



FROM
FOR SALE
TO
SOLD

Step by Step Marketing Plan

SELLER TIMELINE





Allow me to introduce myself:

Selling a home is a major financial decision, and my goal is to make the process as smooth, strategic, and stress-free as possible. As a proud agent with the Simply Vegas team, I bring professional training, strong market knowledge, and a genuine commitment to helping sellers achieve the best possible outcome for their property. I am a Las Vegas native, born and raised, with a deep understanding of our local market, neighborhoods, and buyer demand. This local insight allows me to position your home effectively, price it strategically, and market it with intention to attract qualified buyers and maximize value.

Outside of real estate, I enjoy attending country concerts, being creative through crafting and home improvement projects, and spending quality time with my family and our four dogs. I value strong relationships, clear communication, and trust—both professionally and personally.

Dedicated and hardworking, I am deeply committed to building lasting relationships with my clients while advocating for their goals every step of the way. I take the time to understand your priorities, develop a customized selling strategy, and guide you confidently through pricing, marketing, negotiations, and closing. Whether you are selling your first home or a long-term investment, you can expect consistent support, honest advice, and a steady presence—from our initial consultation to a successful closing and beyond.

-Megan



MEET YOUR

Team



Megan Kearney
REALTOR

My goal is to provide you with a smooth, worry-free real estate experience while guiding you confidently through every step of the journey. I believe in building long-term relationships, not just closing transactions.

I'm proud to be part of a brokerage rooted in integrity and client care, supported by an amazing team that works behind the scenes to keep everything running smoothly. From lenders and inspectors to title partners and assistants, we handle the details so you can focus on what matters most.

When you work with me, you're backed by a trusted team dedicated to making your experience seamless, organized, and stress-free.



Alex McGurk
REALTOR/TEAM LEADER

THE LISTING ROADMAP



STEP ONE

HIRE A REALTOR

Hiring a realtor is key to ensuring a smooth and successful home selling process. From preparing your home for the market to closing the deal, I'll handle every detail and all the paperwork. You'll receive regular updates, keeping you informed and confident throughout. With my expertise, I'll work to get you the best possible outcome for your sale.

#2

#2 BROKERAGE IN NEVADA
WITH ONLY 550 AGENTS
(LESS THAN 25% OF THE
NUMBER OF AGENTS AS
BROKERAGES AT #1 & #3)

6%

WE HAVE A LARGER
MARKET SHARE OF 5.95%.
GREATER THAN KW,
SOTHEBY'S, DOUGLAS
ELLIMAN, COLDWELL
BANKER, OR EXP.

\$2^M

WE SELL MORE HOMES
OVER 2 MILLION THAN ANY
OTHER BROKERAGE.

\$2^B

2+ BILLION SOLD IN 2024
SALES VOLUME WITH 3,525
SOLD.



