




# SELLERS' GUIDE

Presented by Kurt M. Boyd  
Russ Lyon Sotheby's International Realty



## Sellers' Guide: THE PROCESS TO "SOLD"

I am thrilled to be on this journey with you. Please review this packet in advance of our Listing Consultation so that you understand the process I follow to ensure I deliver the best possible results for your home sale:

**The most money, the best terms and inside your timeline.**

Let's get started...



## The Process: A QUICK OVERVIEW

### The Pre-Listing Process – “Getting Ready”

- Take care of the paperwork
- Prepare your home for the market

### The Listing Process – “Getting to an Offer”

- Promoting your property
- Transaction milestones and negotiations

### The Closing Process – “Getting to Sold”

- Coordinating for closing
- Keeping in touch

# The Pre-Listing Process

## Taking Care of Paperwork

### Paperwork Required to List Your Home:

The paperwork required to list your home can seem never-ending, but having everything in order prior to hitting the market is important. Many documents are time-sensitive, and others can have a direct impact on negotiable terms in the contract.

- Information About Brokerage Services
- Residential Real Estate Listing Agreement
- Residential Input Form for MLS
- Associated Addenda
  - Seller's Disclosure
  - Square Footage Disclaimer
  - Other: Lead Based Paint, On-Site Sewage, etc.
  - Recent (within 6 months) appraisals on your home.
  - Incident or CLUE report from your home owners insurance provider.

### Additional Information You Should Gather:

We also recommend pulling together “resources and information” that will help get ahead of questions that inevitably come up – “who do you use for pool maintenance,” or “how much are your water bills in the summertime?”

- Utility Info and Records (last 6 months or more - averages are very helpful)
- Home-Related Services Info (grounds upkeep, HVAC, pool, pest control, etc.)
- Warranty-related paperwork from any recent improvements (floors, windows, roof, etc.)
- Any pertinent HOA info: special assessments, etc.
- List of items you'll leave for the buyers (inclusions)
- List of items you'll keep when you move (exclusions)
- List of specific terms you'd prefer to see or conditions you require for any contract (earnest money, closing time frame, leasebacks).

### Other Information I Will Need:

- Your preferences for how to handle showings. How much notice do you need, who do we call, etc
- An estimate of your mortgage payoff so we can run net sheets when discussing pricing and offers.

**If some of this paperwork sounds Latin to you – don't worry! I will explain all of this in person and answer any questions you may have.**



# The Pre-Listing Process

## Preparing Your Home for Market

### STEP 1. REALTOR® Home Tour – 3 weeks out or more.

The first thing I will do during our listing consultation is take a tour of your home and work to learn all I can about it! I want to know... what do you love, what have you improved or updated, what's bothered you, what's broken, and what have you fixed in the past.

### STEP 2. Suggested Homework – 3 weeks out or more.

From this tour, I will email you a list of recommended steps organized by priority level to take to get your home in excellent showing condition. It is important to put our best foot forward, and to control as much as we can with any issues that could impact your home sale while “the ball is in our court.”

Your home is about to become a commodity sold on the open market; as such, our suggestions about what to improve or repair are made with the intent of:

- Improving your overall asking price
- Reducing your days on market
- Overcoming what we know will be a common objection

### STEP 3. Deep Clean and De-Clutter – 2 weeks out.

With or without the help of a stager – up to you – we will almost always ask you to put away personal items and remove clutter in order to make rooms look bigger, brighter and more organized. We don't want buyers distracted by your stuff – we want them to appreciate your home! Deep cleaning is just as important. Tackle those sometimes-overlooked items: washing windows, pressure washing exteriors and driveways, cleaning gutters, dusting baseboards and blinds, make appliances sparkle and ensure the house smells good.

### STEP 4. Stage to Sell – 1 to 2 weeks out

Staging a home to sell has been statistically proven to increase your sales price and decrease your time on market - and it doesn't have to cost a lot of money. We always provide complimentary consultations so you can at least talk through a plan to rearrange furniture and décor; our stagers can also provide a written report, come in and stage the home for you, go personal shopping or rent items to you on a case-by-case basis. Bottom line, this is the final step in making sure the home looks perfect for photos and showings.

**Need help? Just ask!**

**I have resources available – Staging, Storage, handyman, professional deep cleaning and more.**



# The Listing Process

## Promoting Your Property

### Maximum Exposure & Beautiful Presentation

Every marketing plan is custom-tailored to best suite your property and capture your target audience. Your first showing is online, so photos, video and digital media have to be perfectly presented and widely disseminated to get as many qualified eyes on your home as I can. These efforts get buyers in your door. Your home's showing condition and my in-home presentation get buyers to place an offer.

#### 1. Pricing Strategy:

Are we going for multiple offers, or are we expecting to negotiate? Are we priced to open the market to us, or to close it? Are we taking into account natural price breaks and active competition?

#### 2. Photography & Videography:

My photographers are architectural and commercial-rated masters in their field. They capture the best angles to lend beauty, context and emotion to your property photos. We are able to utilize aerial shots, twilights or make use of virtual staging when appropriate, and we nearly always create professional property videos to increase views and engagement of your home online.

#### 3. Listing On MLS & Utilizing Reverse Prospecting:

The Multiple Listing Service (MLS) is a powerful tool – we can see who's "liked" your property on their search portals, and we can reach out to their agents to encourage showings. We can also see how many search portals your home has landed on.

#### 4. Maximize Online Exposure:

By virtue of Russ Lyon Sotheby's International Realty's cascading site structure, your home will show up on all major sites (Zillow, etc), the New York Times plus many you've never heard of. And all of our listings go on RussLyon.com, LuxuryRealEstate.com and SothebysRealty.com - the most-visited realty website internationally, period.

