



SELLING YOUR HOME

A ROADMAP TO
SUCCESSFULLY LIST & SELL
YOUR HOME WITH US





We're the Lucas-Knott-Laye Team of Lofgren-Sargent Real Estate
We believe in the value of home.

Home is not merely a physical location; it is a sanctuary filled with cherished memories, shared moments with loved ones, and the place where you find your greatest comfort. That's why, when the time comes to sell your home and embark on a new journey, the process can often feel daunting. Selling a house brings a mix of excitement and challenges. We recognize that you may experience a blend of apprehension and eagerness as you work towards your goal.

Rest assured, we are here to support you every step of the way. Together, we will navigate this process smoothly. We will outline the steps involved and develop a tailored plan just for you. You can rely on us to provide unwavering support.

Alongside our Broker, Sandra Lofgren-Sargent, we have combined our strengths to offer you the best of our expertise and skills. From staging your home to identifying the right buyers, negotiating favorable terms, and ensuring a seamless closing, this booklet serves as your guide as we journey forward together.

Arian Lucas

Julie Knott

Kelly Laye



The Team

Successful Selling Process

*Listing Consultation &
Next Steps*

Establishing the Price

*Photography &
Showings Prep*

Marketing Plan

Offer Presentation

Contingency Period

*Closing Day &
Expectations*

C O N T E N T S



WHY HIRE OUR TEAM

When it comes to buying or selling your home having **The Lucas-Knott-Laye Team of Lofgren-Sargent Real Estate** representing you will maximize your success.

Our team offers a combined wealth of experience and expertise. We each excel at our individual strengths and skills. Our team's talents for negotiation, attention to detail, communication, creative thinking, organization, problem solving, relationship building, networking and overall market knowledge help to procure the most attractive contract terms, yielding you the highest return for your investment.

We systemize our approach to your home sale process and the necessary contractual documents. We will help you adhere to the required deadlines and ensure you understand the stages as we proceed to a successful settlement.

The advice we provide will be personalized for you and your home...our team is not complete without the partnership of our clients!

SAY HELLO TO OUR TEAM...



ARIAN LUCAS
REALTOR®,
GRI



JULIE KNOTT
REALTOR®



KELLY LAYE
REALTOR®



SANDRA
LOFGREN-SARGENT
BROKER/OWNER



SUCCESSFUL SELLING PROCESS



SOME MIGHT SAY THAT SELLING YOUR HOME IS A CHALLENGE, BUT IT DOESN'T HAVE TO BE.

Instead, we prefer to view it as an exciting start to a new chapter. As you embark on this journey, you'll cherish the many wonderful memories while witnessing the rewards of your efforts as a new owner joyfully embraces your home.

With our strategic approach to listing preparation, marketing, and a streamlined process, we eliminate hurdles and accompany you on the road to success.

LISTING
CONSULTATION
&
ESTABLISH PRICE

1

PROFESSIONAL
PHOTOGRAPHY

2

PREPARE THE
HOME

3

SECURE THE
BUYER

4

OFFER
PRESENTATION

5

CONTINGENCY
PERIOD

6

SETTLEMENT ON
THE HOUSE



LISTING CONSULTATION

One of the first steps in our process is to visit your home for a tour. During this visit, we will ask numerous questions and take detailed notes, and we encourage you to do the same. Our team is dedicated to helping you achieve your goals, so ****effective communication is essential.****

To make the most of our time together, it's beneficial for you to prepare a list that includes:

1. Home improvements made in the last ten years
2. The year those improvements were completed
3. An approximate investment for each improvement

This valuable information will greatly assist us in our listing price analysis, marketing strategies, and will be shared with the appraiser to support value determinations.

After our initial visit, we will merge our team's market knowledge and comparable property insights with the specifics you provide about your home. We will conduct further research to recommend a competitive list price that aligns with the current market. Subsequently, we will arrange a follow-up appointment to review our findings and establish a listing plan that meets both market standards and your expectations.



A few things to consider before we meet...

- *What is your moving timeline?*
- *Will you be selling and buying simultaneously?*
- *How much do you owe on your current mortgage?*
- *Do you have a copy of your location survey?*
- *What concerns do you have about the listing or buying process?*

Together, we can discuss all the details!

After the Consultation

NEXT STEPS

PRICING STRATEGY

We'll evaluate your home against past sales and current competition to recommend a strategy, then discuss buyer-agent compensation options and closing cost concession options and their impact on your net proceeds. Commission amounts are negotiable and not set by law.

LISTING PREP

- Home repair/update suggestions, if needed, for the best return on your investment. We can help with contractor names and estimates
- Pre-listing inspection options
- Exterior - Curb Appeal
- Is your home a candidate for professional or virtual staging?