SIMPLY VEGAS

REAL ESTATE MADE SIMPLE™



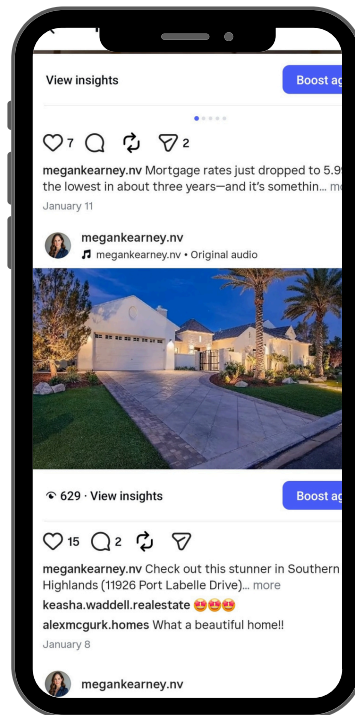
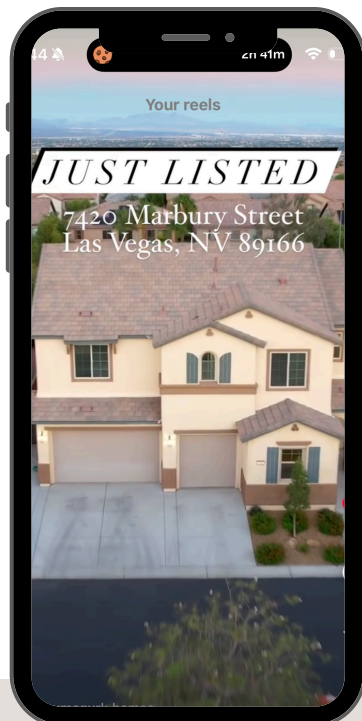
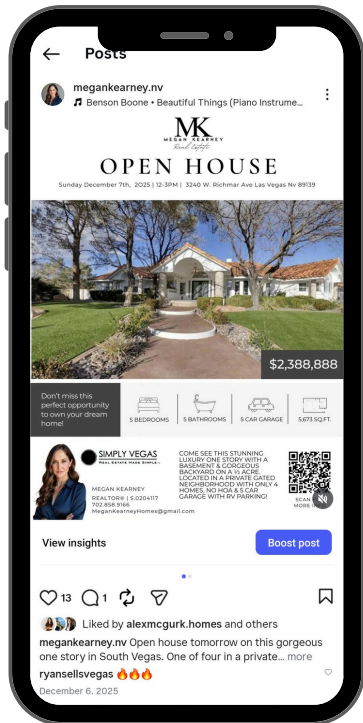
STEP TWO

MARKETING GAME PLAN

Your behind-the-scenes look at my step by step process of ensuring your property shines in the market. It's more than just having a great property, it's about making sure your property gets the attention it truly deserves.

SOCIAL MEDIA MARKETING

Marketing is the secret sauce that makes this happen. When I market a property, I'm not just putting it on display; I'm creating a connection between what you have and what potential buyers are on the hunt for. It all starts with showcasing your property's finest features – those gorgeous professional photos and compelling descriptions? They're your property's initial hello, designed to spark interest. And as we venture into the online realm, platforms like Facebook and Instagram become our playground. I craft posts that grab eyeballs, inviting people in with content that resonates.



EMAIL CAMPAIGNS

Anyone that thinks that email is dead, has clearly never been tempted by their favorite retail stores monthly promo codes! All jokes aside, email is alive and well, and one of the best marketing strategies. I regularly send out an email property blast to real estate agents in the Las Vegas valley and neighboring states. this provides them with an exclusive opportunity to preview new

YOU ARE INVITED TO

120 Los Cabos Drive #301

LOCATED IN MIRA VILLA

FOR AN EXCLUSIVE PREVIEW!

Tuesday, June 11th from 11am-2pm

JUST LISTED IN 89166



Skye Canyon
4 Bed, 4Bath,
4,000 Sq. Ft.

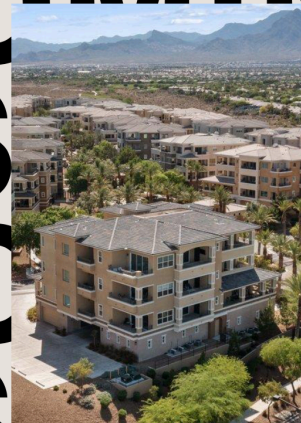
[VIEW LISTING](#)

I know you've been waiting for a listing like this to hit the market..... Check out our newest listing

OPEN HOUSE DATES

SATURDAY AND SUNDAY 11:00 - 2:00

COMING
SOON



Hi Neighbor,

I'm Megan Kearney, a residential Realtor with Simply Vegas, specializing in helping neighbors buy and sell in your neighborhood. You might pass by our yard sign from time to time.