#### 5. Aggressive Social Media & Email Campaign:

We network professionally with all top local and feeder market agents to pull eyes to your home through social media and email campaigns, and we rely on "word of mouth" marketing through powerful private Facebook groups to get more people talking about your property.

## 6. Yard sign & Lock Box:

Our Russ Lyon Sotheby's International Realty blue sign has been likened to the "Tiffany's box" of real estate. E-boxes streamline access to your home and also allow us to track entry and exit to the minute.

## 7. Print Media:

All that beautiful photography goes into stunning flyers, property books and magazine ads to further set your home apart from the competition.

## 8. Postcard Announcements:

If we have time, I send postcards to your neighbors announcing the listing and inviting them to the first Open House. Neighbors help increase a sense of urgency for buyers by making open houses look busy, and they sometimes bring a buyer with them!

## 9. Open Houses and Broker Opens:

At best – I sell your home utilizing an open house or REALTOR® approved open. At worst, I gain valuable feedback and another excuse to advertise the home.





# The Listing Process

## Transaction Milestones & Negotiations

### How I Approach Negotiations:

- I gather all pertinent information. Good decisions require it.
- I want your thoughts – what’s important to you?
- I offer advice and perspective based on our experience and communication with the other party.
- I control the process and YOU control the decisions.

### Along the Way:

After the first two weeks on the market, if we’re still actively listed without an offer, I will begin issuing weekly “market updates” and feedback reports so I can maintain a keen eye on how your home is trending in the market.

### When I Get An Offer:

Here’s what to expect from me:

- I will create a net sheet with a rough estimate of your proceeds from the sale given the offered terms
- I always call the agent to ask questions about history with the client, motivation, etc.
- I always call the lender/bank to confirm the quality of the pre-qualification, approval or proof of funds.
- Multiple offers? I organize the responses and break down all competing terms on a spreadsheet.

### When I Accept An Offer:

You’ll get a “next steps” email detailing important deadlines, and what to expect from the inspection and appraisal process from a negotiations and logistics standpoint.

### When I Go “Pending”:

Normally a point of relief for all parties, we’ve concluded the inspection and the majority of negotiations – barring any appraisal issues. You’ll get another “next steps” email detailing coordination we’ll need to make for keys, access, final walkthroughs, closing and move-out.

**I proactively communicate throughout the process  
and I am with you every step of the way.**



# The Closing Process

## Final Details & Staying in Touch

### At the Closing Table:

- I strive to be at all of my closings so I can help answer any questions you may have and calm nerves; it helps to have a friendly, familiar face present when you're signing important paperwork.
- Some time prior to closing, you're going to get a "Fun Facts" sheet to fill out. Birthdays, anniversaries, hobbies and favorite restaurants...we want to know! I will gladly collect this from you at closing or you can email it back to me.
- You can also expect to see an emailed testimonial request from me following closing. Don't worry – if you aren't Shakespeare, I won't take offense – but your kind words make such a difference for my business.

### Checking in with Valuable Updates:

I strive to earn the right to call myself your REALTOR® for life. I believe in relationships, and I believe in being of service to you well beyond the transaction. Expect to hear from me asking about any of the following:

- Have you received monies back from escrow?
- Did you make the move okay?
- Do you need any resources for your new home (painter, plumber, home decorator)?
- Have you filed for any tax exemptions at your new home?
- Do you need any resources to work out capital gains, 1031 exchanges, etc?

### Providing An Annual Real Estate Review:

Once a year, I will reach out to grab coffee, lunch or a quick phone call with you to review a snapshot of the market as it pertains to your new home. If we review over the phone, I will mail you the documents so you can keep the information in your files. The real estate chat normally takes 5-10 minutes. More importantly, it's my chance to sit down and catch up with you.



# Kurt M. Boyd REALTOR®

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## *Love where you live...Love the way you live!*

Kurt Michael Boyd is renowned for his exceptional service, unwavering integrity, and an “always available” approach. With meticulous attention to detail, he transforms the real estate journey into an informative, productive, and enjoyable experience, alleviating potential challenges of buying or selling a home.

With a diverse background in the service industry as a former new home consultant and jeweler, Kurt’s real estate guidance is enriched, benefiting clients immensely.

His approach blends integrity, positivity, boundless energy, honesty, strong work ethic, and exceptional communication, consistently leading to success with clients and fellow agents.

“I pour my heart and soul into everything I undertake.”

Since 1999, Kurt has assisted countless homeowners in Metro/Phoenix and his hometown Milwaukee. Residing in Scottsdale/Phoenix for over two decades, Kurt brings substantial value to families in the Valley of the Sun.

Navigating sales, purchases, vacation homes, or forever abodes, Kurt’s expert guidance ensures a seamless, enjoyable experience. Kurt’s unmatched communication style is crucial today. He tirelessly ensures your home buying or selling endeavor is dynamic, pleasurable, engaging, and successful.

“My integrity and dignity are paramount. I commit to a positive, enjoyable, sincere, and unforgettable experience.”

For sellers, Kurt ensures timely sales at optimal terms. Buyers benefit from his collaborative approach, identifying perfect properties, including hidden gems.

Kurt immerses himself emotionally and time-wise, preemptively anticipating challenges and providing proactive solutions.

“Furthermore, I’m passionate about helping others, music, cinema, and home-style cooking. Building client relationships, often becoming friendships, is most fulfilling. Your success is mine! Eager to meet and give my best.”







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