

*Kya Sasena*

REAL ESTATE AGENT

HOME  
SELLER'S  
*guide*

YOUR STEP-BY-STEP ROADMAP TO  
SELLING YOUR HOME

# WELCOME

Selling your home is a major decision and I'm here to make it as smooth and stress-free as possible.

Whether this is your first time selling or you've done it before, this guide will walk you through every key step of the process.

Inside, you'll find expert tips, a clear timeline, helpful checklists, and everything you need to confidently prepare, list, and sell your home.

I'm honored to guide you through this important journey. Let's get started!

Warmly,

*Kya Sasena*

LICENSED REAL ESTATE PROFESSIONAL



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# HI! I'M KYA


**a passionate real estate agent committed to making your home-selling experience smooth, strategic, and successful.**

With experience in the real estate market and a deep understanding of local trends, I'm here to guide you every step of the way — from listing to closing.


I take pride in delivering clear communication, honest advice, and a marketing approach that's tailored to your property and goals.

Whether you're selling your first home or you're a seasoned investor, I'll ensure your property stands out, attracts the right buyers, and sells at the best possible price.

 [kyasasena@kw.com](mailto:kyasasena@kw.com)

 734-788-7788

 [www.kya.kw.com](http://www.kya.kw.com)

 3650 Habersham Rd NW  
Atlanta, GA 30305

*Kya Sasena*

# MEET OUR *Team*



*Kyra Saena*  
REALTOR

- ✉ [kyasasena@kw.com](mailto:kyasasena@kw.com)
- ☎ 123-456-7890
- 🌐 [www.kya.kw.com](http://www.kya.kw.com)



*Kelly Chancy*  
CEO, TEAM LEADER

- ✉ [kellychancy@kw.com](mailto:kellychancy@kw.com)
- ☎ 404-604-3800
- 🌐 [www.kwbuckhead.com](http://www.kwbuckhead.com)



*Angie Meza-Smith*  
MANAGING BROKER

- ✉ [angie@heartofatlantagroup.com](mailto:angie@heartofatlantagroup.com)
- ☎ 404-604-3800
- 🌐 [www.kwbuckhead.com](http://www.kwbuckhead.com)



*Brett Caldwell*  
OWNER, OPERATING PRINCIPAL

- ✉ [bcaldwell@kw.com](mailto:bcaldwell@kw.com)
- ☎ 404-604-3800
- 🌐 [www.kwbuckhead.com](http://www.kwbuckhead.com)



# DEFINE YOUR GOALS

**Selling your home isn't just a transaction, it's a major life decision that should reflect your personal and financial priorities. Before we list your property, it's essential to define what matters most to you in this process. The clearer your goals are, the better I can guide you with a tailored strategy that fits your timeline, price expectations, and overall vision. Let's take a moment to explore what success looks like for you.**

## QUESTIONS TO CONSIDER:

### **WHY ARE YOU SELLING YOUR HOME?**

Are you relocating for work, moving closer to family, downsizing, or simply ready for a change? Your reason for selling will influence our approach — including pricing, marketing, and timing.

### **WHAT IS YOUR IDEAL TIMELINE?**

Do you need to sell quickly, or do you have flexibility? Are there external deadlines such as school enrollment, job transfers, or purchase contingencies we need to consider?

A clear timeframe helps us plan showings, prepare the home, and set realistic expectations.

### **WHAT IS YOUR PRICING COMFORT ZONE?**

Do you have a minimum price you'd be comfortable accepting? Are you more focused on top dollar or a smooth, fast sale?

Knowing your financial goals allows us to price your home strategically and negotiate effectively.

### **DO YOU HAVE ANY NON-NEGOTIABLES OR CONCERNS?**

Are there any specific terms, conditions, or buyer requirements that matter to you? (For example: cash-only buyers, certain closing dates, or excluding appliances.)

Understanding your preferences upfront allows us to protect your interests from day one.