NECESSARY DOCUMENTS

- Review of documents and details
 - Seller's legally required property disclosures
 - Listing Agreement between you and our brokerage
- Signatures in-person or via electronic signature program

LISTING DATES/DETAILS

- Discuss options and timelines
- Discuss choices for how you wish to market your property with full syndication or suppression of any property details
- Discuss home features and details for the property description and data fields

PROFESSIONAL PHOTOGRAPHY

- Discuss "showing ready" condition
- Determine dates for Interior/Exterior/Aerial photos & video, floor plans and video tours
- Photos will be used for MLS syndications, Social Media reels/posts/stories, any potential print media and website promotion

MARKETING

- Professional installation of lawn post and "For Sale" for community presence (& pier sign if applicable)
- Ensure details on our company website and all syndicated MLS websites are accurate and visible
- Social Media promotions
- Prepare for a potential open house, at Seller discretion

READY FOR SHOWINGS

- Entry access instructions & lockbox
- Showing appointments, instructions, notifications and feedback settings through a professional showing service
- Buyer's Agents have written agreements with their buyer clients and do not represent Sellers,



ESTABLISHING THE RIGHT PRICE

Pricing is an art and a science and the single most important strategy you'll employ when preparing for the market. The three most important factors for selling a home are location, price, and condition. These factors have to be aligned properly to get the most return for your investment. We don't depend on automated computer valuations for such a big decision. During your listing consultation we'll plan together to ensure your goals align with market conditions. From there, we will help you determine your net proceeds from the projected sale price less any commissions/fees, Seller credits and closing costs

AREAS OF EXPERTISE

- PRIMARY RESIDENCES
- VACATION/2ND HOMES
- WATERFRONT
- EQUESTRIAN FARMS
- NEW CONSTRUCTION
- RENOVATION
- LUXURY
- LOTS/LAND
- SENIOR LIVING/55+
- RELOCATION
- 1031 EXCHANGE
- ESTATE/PROBATE/TRUSTEE
- DIVORCE
- FORECLOSURES/SHORT SALES
- INVESTMENT
- HISTORIC
- CONDOS & CO-OPS
- MILITARY/VA
- GOLF COURSE COMMUNITIES
- MARINA/WATER PRIVILEGES



PROFESSIONAL PHOTOGRAPHY

Have you ever heard that old saying: "You never get a second chance to make a first impression"? Well, it's true!

In real estate, that first impression can be the difference between selling your house and having it become stale on the market.

Professional photography gives a strong first impression and we aim to provide potential buyers a strong sense of how it would feel to live there. We want to entice them during that first impression to make an appointment to tour the home.

We partner with proven, professionals who specialize in real estate photography, videography, drone/aerial licenses, floor plan software, twilight lighting, sky retouching, and other AI features.

PREPPING FOR PHOTOGRAPHY & SHOWINGS

Cleaning & prepping your home to sell can help you gain a competitive edge and higher net proceeds

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry and cabinets

Family Room

- Depersonalize - accessories and photos
- Declutter, including furniture if needed
- Organize/Remove pet and children's toys

Bedrooms

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

Bathrooms

- Clear all countertops
- Minimize bath products in shower
- Remove all personal accessories
- Replace bright towels, shower curtains, and rugs with white ones

Pets & Pickup

- Arrange a plan for pets during showings (crate, daycare, or bring them along)
- Tidy up the garage and storage spaces in the basement

Yard

- Tidy all toys and/or pack them away
- Trim all bushes & mow lawns
- Rake any gravel
- Mulch and tidy up garden beds

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers (seasonal)
- Remove scratches or paint the front door
- Make sure house numbers are clean and visible
- Tidy or repair the mailbox, if needed

Throughout

- Wipe down all blinds
- Touch up any drywall or paint
- Change HVAC filters and clean vent covers
- Replace burned out light bulbs
- Clean windows and sills
- Turn on all lights and open all blinds/curtains every showing
- Disable or remove indoor security cameras and smart speakers before showings

Final Clean

We recommend having a professional cleaning crew come in to give the home a good deep clean. This instills confidence for Buyers that a home has been well cared for.



Let's talk Statistics...

Statistics from a survey conducted by the National Association of Realtors concluded:

- ✓ Buyers spend 60% of their time viewing images and only 20% of their time analyzing the listing details.
- ✓ 68% of potential buyers say that great photos made them want to visit the home.
- ✓ 87% of homebuyers on the Internet find images to be among the most useful features of listing websites when looking for new homes.

MARKET PRESENTATION

Three Effective Marketing Must-Do's

When marketing a home it is imperative to have an immersive marketing strategy. Your ideal buyer is seeing your home multiple times in multiple mediums. In addition to promoting directly to our "Top Producer" network of other Realtors, our 3-Step approach allows for buyers across various buyer pools to directly see the details of your home. These are the three top proven ways that most potential buyers find homes, however we will evaluate your property for additional marketing activities as well as these effective methods. There are other marketing approaches as well but these are the top 3 for the most visibility

01

COMMUNITY
VISABILITY

02

MLS &
INTERNET
AFFILIATES

03

SOCIAL MEDIA,
SEO AND AI

THE DETAILS...

01

COMMUNITY VISABILITY: Potential buyers like to drive through the communities that interest them the most. "For Sale" signs capture the attention of neighbors and potential buyers. In our tech world information is at their fingertips and they can go online, call or text to reach us. We are on call to answer those inquiries and answer their questions immediately!

