

# Seller's Guide

Taking you from LISTED to SOLD!



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A modern living room with a grey sofa, a wooden coffee table, a fireplace, and large windows. The room is well-lit and has a clean, minimalist aesthetic.

# Welcome!

Thank you for considering me to guide you through one of the most important decisions you'll make — selling your home.

This guide is designed to give you a clear understanding of what to expect, how I market your home differently, and the strategies I use to help you sell quickly and for top dollar.

My approach combines modern digital marketing, honest communication, and a commitment to getting real results — not just a sign in the yard.

Let's work together to make this process smooth, strategic, and successful — and get your home from listed to SOLD.

The market doesn't wait. Neither do I."



# Why Work with Me?

When it comes to selling your home, you don't just need a Realtor — you need a strategic marketer, skilled negotiator, and trusted advisor all in one. That's where I come in.

I combine cutting-edge digital marketing with personalized service to get your home maximum exposure, attract qualified buyers, and sell for top dollar. From professional photography and targeted Facebook and YouTube exposure to custom property videos, I leverage every available tool to make sure your listing stands out in today's market.

But beyond the strategy, I care. I treat every listing like it's my own home, and I work tirelessly to protect your bottom line while making the process as smooth and stress-free as possible.

I'm not here to just list your home —  
I'm here to sell it.



# Marketing Strategy!

**THIS ISN'T JUST A LISTING — IT'S A LAUNCH.**

When you work with me, your home gets a complete, modern digital marketing system built to drive attention, competition, and top-dollar offers.

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## **HIGH-IMPACT VIDEO MARKETING:**

Custom property videos + YouTube + social targeting = powerful emotional connection with buyers.

## **PROFESSIONAL PHOTOGRAPHY:**

Your home gets magazine-level images that shine online — no shortcuts.

## **MAXIMUM ONLINE EXPOSURE:**

Listed across hundreds of real estate platforms + your own branded landing page.

## **SOCIAL MEDIA ADVERTISEMENT:**

Your home will be strategically placed in front of targeted buyers on Facebook, You Tube and Google — where buyers are already scrolling.



# Pricing Strategy!

My winning strategy? I use data-driven pricing tools, deep local market knowledge, and buyer behavior insights to position your home where it attracts serious buyers. Best scenario is to encourage multiple serious offers!

## HERE IS WHAT I DO DIFFERENTLY!

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### COMPETITIVE MARKET ANALYSIS (CMA):

I evaluate similar homes that are active, pending, and sold — so we understand what buyers are really paying today.

### MARKET STUDY:

I assess market trends and identify expired and withdrawn listings to understand what prices the market rejected — and why. This helps us avoid common overpricing mistakes from the start.

### REAL DATA ANALYZATION:

I continuously study current market changes with Supply and Demand in your specific location - while analyzing Buyer Behavior and comparable inventory.

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Smart pricing doesn't chase views  
— it attracts serious, qualified buyers.



# Home Prepping!

## **DECLUTTER:**

Less is more. Clear surfaces, remove excess furniture, and streamline every room to feel open and calm.

## **DEEP CLEAN:**

Every surface, nook, and floor should sparkle and smell clean. A spotless house attracts buyers and sells much faster.

## **BOOST CURB APPEAL:**

First impressions matter. Consider landscaping & painting. Try freshening the entry, and consider adding potted plants or a new doormat.

## **NEUTRALIZE & DEPERSONALIZE:**

Take down personal photos, bold artwork, and strong colors. The goal is a blank canvas that buyers can mentally move into.





# YOUR HOME LISTING TIMELINE

*From “Just Listed” to “Just Sold” – Here’s What to Expect*

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## 1. INITIAL CONSULTATION & WALKTHROUGH

We’ll meet to tour your home, discuss your goals, and outline a winning strategy. This is also when I’ll share how we can position your property for maximum value.

## 2. LISTING AGREEMENT SIGNED

Once we’re ready to move forward, we’ll finalize paperwork so I can officially represent you and begin preparing your home for the market.

## 3. HOME PREPARATION & STAGING

From decluttering tips to light staging advice, I’ll guide you through getting your home show-ready. I also arrange for professional photography at this stage.

## 4. PRICING STRATEGY FINALIZED

We’ll review current market trends and comparable properties to determine a competitive, data-backed list price designed to attract serious buyers.

## 5. “JUST LISTED” – LIVE ON MARKET

Once everything is in place, we go live! Showings begin and I’ll handle all scheduling, feedback, and communication with buyers and agents.