We just listed 5253 Pendergrass Street, North Las Vegas, NV 89081 in your neighborhood! Neighbors normally love the neighborhood they live in and they would love to have friends or family live nearby!

Join me for an Open House on Saturday, November 22nd, from 12pm-3pm

I also thought I would ask you a favor... Would you mind letting your family and friends who might be interested know?

PROPERTY
WEBSITE

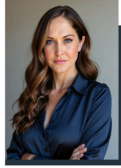


MEGAN KEARNEY

REALTOR | S.0204117

DIRECT #702.858.9166

MEGANKEARNEYHOMES@GMAIL.COM



3042 S. DURANGO DR., LAS VEGAS, NV 89117

If your property is currently listed with a real estate broker, please disregard. This is not meant as solicitation.



PRINT MARKETING

Here's where your listing really stands out. I don't rely on online exposure alone—I pair it with proven, hands-on marketing. From open houses to professionally designed brochures, flyers, and postcards, your home gets in front of buyers both digitally and in the real world.

Why does this matter? Because no two properties are the same. Effective marketing isn't about chance; it's about a strategic, customized approach that puts your home in front of the right buyers—the ones ready to fall in love and take action.

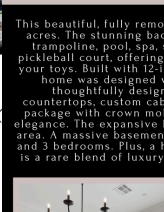


PROPERTY WEBSITE



PROPERTY FEATURES

- 6 BEDROOMS
- 4 BATHROOMS
- 5,318 SQFT.
- 3 CAR GARAGE
- OVER AN ACRE
- VIEWS FOR MILES
- OUTDOOR KITCHEN
- POOL AND SPA WITH WATERFALL SLIDE
- MASSIVE BASEMENT WITH WET BAR
- CHEF'S KITCHEN
- DEN/OFFICE
- LARGE BONUS ROOM
- UPGRADES THROUGHOUT
- LAUNDRY/MUDD ROOM
- OWNED SOLAR PANELS
- 12-INCH CONCREAT WALLS
- MLS 2659753

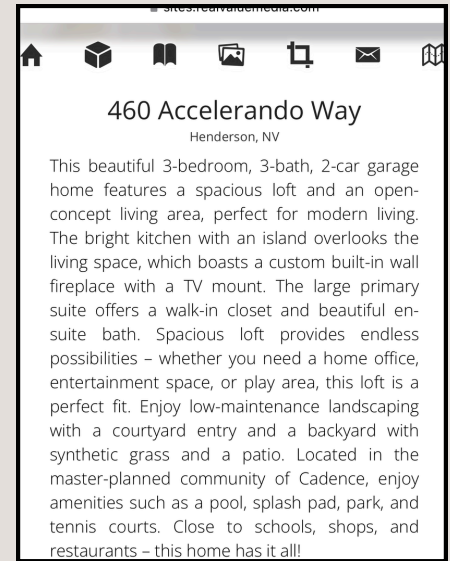


This beautiful, fully remodeled 6-bedroom home in Henderson, NV, is a true masterpiece. The stunning backyard features an outdoor trampoline, pool, spa, slide and waterfall, with a pickleball court, offering endless possibilities. RV your toys. Built with 12-inch thick concrete walls, this home was designed with quality and longevity in mind. Thoughtfully designed, featuring a designer's package with crown molding and wainscoting throughout. The expansive laundry room offers additional storage. A massive basement provides additional living and 3 bedrooms. Plus, a huge, finished loft offers a rare blend of luxury and comfort - don't miss this opportunity!



