

A rustic dining table and chairs are the central focus. The table is made of dark wood with a thick top and is supported by a base of vertical wooden poles. Two simple wooden chairs are tucked under the table. Above the table, a large, dried pine branch hangs from the ceiling. The background is a plain, light-colored wall.

SOLD

Prepare. Stage. Sell.

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Selling your home is more than just a decision; **it's an emotional journey.** This place, filled with memories and milestones, now beckons a new chapter. We understand the gravity of this decision, the aspirations attached, and the anticipation of what lies ahead.

This guide has been meticulously crafted for you—the homeowner looking to navigate the complexities of the real estate market. Whether you're selling your first home or have been down this road before, our aim is to arm you with **clarity, confidence, and a clear path forward.**

From impactful anchor statements to illustrate the essence of your home, to step-by-step checklists ensuring a seamless process, to invaluable tips and tricks curated from industry insiders, we're here to guide you at every turn.

Venture into this next phase with assurance, equipped with the right tools and insights. Let's embark on this journey together, ensuring your home's story is told in the most compelling way possible.

Leslie



WELCOME

Why Hire Me?

With over 20 years in real estate, what matters most to me isn't the titles or certifications — it's the trust you place in me. As a Top Producer with WR Properties, a Top Agent on Zillow, and Luxury Home Certified, my priority is making sure you feel confident, informed, and genuinely cared for throughout this entire process.

My background in HOA management, home building, and construction project management allows me to guide you through every detail with clarity and confidence — but more importantly, it allows me to protect your interests and help you make decisions that truly serve you and your goals. Selling your home is personal. It represents memories, milestones, and often a major life transition. I don't take that lightly. With a strong team supporting us behind the scenes, I handle the strategy, negotiations, and marketing — while making sure you always feel supported, heard, and guided every step of the way.

From our first conversation to the closing table, I'm here for you — not just as your agent, but as your advocate and friend.



1,567 Followers



50,899 Accounts Reached



894 Profile Visits



Social Proof



Let's hang!



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Pre-Listing Preparation:

Prior to our first meeting, I'd love to come by and get a quick tour so that I can ensure I provide you with the most accurate data for your specific home and area. We'll start with a thorough home evaluation to understand its market value.

We'll consider making any necessary repairs or improvements and consider professional staging to showcase its best features.

Marketing & Visibility:

Boost your home's presence by listing it on key real estate platforms, complemented by professional photographs and virtual tours. Consider hosting open houses to engage directly with potential buyers.

Transaction Process:

The buyer will typically conduct home inspections and appraisals. Be prepared to address any concerns or repair requests that arise, and wait for the buyer to finalize their mortgage details with their lender.

Post-Sale Transition:

Once your home is sold, ensure you've moved out by the agreed date, update your address with relevant parties, and take a moment to celebrate your successful sale.

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Strategic Pricing:

Dive into a market analysis of similar properties in your area, which will guide your pricing strategy. Your chosen price can be competitive, slightly high for negotiation room, or aggressive, depending on market conditions.

Negotiation & Offers:

As offers come in, assess them based on price, contingencies, and buyer qualifications. Engage in negotiations to reach a mutually beneficial agreement and then formally accept the best offer.

Closing:

Congrats, you made it! Review all closing documents for accuracy. Before the final settlement, the buyer may request a final walkthrough. After signing all paperwork and transferring funds, you'll hand over the keys.



Pre-List Property Assessment:

Walk through your entire property to identify any repairs or improvements.

Check your home's exterior for curb appeal improvements.

Bedrooms

Bathrooms

Kitchen

Basement

Exterior

Other Areas

Facts.

When researching comparable properties, we ensure you're looking at homes that have sold in the last 3-6 months. Market conditions can change rapidly, and more recent sales provide a clearer picture of the current market.



Did You Know!

Accurate pricing from the onset, informed by a thorough market analysis, can prevent extended listing durations and potential price reductions.



Evaluate today's market trends.

1. Are we in a seller's, buyer's, or neutral market?
2. Let's identify and leverage a unique price point with less competition for an advantage
3. Examine recent sales in your area using the comparative market analysis (CMA) to understand pricing trends.
4. Finally, adjust your listing price accordingly: higher in a seller's market or competitively lower in a buyer's market.



Strategic pricing positions your home not just to be seen, but to be remembered and sought after.

Document Collection:

Collecting essential documents is crucial when selling your home. They not only validate your ownership but also instill confidence in buyers, ensuring a transparent and trusted transaction.

- ☐ Title Deeds
- ☐ Tax Records
- ☐ Home Warranty Info
- ☐ Renovations Certifications
- ☐ Property Survey
- ☐ Home Inspection Reports
- ☐ HOA/Strata Documents *(if applicable)*
- ☐ Rental Agreements *(if applicable)*
- ☐ New Construction Info
- ☐ Home Appraisals
- ☐ Property Tax Assessments
- ☐ Home Insurance Records
- ☐ Home Warranty Information
- ☐ Mortgage Statement
- ☐ Mortgage Fees/Penalty Info
- ☐ Utility Bills
- ☐ Disclosure Forms
- ☐ Covenants, Conditions, and Restrictions (CC&Rs)
- ☐ Certificates of Occupancy/Compliance
- ☐ Maintenance Records
- ☐ Contractor Invoices & Warranties
- ☐ Home Inspection Reports
- ☐ Floor Plans and Building Plans
- ☐ Other:



My Promise to You:

As your Listing Agent, I provide a concierge-level approach to every aspect of the listing process, ensuring a seamless and highly curated experience from start to finish. I personally coordinate all required inspections, oversee the opening of escrow, and secure the Preliminary Title report to keep every detail organized and on track. To showcase your home at its highest standard, I arrange bespoke professional photography, cinematic video tours, and strategic staging designed to highlight the home's architectural details, lifestyle appeal, and unique character. Together, we will thoughtfully prepare and present your property to the market, emphasizing the features you value most so discerning buyers can immediately recognize its quality, craftsmanship, and true market value.



Pro Tip!

Declutter for a spacious look. Removing personal items and excess decor helps buyers envision their own belongings in the space, making your home more appealing.

Staging & Photography:



According to the National Association of Realtors (NAR), staged homes sell 73% faster than those not staged!

Ready To List?

Let's set the stage for your success and turn your property dreams into reality. Here's to a smooth and successful journey ahead!

List your questions below:



5 PRACTICAL TIPS

TO SELL YOUR HOME FAST!

PRICE SMARTLY:

Set a competitive price based on what similar homes are selling for.

BOOST CURB APPEAL:

Clean and spruce up the outside of your home to impress buyers.

TIDY UP INSIDE:

Clear out clutter and make the space look neutral and inviting.

TAKE GREAT PHOTOS:

Use quality pictures to show off your home online.

PROMOTE WELL:

Spread the word online, on social media, and locally to reach more buyers.
