



THE 'SOLD' PLAYBOOK

YOUR HOME-SELLING TO-DO LIST



Dear homeowner—

You're taking the first step towards a huge life milestone: selling your home – Congratulations! This guide is your resource for each phase of selling, including questions to ask and checklists that will make this process as seamless as possible. Let's get started, shall we?!

Abigail Jaqua



Seller's Roadmap

- 01 _____ Choose
Your Agent
- 02 _____ Prepare
Your Home
- 03 _____ Strategic
Pricing
- 04 _____ Staged vs.
Vacant
- 05 _____ Modern
Marketing
- 06 _____ Showing
Your Home
- 07 _____ Closing
Process

STEP ONE

Choose Your Agent

What to look for in a real estate agent

The right real estate agent should have an in-depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



Interview agents to understand if they're the right fit:

- What's your experience selling?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?
- What's your avg. sale-to-list price ratio?

STEP TWO

Prepare Your Home

Consider home repairs

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

Property walk through

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. In this step, it's important to think about your home from a future buyer's perspective.

Small improvements that make a big difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN



Listing Preparation Checklist

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda opening windows for ventilation

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: Tighten loose door knobs and cabinet pulls

Strategic Pricing

01



Your property attracts the most interest when it is first listed.

02



Properties that are priced correctly from the beginning typically sell for more in the end.

03



Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.

PRICING STRATEGIES PRICING STRATEGIES



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender

STEP FOUR

Staged vs. Vacant

The key is nailing the first impression with buyers—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create *warm & inviting atmosphere* that makes buyers excited to be there— vacant or staged!



Modern Marketing

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Targeted ads

02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Postcards
- Yard sign captures

& when it's implemented successfully...

Showing Your Home

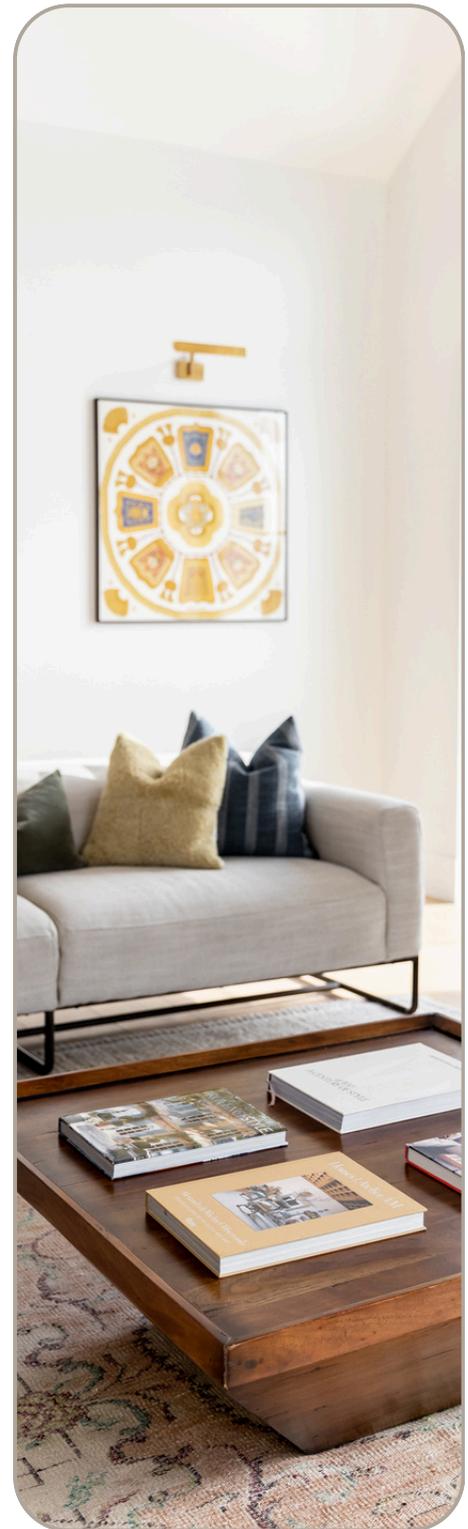
Next up - Showing time!

Together with your agent, you'll decide on parameters for welcoming interested buyers your home.

Your agent will provide you with an electronic lockbox to store keys. Anytime it is accessed your agent is notified.

BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-qualified buyers only
- 30-minute tours
- Owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with owner



Showing Preparation Checklist

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

Inspection Period

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

Closing Day

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

Packing & Moving

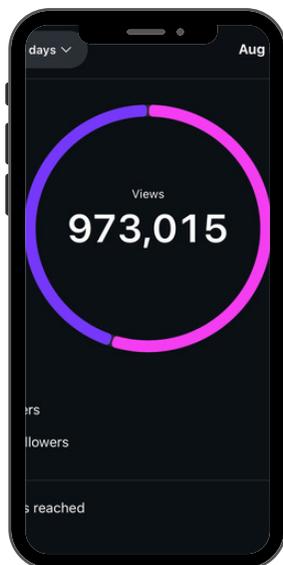
The owner can start packing up their belongings and planning to move! Congratulations!

326 W Mineral Dr. Milwaukee

KEY STRATEGIES

- **Delayed Marketing**- Listed the property in the MLS 21 days before going active, ensuring maximum early exposure and giving buyers ample time to plan showings.
- **Weekend Stack of Open Houses** - Hosted a series of back-to-back weeknight and weekend open houses to build momentum and increase buyer urgency. The winning offer on this property came from a buyer who walked into one of our opens completely “cold turkey.”
- **Social Media Marketing** - Created a full suite of digital marketing assets, including a property walkthrough video, a professional reel with drone footage and neighborhood hotspots, and a carousel showcasing key selling features and lifestyle perks. These were strategically shared across Instagram, Facebook, TikTok, plus consistent engagement via Instagram Stories.
- **Yard Sign Captures** - Installed a large “Coming Soon” sign three weeks in advance, along with multiple directional open-house signs throughout the super-walkable neighborhood—capturing interest, foot traffic, and drive-by attention.

MARKETING ASSETS



THE TALE OF THE SALE

326 W Mineral Dr. Milwaukee

RESULTS

- Reached over 25,000 targeted, local users on social media
- Over 20 parties through open houses
- Multiple offers received (all over asking)
- **Highest Two-Family Sale in the entire zip code**
- The owners were thrilled with the quick sale and the seamless marketing process



What Clients are Saying



"You can tell she really cares of her clients and they aren't just a number for her. Our home ended up getting numerous offers and selling within one weekend. She deserved all the credit with her eye for staging and marketing"

SOLD IN 2025 | WEST ALLIS



"Amazing realtor! Personable, responsible, aggressive with prospective buyers. Abigail was 5 steps ahead of the process the whole way. She made us feel very confident in our choice of Realtor"

SOLD IN 2024 | BAY VIEW, MILWAUKEE



"Her marketing and photography of our home was exceptional. She is seasoned, having a solid knowledge of the current real estate market. She truly is a gem in the real estate field- kind, patient, smart."

SOLD IN 2025 | HARTFORD

Next Steps

LET'S MAP OUT YOUR PATH

Whether you're ready to list your home and start touring others or you're just curious where to start, here's how we can work together:

1. Book a quick intro call to talk timing, goals, and next steps.
2. I'll send over prep tools and vendor contacts to get your home listing-ready.
3. We'll go at your pace — whether that means moving now or prepping for later.

[SCHEDULE A 15 MIN CALL](#)

Your next move starts here — and
I'll guide you the whole way.



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