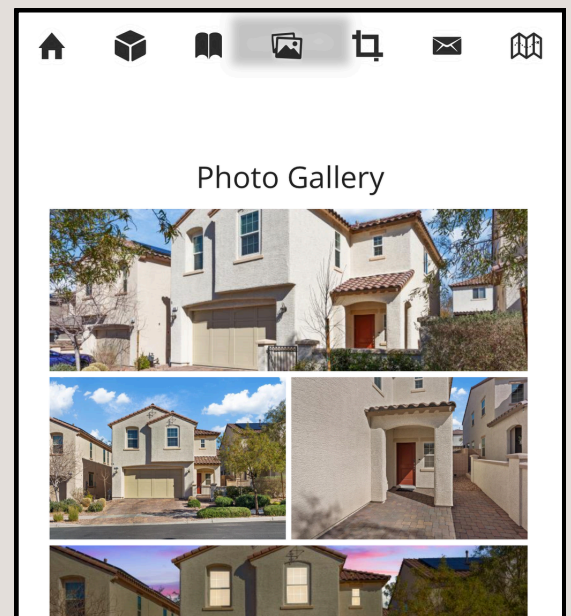
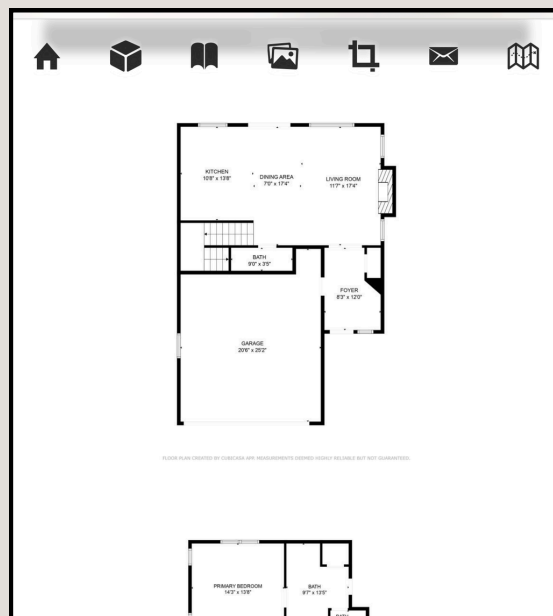
541 PATTIANN WOODS

HENDERSON, NV 89002



PROPERTY WEBSITE

It's like the digital front door to your property, you can showcase high-quality images, detailed descriptions, and even provide interactive virtual tours. Additionally, it offers direct engagement with potential buyers. You can include contact forms, enabling interested parties to reach out to you easily for inquiries or showings. A property website isn't just about the house either; it can also highlight the neighborhood, local amenities, schools, and other attractions, giving buyers a complete picture of the area's appeal. Marketing isn't just about selling; it's about creating a connection between your property and those who will cherish it.





PROFESSIONAL PHOTOGRAPHY

You've probably heard the saying, "People buy homes with their eyes before they ever step inside." It's true—first impressions matter. That's why professional, high-quality photos are essential, and I take pride in presenting your home in its best light.

But great photography is about more than just looking good.

When buyers scroll through listings, I want them to instantly picture themselves living there.

That emotional connection starts on their screen.

Below is a preview of some of my past listing photos. These aren't just images—they're examples of how I visually tell a home's story and make it stand out.

Ready to let your home shine through photography that captures attention and creates connection?



A detailed floor plan gives buyers a clear roadmap to envision life in your home. While photos capture style, a floor plan shows how the space truly works—its flow, layout, and how each room connects. It helps buyers picture where furniture will go, how they'll entertain, and how the home can fit their lifestyle. With a well-designed floor plan, you're not just selling square footage—you're telling the story of how the home lives and flows, creating a connection that photos alone can't achieve.



MEASUREMENTS ARE CALCULATED BY CUBICASA TECHNOLOGY, DEEMED HIGHLY RELIABLE BUT NOT GUARANTEED.

PROFESSIONAL VIDEO



Just listed in Providence in
Las Vegas, NV

First impressions matter, which is why I use professional video to showcase your home at its best. High-quality video does more than highlight features—it creates an experience. My goal is to help buyers picture themselves living there, transforming a quick scroll into a meaningful connection.



Just Listed in Mira Villa

Below are a few clips from past listings. These aren't just videos—they're thoughtfully crafted to capture each home's character and draw viewers in.

