, global marketing reach, and expert negotiation to ensure your property commands attention and delivers results.



Selling a home requires a strategic approach. We position your property to generate urgency, attract serious buyers, and command the highest possible price.

01 Strategic Pricing

The Danger of Overpricing

Properties priced too high lose momentum, sit longer on the market, and often sell for less than their initial potential value. A well-priced home captures initial excitement, often leading to multiple offers.

Competitive Advantage

Pricing your property correctly from day one generates the most activity from agents and serious buyers, creating a sense of urgency and maximizing your leverage.

Value Determination

Value is determined by what a buyer is willing to pay in the current market relative to comparable sales and property condition. We use hard data to position your home accurately.

02 Timing & Preparation

The first 14 days are critical. We ensure your home makes a flawless first impression.

The Critical Window

Your home receives the most attention from active buyers and agents during the first 2-3 weeks on the market. We capitalize on this peak interest.

Home Staging

Elevating your property's presentation to cast a positive light on key features, drive emotional connections, and help buyers envision their future.

Pre-Market Launch

We build anticipation through targeted agent outreach and coming-soon campaigns before the official public launch.

03 Marketing Excellence

Professional Photography

High-quality interior and exterior images that create emotional connections with buyers and drive significantly more showing requests.

Drone Perspectives

Breathtaking aerial views that showcase your property's unique features, lot size, and neighborhood context from perspectives traditional photography cannot match.

Digital Floor Plans

Detailed diagrams that help buyers understand the layout and flow of your home before they even step inside, improving engagement and qualifying interest.

Targeted Neighborhood Mailers

Beautiful "Just Listed" postcards sent to neighbors to tap into their local networks of friends and family who may be looking to move into the area.

04 Global Reach

Leading-Edge Technology

Your property is syndicated to over 350 search engines and 76,000+ sites via the Keller Williams Listing System, ensuring maximum online visibility.

Collaborative Culture

A network of over 180,000 agents working together to find the right buyer for your home, regardless of where they are located.

Luxury Distinction

Exclusive access to the Keller Williams Luxury division, offering specialized marketing and representation for high-end properties.

05 The 14-Step Success Blueprint

1. Preparation & Launch

We handle pricing analysis, home staging guidance, and yard signage, followed by active prospecting, MLS optimization, and a strategic "Just Listed" launch.

2. Marketing & Engagement

Execution of virtual tours, collateral creation, and advertising. We engage the market through targeted agent outreach, broker tours, and open houses.

3. Negotiation & Management

We leverage our buyer database, provide you with regular updates, and aggressively negotiate offers to secure the best possible terms and price.

4. Contract to Close

Seamless management of inspections, appraisals, and attorney review, proactively handling the complexities of your transaction to ensure a stress-free experience.

"A successful background in financial sales provides a unique edge in negotiation and sales processes, maximizing value for every client."

— BLAKE FEAGLES