02

MLS & INTERNET AFFILIATES: Buyers will look online before making an appointment to see your home. It is important to make a great first impression! We want buyers to click and stay engaged. The quality of our photos are critical since buyers look at photos and the list price first. Your listing will be on hundreds of syndicated websites and data will be easily accessible.

03

SOCIAL MEDIA, SEO and AI: We work with social media professionals to promote your home on multiple platforms. We have incorporated Search Engine Optimization and AI into our online presence to reach and capture the broadest markets and have been the most effective for attention to our listings.



JUST LISTED!

Your house is now on the market and details are available to the prospective buyers.

Take a deep breath because this is what you have been preparing for!

You have a plan and you have our team by your side to guide you.

The Buyer Decision Journey & how it affects Sellers

Every home sale is really a buyer moving through a predictable decision journey and a Seller's job (with your help) is to remove friction at each stage so the buyer keeps moving forward instead of stalling out or walking away.

Why each stage matters:

1. **Buyer identifies needs & priorities** - Before a buyer ever sees a listing, they've already decided what they need (bedrooms, school district, commute, move-in timeline). This is why targeting and property descriptions matter. If your listing doesn't speak to the priorities buyers already have, they scroll past it without a second look.
2. **Researching the market** - Buyers are comparing your home to everything else available before they even reach out. This is the stage that justifies accurate, competitive pricing and strong photos. You're being judged against the whole market before a buyer sets foot inside.
3. **Comparing homes & value** - Once buyers narrow their list, they're weighing your home directly against others. This is where staging, condition, and perceived value tip the scale. A seller who under-invests here loses buyers to a better-presented competitor, even at the same price point.
4. **Making an offer** - This is the payoff moment but it only happens if stages 1-3 went well. It's proof the strategy is working, not the finish line.
5. **Due diligence (inspection, appraisal, financing)** - This is where deals actually die. Pre-listing repairs, honest disclosures, and a realistic price (one the appraisal will support) are what keep a signed offer from unraveling here and sending the buyer back to square one.

Why do we care about the Buyer's process?

Pricing alone doesn't sell a home. A lower price doesn't guarantee a sale, and a higher price doesn't guarantee a better outcome. What sells a home is trying to provide a smooth, friction-free path through every one of these stages so the Buyers have the confidence to stay engaged with their purchase. That's exactly what our strategy is designed to do. We stay in close communication with you throughout the process, and while we can't control every outcome, we can anticipate what's likely to come up and help you navigate and negotiate through it.

**We won't exhale or take our foot off the gas until
you and your buyers are exchanging keys at the settlement table.**

OFFER PRESENTATION

We look forward to reviewing offer details with you.
This is the exciting reward for all your efforts.

Most brokerages rely on the legal documents and disclosures recommended by the Maryland Association of Realtors to ensure consistency across the industry.

We will carefully review all offer terms for your evaluation and provide explanations for each detail. Our team will outline your response options for your consideration when communicating with buyers. The choice is yours to accept, reject, or counter any offer.



CONGRATULATIONS! You are Under Contract

Once you have accepted an offer and are officially *under contract* we will guide you through the inspection contingency, coordinate with the settlement company, stay in contact with the Buyer's Realtor and lender, meet the appraiser for their evaluation and stay in communication with you about any other contingencies.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. There are many contingencies that may be included in your contract.

By working closely with us and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

If everything looks good at this point, there are just two more stages: ensuring the conveyance and transfer of ownership.

COMMON CONTINGENCIES

Inspection Contingency

This is where the buyer is able to do their due-diligence on the property with professional inspections.

Financing Contingency

Although all offers must include a pre-qualification from a lender the contracts are also contingent on the buyer's final loan approval.

Appraisal Contingency

The buyer's financing is subject to an appraisal contingency. Ideally, final loan approval must include a satisfactory appraisal equal to the purchase price.

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

As we work together through these contingencies It's your time to pack, notify your utility companies, and contact the moving crew.



CLOSING DAY

This is it! The big day!!!

The Buyers have completed their final walk through of the house and you have notified the utility companies that you are moving. It's time to sign the documents. If you are local we will accompany you to the settlements office or pre-determined location. If you are out of state we can make arrangements, in advance, for you to sign remotely with a Notary.

You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the keys are exchanged and your proceeds are disbursed.

Some items to note:

1. Once each party has signed, the title company will send the deed to the county to record. This recording process can take a few months to show up on the county systems.
 - 2 In Maryland, your proceeds will be distributed to you immediately. You can receive them in the form of a check or a wire transfer.
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Contact us!

Let's talk about YOUR goals

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We look forward to working with you



Julie, Kelly, Sandy & Arian



ABOVE & BEYOND

Our mission is to make every client feel confident, supported, and genuinely cared for. Buying or selling a home is one of life's most meaningful milestones, and we're honored to be part of it.

Our work ethic, local market knowledge, trusted relationships, negotiation skills, and network let us advocate for your best interests every step of the way. When you choose our team, you become part of our family. We're grateful for the chance to earn your trust and deliver an experience that exceeds your expectations.

Thank you for letting us help with this next step—we look forward to being your trusted real estate resource for years to come.

we appreciate your trust