Ready to bring your home's story to life on screen?



Just Listed in Skye Canyon in
Las Vegas, NV



Just listed in Providence in
Las Vegas, NV

STEP THREE

ESCROW PERIOD

Once an offer is accepted, we enter the escrow period—this is the time when everything is prepared for closing. I'll be working closely with the buyer's agent, their lender, and the title company to make sure each step moves forward smoothly. You may be asked to provide a few documents during this time, and acting quickly helps keep us on track. I'll update you at every key milestone, including inspections, the appraisal, and title review. Once all conditions are met, we'll head to closing and officially transfer ownership of your home.



WHAT IS A...

HOME INSPECTION:

A detailed assessment of a property's condition, focusing on its structural and safety aspects, conducted by a certified inspector to identify potential issues.

HOME APPRAISAL:

An evaluation of a property's market value by a licensed appraiser, considering factors like location, size, condition, and recent comparable sales to determine its worth for mortgage lending and real estate transactions.

OUT OF POCKET EXPENSES

*HOA Resale Package - \$150-\$250 (Per HOA)

*HOA Demand - \$165-\$250 (Per HOA)

*Termite Inspection - \$100 (only if buyer is VA)

IMPORTANT DATES

These are some days that a buyer would need to have access to your home:

*Home Inspection within 10 days of offer acceptance.

*Appraisal within 2 weeks of offer acceptance.

*Final walk-through 1-3 days before closing.

INSPECTION

Understanding the Inspection Process

During the due diligence period, the buyer will schedule an inspection with a home inspector to assess the condition of your home. Inspections take around 2 hours. The Inspector's detailed report will highlight any concerns, with a focus on issues affecting safety, functionality, and value.

What to Expect During the Inspection

- Interior Inspection: The inspector will examine walls, ceilings, floors, doors, windows, major appliances, electrical, plumbing, heating, and cooling systems.
- Exterior Inspection: The inspector will evaluate the roof, exterior walls, windows, doors, foundation, and, if applicable, the pool and spa.
- Inspection Report: The buyer will receive a report summarizing the findings, which may include recommended repairs or maintenance.

Responding to Repair Requests

After reviewing the inspection report, the buyer may submit a repair request. As the seller, you have several options for responding:

AGREE TO REPAIR ALL ITEMS ON THE REQUEST

OFFER CREDIT IN LIEU OF REPAIRS

DECLINE TO MAKE ANY REPAIRS

COUNTER ITEMS ON THE REQUEST

If an agreement on repairs isn't reached, the buyer may have the option to walk away, depending on their contract terms.

Key Considerations

- Licensed Professionals Only: If you agree to make repairs, they must be completed by a licensed professional, and proof of work (such as invoices or receipts) may be required before closing.
- Serious Defects Matter More: Buyers are more likely to push for repairs on major issues like roofing, plumbing, electrical, or structural problems.
- Small Repairs Are Negotiable: Minor cosmetic issues may not be deal-breakers but can still be part of the negotiation.
- Timing Matters: If repairs are agreed upon, they must be completed before the walk through. Ensure any contractors or services can meet the timeline.

APPRAISAL

The buyer's lender will arrange for a third-party appraiser to independently assess the value of your home. This appraisal ensures that the agreed-upon price aligns with market value.

Once completed, the buyer's loan file moves to the mortgage underwriter for review. If approved, the buyer will receive their final commitment letter outlining the loan terms and interest rate.



What happens if?

APPRAISAL COMES IN AT VALUE:

If the appraisal matches the agreed-upon purchase price, it confirms that your home is valued appropriately for the sale. This allows the buyer's loan process to move forward smoothly, bringing you one step closer to closing. From here, you'll proceed with final preparations to finalize the sale. Almost there!