*I'm here to support your goals, not just sell your property. By getting clear on what matters to you, we can move forward with confidence and purpose.*

# WHY CHOOSE *me*

Selling your home is a significant moment. One that deserves expertise, care, and a strategic approach. My role is to guide you through this process with confidence, clarity, and exceptional service. Here's what you can expect when you choose to work with me:

## **My mission is simple:**

**to create a premium, client-centered real estate experience focused on maximizing your results while minimizing stress.**

I am committed to delivering guidance you can trust, communication you can rely on, and support you can feel at every step of your selling journey.

### **INTEGRITY**

You deserve honest insights and a partner who prioritizes your best interests. I provide clear explanations, realistic expectations, and complete transparency from day one.

### **PRECISION**

Every strategy I recommend is backed by market data, local expertise, and careful analysis. This ensures your home is priced and positioned to attract qualified buyers quickly and effectively.

### **EXCELLENCE:**

Your property will benefit from high-end marketing designed to stand out: premium photography, strategic storytelling, polished presentation, and targeted exposure that captures attention.

### **COMMUNICATION :**

Selling a home involves many moving parts; my job is to make the process feel seamless. You will receive regular updates, clear explanations, and open communication at every stage.



*LUXURY IS IN EVERY DETAIL.*

— HUBERT DE GIVENCHY

This philosophy guides the way I serve my clients — with attention, intention, and an unwavering commitment to quality.



# UNDERSTANDING THE MARKET



Before listing your home, it's important to understand how current market conditions can impact your selling strategy.

Whether we're in a buyer's market, a seller's market, or a balanced one, each environment requires a different approach in terms of pricing, timing, and negotiation.

In a seller's market, demand is high and inventory is low — homes tend to sell quickly, sometimes above asking price. In a buyer's market, there are more properties than buyers, which means pricing needs to be competitive and presentation becomes even more crucial.

A balanced market offers stability, but success still depends on smart positioning.

As your agent, I monitor local trends and sales data to ensure we align your listing with real-time market dynamics, helping you make informed decisions and attract qualified buyers.

*Don't rely on national headlines — real estate is hyper-local. A hot market in one city might be slowing down in another. Always base your decisions on current data from your neighborhood.*

# Local Market Overview

## *Understanding Your Market Today*

Understanding today's market conditions is essential for positioning your home effectively. The following factors provide a clear picture of how the local real estate market is behaving right now—and how they may influence your selling strategy.

### ➤ BUYER DEMAND

Current buyer activity shows how many qualified buyers are actively searching in your area. High demand can lead to competitive offers and shorter days on market, while lower demand requires a more strategic approach to pricing and presentation.

### ➤ INVENTORY LEVELS

Inventory represents the number of homes currently available.

- Low inventory typically benefits sellers, often creating urgency among buyers.
- Higher inventory means more competition, making marketing and pricing strategy especially important.

This helps us understand how your home will compete with other properties.

### ➤ SEASONAL TRENDS

The real estate market naturally fluctuates throughout the year.

Certain seasons bring more buyers, increased activity, and faster sales, while others see slower traffic.

Understanding these patterns allows us to time your listing for maximum exposure and engagement.

### ➤ INTEREST RATE IMPACT

Interest rates directly influence buyer affordability.

- Lower rates increase purchasing power and attract more buyers.
- Higher rates may reduce activity but often bring more serious, qualified buyers.

Monitoring interest rate trends helps us anticipate shifts in buyer behavior and adjust our strategy accordingly.

### ➤ WHY THIS MATTERS FOR YOUR HOME

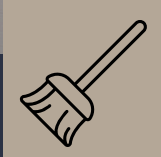
These market indicators help us determine:

- How many buyers we can expect
- How competitive your listing will be
- The ideal pricing strategy
- How to position your home to stand out
- What timeline is most realistic

Together, they form the foundation of a tailored plan designed to maximize your home's visibility and value in today's market.



# PREPARING YOUR HOME



## DECLUTTER & CLEAN DEEPLY

Before anything else, reduce visual distractions. Remove excess furniture, personal items, and anything that makes the space feel crowded. A clean, open space helps buyers picture their own lives in the home.