## 6. OFFERS & NEGOTIATIONS

As offers come in, I’ll help you evaluate each one carefully and negotiate to get you the best possible terms and price.

## 7. UNDER CONTRACT

Once you accept an offer, we move into the escrow phase. I’ll coordinate inspections, appraisals, deadlines, and keep everything on track.

## 9. CLOSING DAY

You’ll sign final paperwork, hand over the keys, and celebrate a successful sale. I’ll be there to guide you every step of the way.



# What to Expect During Showings

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## 1. SHORT NOTICE IS COMMON

Buyers often request showings with limited notice. Try to keep your home as tidy and ready as possible, especially during the first few weeks on the market.

## 2. YOU'LL NEED TO LEAVE THE HOME

Buyers need to feel comfortable exploring freely. Plan to leave the house 10–15 minutes before scheduled showings and return once the appointment window has passed.

## 3. DURATION VARIES

Most showings last 15–30 minutes, though some may take longer — especially if buyers are seriously considering the property.

## 4. LOCKBOX & SECURE ACCESS

A secure electronic lockbox allows only licensed agents to access your home. All entries are tracked for your peace of mind. Sometimes already installed electronic locks are fine.

## 5. KEEP IT CLEAN & NEUTRAL

Clutter, odors, and personal items can distract buyers. Keep counters clear, lights on, and pets out of the home when possible.

## 6. FEEDBACK WILL FOLLOW

After each showing, I'll follow up with the buyer's agent to collect feedback. I'll share their comments and suggestions to help us fine-tune our strategy, if needed.

## 7. BE FLEXIBLE

We'll aim to accommodate showing requests whenever possible, while also protecting your time, privacy, and home security.



# What to Expect From Escrow to Close

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## 1. BUYER'S DUE DILIGENCE

After the contract is signed, the buyer may schedule inspections, review disclosures, and finalize financing. I'll help coordinate all appointments and keep you informed every step of the way.

## 2. APPRAISAL

If the buyer is using a loan, their lender will order an appraisal to confirm the home's value. I'll help you prepare the property so it shows at its best.

## 3. REPAIRS & REQUESTS

Based on the inspection report, the buyer may request repairs or credits. I'll guide you through your options and help negotiate fair terms to keep the deal on track.

## 4. TITLE & ESCROW WORK

The title company will confirm legal ownership and ensure there are no outstanding liens. Escrow will manage the transaction paperwork and handle the transfer of funds securely.

## 5. FINAL WALKTHROUGH

The buyer will typically return for a final walkthrough to confirm that the home is clean, empty, and in the agreed-upon condition — with any required repairs completed.

## 6. CLOSING APPOINTMENT

You'll sign the final documents, hand over the keys, and the transaction will officially close. Once the funds are released, your home is sold!

## 7. CELEBRATE & MOVE FORWARD!

Congratulations! You've successfully completed the sale. I'll remain available for any final questions and to support your next chapter.



# Let's Connect

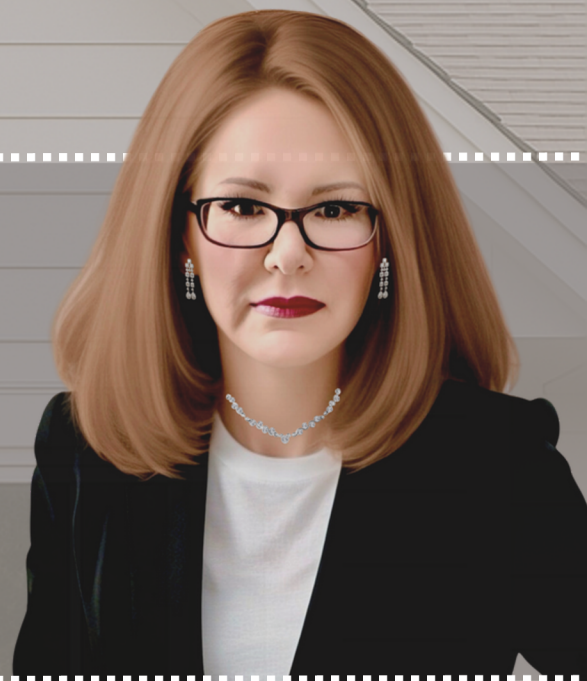
Whether you're planning to sell, already in motion, or simply exploring your options  
— I'm here to help.



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