APPRAISAL COMES IN LOW:

If the appraisal comes in lower than the agreed-upon purchase price, it can present a challenge since the buyer's lender will only finance up to the appraised value. At this point, there are a few possible outcomes:

- **Renegotiate the Price:** The buyer may ask you to lower the price to match the appraisal.
- **Buyer Pays the Difference:** The buyer can choose to cover the difference out of pocket.
- **Challenge the Appraisal:** If the appraisal seems inaccurate, the buyer may request a review or a second appraisal. While not guaranteed, this can sometimes lead to an adjustment.
- **Deal Falls Through:** If an agreement isn't reached and the contract includes an appraisal contingency, the buyer may have the option to cancel without losing their earnest money.

Each situation is unique, and I'll be there to help navigate the best path forward to keep your sale on track.

APPRAISAL COMES IN HIGH:

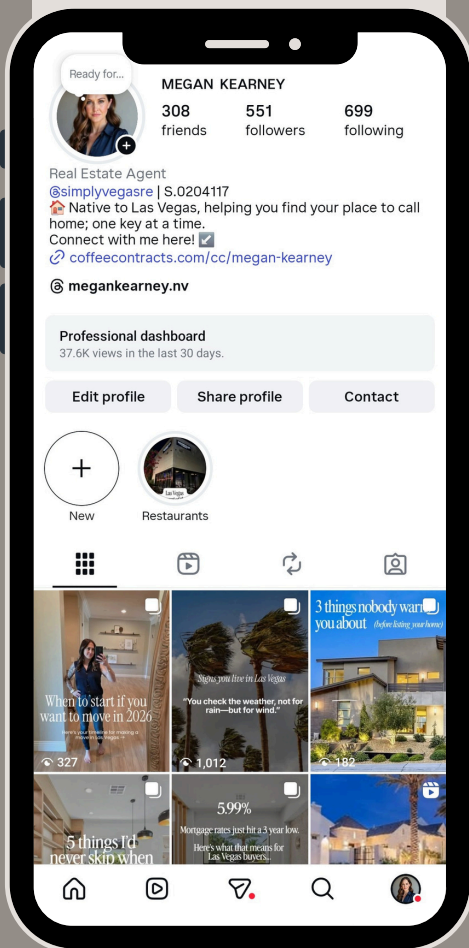
If the appraisal comes in at or above the agreed-upon purchase price, the buyer's lender will typically just confirm that it "came in at value." In some cases, the appraisal may actually be higher, but buyers aren't required to disclose that. Either way, this is great news because it means there are no appraisal-related hurdles, and you can move forward smoothly toward closing!

CONNECT WITH Me!

Instagram



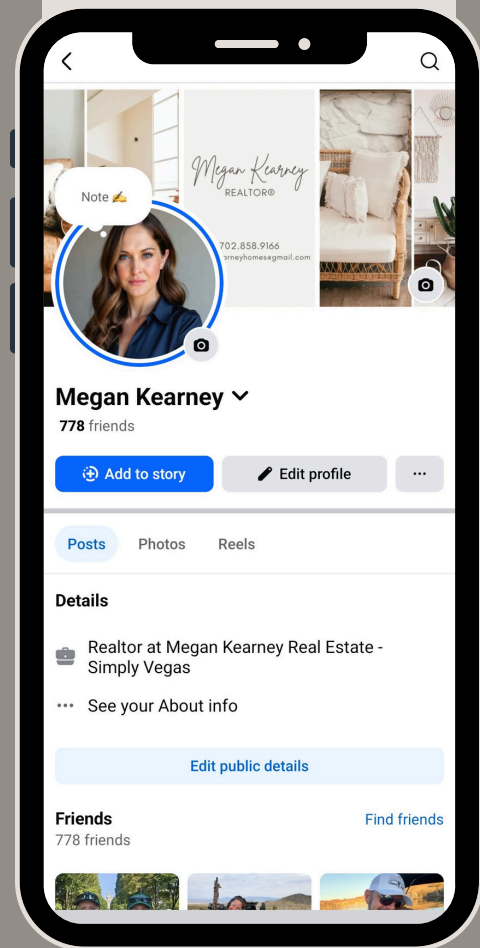
megankearney.nv



Facebook



@megankearney.nv





I
LOOK
FORWARD
TO
WORKING
WITH YOU!