## MAKE MINOR IMPROVEMENTS

Small changes can make a big impact. Touch up paint, replace outdated light fixtures, fix leaky faucets, or refresh cabinet hardware. These quick fixes increase perceived value without a major investment.



## STAGE TO IMPRESS

If needed, staging your home—whether professionally or with existing furniture—can enhance flow and showcase your home's best features. Neutral tones and simple décor create an inviting, move-in-ready atmosphere.

## INVEST IN HIGH-QUALITY

### PHOTOS

Once your home is prepped, professional photography is key. Great listing photos attract more clicks, more visits, and more serious buyers. First impressions often start online—make them count.





# PRICING STRATEGY

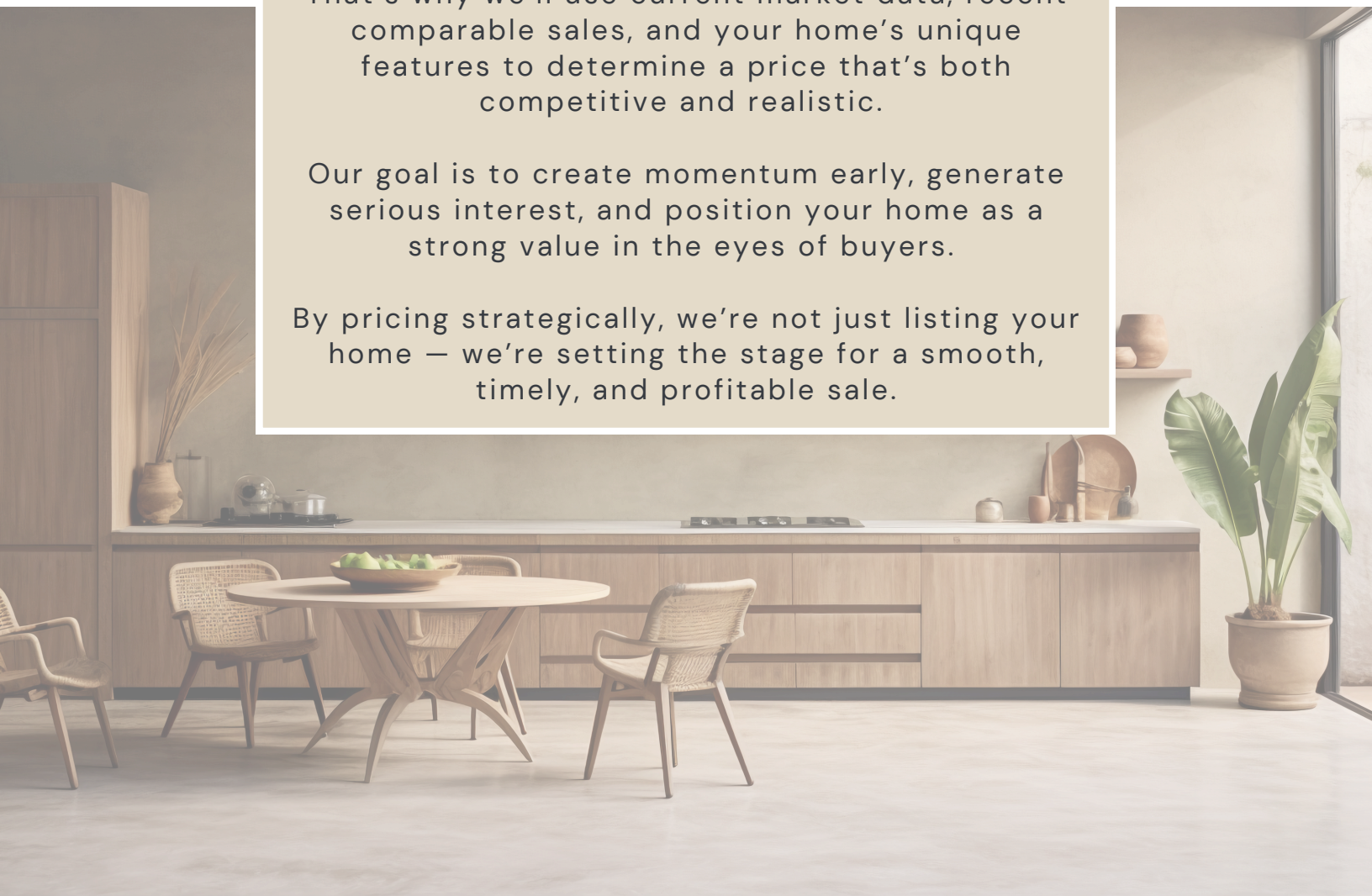
Pricing your home correctly from the start is one of the most powerful tools we have to ensure a successful sale.