Megan Kearney

Realtor® | S.0204117

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Simply Vegas
3042 S. Durango Drive
Las Vegas, NV 89117



Pre-listing Checklist

Kitchen

- ☐ REMOVE MAGNETS FROM FRIDGE
- ☐ DECLUTTER COUNTER TOPS
- ☐ LEAVE FRESH FLOWERS/ BOWL OF FRUIT
- ☐ DEEP CLEAN ALL APPLIANCES
- ☐ REMOVE TRASH & PUT IT IN THE GARAGE
- ☐ ENSURE ALL APPLIANCES ARE WORKING
- ☐ WASH ALL CABINET FRONTS
- ☐ HIDE TRASH CAN

Bathroom

- ☐ CHECK WATER PRESSURE
- ☐ REMOVE ANY SOAP RESIDUE
- ☐ CLEAN TOILET BOWLS
- ☐ CLEAN TILE GROUT
- ☐ CLEAN OR REPLACE SHOWER CURTAIN
- ☐ PLACE FRESH TOWELS AND RUGS
- ☐ REMOVE ANY RUST OR STAINS
- ☐ RE-CAULK SINKS, TUBS AND SHOWERS

Curb Appeal

- ☐ REPAIR BROKEN WINDOWS & COVERINGS
- ☐ MOW LAWN
- ☐ REMOVE STAINS FROM WALKWAYS
- ☐ CLEAN ALL PATIO FURNITURE
- ☐ REPLACE TORN SCREENS

Garage

- ☐ ENSURE THE GARAGE DOOR IS WORKING

Bedroom

- ☐ REARRANGE FURNITURE AS NEEDED
- ☐ CLEAN SHEETS AND BED COVERS
- ☐ DUST FURNITURE AND LIGHTING
- ☐ DECLUTTER AND ORGANIZE CLOSETS
- ☐ CLEAN WINDOW COVERS/ SHADES
- ☐ ORGANIZE FURNITURE TO LOOK SPACIOUS

Laundry Room

- ☐ ORGANIZE SHELVES AND CABINETS
- ☐ STORE AWAY ANY REMAINING CLOTHES
- ☐ CLEAN APPLIANCES
- ☐ DECLUTTER AND WIPE SURFACES
- ☐ WIPE DOWN WASHER AND DRYER

Overall Interior

- ☐ REMOVE PERSONAL PHOTOS
- ☐ CLEAN FILTERS AND VENTS
- ☐ ORGANIZE EVERY CLOSET & ROOM
- ☐ TOUCH UP PAINT - WALLS & BASEBOARDS
- ☐ CLEAN FLOORS, BASEBOARDS, AND TRIM
- ☐ REPAIR HOLES OR CRACKS IN WALLS

Exterior

- ☐ REMOVE WEEDS & TRIM TREESE
- ☐ REMOVE ANY COBWEBS AND NESTS
- ☐ PRESSURE WASH WALKWAYS
- ☐ REPAINT FRONT DOOR IF NEEDED
- ☐ MOW THE LAWN
- ☐ CLEAN PATIO FURNITURE
- ☐ ADD FRESH PLANTS IN BARE AREAS

When selling your home you want it to look its absolute best for the potential buyers who walk through the door. That's where home staging comes in.

This can include professional home cleaning, decluttering and home staging, which is a method of decorating meant to highlight your home's most impressive assets and help buyers imagine themselves moving in and living there. Do it right, and you should have no problem selling your home quickly.

Notes



SIMPLY VEGAS
REAL ESTATE MADE SIMPLE™



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