While it can be tempting to “test the market” with a higher price, this often leads to limited interest, extended time on the market, and ultimately, price reductions — which can give buyers the impression that something is wrong with the property.

The first 2–3 weeks on the market are critical, as this is when your listing gets the most attention. That’s why we’ll use current market data, recent comparable sales, and your home’s unique features to determine a price that’s both competitive and realistic.

Our goal is to create momentum early, generate serious interest, and position your home as a strong value in the eyes of buyers.

By pricing strategically, we’re not just listing your home — we’re setting the stage for a smooth, timely, and profitable sale.





# MARKETING YOUR HOME

**Marketing goes far beyond simply listing your home on a real estate platform.**

It's about telling a story, highlighting what makes your property unique, and placing it in front of the right buyers at the right time.

A strong marketing strategy can dramatically increase visibility, attract serious interest, and generate stronger offers. We'll begin with professional photos to capture your home in its best light, followed by a detailed listing that emphasizes its key features.

Then we'll promote your home through multiple channels — from online listings and social media, to email campaigns, real estate networks, and possibly even open houses.

Every home is different, so the marketing plan will be tailored to your property, location, and ideal buyer.

With the right exposure and presentation, your home will stand out — not just show up.

*The first showing often happens online. High-quality photos and a compelling description can make the difference between a scroll and a showing.*





# LISTING & SHOWING



**Once your home is ready, it's time to go live on the market.**

We'll create a compelling online listing that highlights your home's best features through high-quality photography, a strategic description, and accurate details that speak to today's buyers.

Once listed, you can expect showing requests to begin, sometimes quickly.

To make the most of every visit, your home should always be clean, well-lit, and neutral in appearance. It's best if you're not present during showings, as this allows buyers to feel more comfortable and spend more time imagining themselves in the space.

I'll coordinate and communicate with all interested parties, gather feedback, and keep you updated throughout the process.

The goal is to create a showing experience that feels effortless for you and unforgettable for buyers.

*Keep a "show-ready" basket with essentials: quick cleaning wipes, a candle or room spray, and a checklist. You'll thank yourself later!*

# REVIEWING OFFERS

Once offers start coming in, it's important to look at more than just the price. Here's how we'll evaluate each proposal with care and strategy:



## FULL OFFER BREAKDOWN

Each offer includes several components: price, financing type, contingencies, closing date, and more. I'll help you understand what every detail means — and how it impacts your decision.



## COMPARING OFFERS EFFECTIVELY

If we receive multiple offers, we'll go beyond the numbers to assess the strength and reliability of each one. We'll look at overall terms, buyer motivation, and risk factors.



## MAKING THE RIGHT CHOICE

Once we've reviewed all offers, I'll guide you through your options — accept, counter, or decline — based on your goals. You'll feel confident knowing every choice is supported by strategy.

# NEGOTIATION PROCESS

*FINDING THE RIGHT BALANCE BETWEEN YOUR GOALS  
AND THE BUYER'S OFFER.*

Once an offer is received, negotiation begins and this is where having the right agent truly matters. Whether it's the price, contingencies, repairs, or closing terms, I'll act as your advisor and negotiator to ensure your best interests are protected at every stage. The goal is not just to accept any offer, but to secure one that aligns with your priorities and timeline.

I'll communicate directly with the buyer's agent, present counteroffers when needed, and guide you through each adjustment until we reach a deal that you feel confident and comfortable with. This part of the process can move quickly, but you'll never feel rushed. Every decision will be made with clarity and support.

# CLOSING PROCESS

**From accepted offer to handing over the keys, here's what to expect.**

Once an offer has been accepted, we officially enter the closing phase. This stage involves inspections, appraisals, final paperwork, and coordination with all parties involved, including lenders, attorneys, escrow agents, and the buyer's agent.

I'll stay in close communication with everyone to ensure all deadlines are met and any issues are handled quickly.

You may be asked to make minor repairs, provide documentation, or schedule your move-out, but I'll guide you through each task so nothing feels overwhelming.

Once everything is finalized and closing day arrives, you'll sign the final documents, hand over the keys, and officially complete the sale. I'll be there from start to finish to ensure your closing experience is smooth, efficient, and stress-free.



# YOUR HOME VALUE ESTIMATE



# SIMILAR ACTIVE HOMES

## CURRENT HOMES ON THE MARKET COMPARABLE TO YOURS

These active listings represent your home's direct competition. Buyers viewing your property will likely compare it to these similar homes currently available in the market. They help us understand how your home can stand out and where it fits in today's inventory.

### PROPERTY DETAILS

123 Oakview Drive, 0000 LOS ANGELES  
Price: \$849,000  
Square Footage: 2,150 sq ft  
Pool: Yes  
Upgrades: New hardwood flooring,  
Remodeled kitchen with quartz countertops

### KEY FEATURES

3 spacious bedrooms  
2 modern bathrooms  
Open-concept living & dining area  
Fully renovated kitchen with island  
2-car garage + driveway



### PROPERTY DETAILS

78 Willow Creek Lane, 0000 LOS ANGELES  
Price: \$915,500  
Square Footage: 2,380 sq ft  
Pool: No  
Upgrades: Updated bathrooms, newer roof (2021)

### KEY FEATURES

3 spacious bedrooms  
2 modern bathrooms  
Open-concept living & dining area  
Fully renovated kitchen with island  
2-car garage + driveway



### PROPERTY DETAILS

402 Pinecrest Circle, 0000 LOS ANGELES  
Price: \$799,900  
Square Footage: 1,980 sq ft  
Pool: Yes  
Upgrades: Fresh exterior paint,  
upgraded HVAC system

### KEY FEATURES

3 spacious bedrooms  
2 modern bathrooms  
Open-concept living & dining area  
Fully renovated kitchen with island  
2-car garage + driveway



# RECENTLY SOLD HOMES

## A LOOK AT THE MOST RELEVANT AND RECENT COMPARABLE SALES

These recently sold properties show what buyers have actually been willing to pay in the current market. They provide essential context for pricing and help us estimate your home's potential value with real, up-to-date results.

### PROPERTY DETAILS

123 Oakview Drive, 0000 LOS ANGELES  
Price: \$849,000  
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# YOUR HOME VALUE ESTIMATE

Based on current market conditions, comparable properties, recent sales, and the unique features of your home, here is the recommended pricing range to position your property effectively in today's market.

This range is designed to balance visibility, buyer demand, and your financial goals, while maximizing your chances of attracting strong offers.



LOW

\$650,990

This price point is designed to generate maximum visibility and attract a higher number of qualified buyers quickly.

It can lead to increased showings and may create early competition among buyers.



MIDDLE

\$660,990

This is the price I believe best reflects your home's value based on market data and buyer demand.

It positions your property competitively while maintaining strong leverage during negotiations.



HIGH

\$670,990

This price reflects the upper end of the home's potential value based on recent high-performing sales.

It may require more time on the market and depends on finding the right buyer who appreciates the home's upgrades and unique features.

This pricing range is designed to give you clarity and flexibility while ensuring your home enters the market with a strong competitive advantage.

Together, we'll choose the price that aligns best with your goals, timing, and the strategy we want to implement to achieve the best possible outcome.

# SELLER FAQs

SELLING A HOME COMES WITH A LOT OF QUESTIONS — HERE ARE SOME OF THE MOST COMMON ONES I GET FROM SELLERS, ANSWERED SIMPLY AND CLEARLY.



## HOW LONG WILL IT TAKE TO SELL MY HOME?

The timeline can vary depending on market conditions, pricing, and property condition. On average, it takes 30 to 60 days from listing to closing but we'll discuss your local market in detail before going live.



## DO I NEED TO MAKE REPAIRS BEFORE LISTING?

Not always. Some homes benefit from minor updates, while others sell just fine as-is. I'll walk through your property with you and recommend only what will have a real impact on buyer interest or price.



## WILL I NEED TO LEAVE DURING SHOWINGS?

Yes, it's best if you're not home during showings. This helps buyers feel more comfortable and allows them to imagine the space as their own without distractions.



## WHAT HAPPENS IF THE BUYER BACKS OUT?

It depends on the stage of the process and the contract terms. If this happens, I'll immediately relist your home, reach out to other interested buyers, and guide you through the next steps with minimal delay.



# GLOSSARY OF REAL ESTATE TERMS

**APPRAISAL:**

An evaluation by a licensed professional to determine the fair market value of a property, usually required by lenders before approving a mortgage.

**CLOSING COSTS:**

Fees paid at the end of a real estate transaction, including lender fees, title insurance, taxes, and legal services.

**CONTINGENCY:**

A condition in the purchase agreement that must be met for the sale to proceed (e.g. financing, home inspection, or appraisal contingencies).

**DOWN PAYMENT:**

The portion of the home's purchase price that the buyer pays upfront, separate from the mortgage.

**ESCROW:**

A neutral third party that holds funds and documents until all terms of the contract are met and the transaction is complete.

**HOME INSPECTION:**

A detailed evaluation of the property's condition, performed by a certified inspector before finalizing the purchase.

**OFFER:**

A formal proposal from a buyer to purchase your home, which includes price, terms, and any requested contingencies.

**CLOSING:**

The final step of the sale process, where documents are signed, funds are transferred, and ownership officially changes hands.

# MOVING CHECKLIST

USE THIS SIMPLE LIST TO STAY ORGANIZED AS YOU PREPARE FOR MOVING DAY.

## BEFORE YOU LIST

- Declutter and donate unused items
- Start collecting boxes and packing supplies
- Deep clean the home
- Schedule any repairs or touch-ups

## AFTER ACCEPTING AN OFFER

- Begin packing non-essential items
- Research and book a moving company
- Notify utility companies of move-out date
- Gather warranties, manuals, and keys for the buyer

## ONE WEEK BEFORE CLOSING

- Confirm moving day logistics
- Change your address (postal service, bank, subscriptions)
- Prepare a box of essentials for your first night in the new home
- Clean the house or schedule a cleaning service

## ON CLOSING DAY

- Do a final walkthrough (if needed)
- Turn off lights, lock doors, and leave any agreed-upon items
- Bring ID and keys to closing
- Celebrate – you did it!

## MY ADDITIONAL TASKS

- .....
- .....
- .....
- .....
- .....

# THANK YOU

Thank you for trusting me to guide you through the home-selling process.

It's truly an honor to be part of this important chapter in your life.

Whether this is your first sale or one of many, I'm committed to making your experience smooth, informed, and successful from start to finish.

Selling a home is more than a transaction — it's a partnership, and I'm grateful to be your agent of choice.

Please know that my support doesn't end at closing.

Whether you need help with your next move, a referral, or simply have questions in the future, I'm just a message away.


*Kya Sasena*


LICENSED REAL ESTATE PROFESSIONAL




# LET'S STAY CONNECTED





 [kyasasena@kw.com](mailto:kyasasena@kw.com)

 734-788-7788

 [www.kya.kw.com](http://www.kya.kw.com)

 3650 Habersham Rd NW  
Atlanta, GA 30305

 Instagram: [[@kyasasena](https://www.instagram.com/kyasasena)]

 Facebook: [[Kya Sasena](https://www.facebook.com/Kya.Sasena)]

 LinkedIn: [[Kya Sasena](https://www.linkedin.com/in/Kya.Sasena)]

Digital Business Card

