

Selling Your First Home



KIRK R. SIMMON REALTOR®

Selling your first home is a major milestone, but with the right preparation and support, you can maximize your profit and enjoy a smooth transaction.



**KIRK
SIMMON**
RE/MAX
Professional Realty

www.KirkSimmon.com

KIRK R. Simmon

Kirk aspires to be your lifelong real estate agent, market coach, and community sherpa, dedicated to delivering unparalleled customer service. With a formidable background in building materials and sales, and 20+ years as an award-winning real estate agent, Kirk brings a wealth of knowledge in home construction and adept negotiation skills to the real estate arena.

Growing up in Chester County, Pennsylvania, Kirk earned his Bachelor's in Marketing and Minor in Philosophy from Kutztown University.

When he's not selling residential homes around the Main Line, you'll see him with his family at engagements and sports car activities. He's relentless about winning...and achieving great results is his reputation.



Insight. Strategy. Success.



THE
**KIRK
SIMMON
TEAM**



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STEP 1

UNDERSTANDING THE MARKET



- **Market Trends:** I analyze recent sales in your area to set realistic expectations.
- **Seasonality:** The best time to sell is often in the spring and early summer, but demand exists year-round.
- **Home Values:** I provide a professional comparative market analysis (CMA) to determine your home's value.

STEP 2

PREPARING YOUR HOME FOR SALE

Here are some of the most common home improvement recommendations real estate agents make to sellers, based on industry surveys and agent feedback:



The Most Common Home Improvement Recommendations From Agents To Sellers:

- **Decluttering The Home**
(remove personal items)
- **Deep Home Cleaning**
(thoroughly clean entire house)
- **Painting Neutral Colors**
(repaint walls colors for greater appeal)
- **Improve Curb Appeal**
(ensure outdoor spaces are inviting)
- **Fixing Minor Repairs**
(address leaky faucets or peeling paint)
- **Staging The Home**
(create inviting spaces)

STEP 3

THE RIGHT AGENT MAKES ALL THE DIFFERENCE



KIRK SIMMON

VS.



AVERAGE AGENT

MORE MONEY

+3.6%

LESS TIME ON MARKET

-14.2 DOM

As your real estate agent, I will help you price your home correctly, market it effectively, and negotiate on your behalf.

- **Local Expertise:** I know the area, along with neighborhoods and market conditions.
- **Marketing Strategy:** I provide professional photography, a staging consultation, online marketing, and networking strategies to attract buyers.
- **Negotiation Skills:** I am a skilled negotiator and will ensure you get the best possible deal.

STEP 4

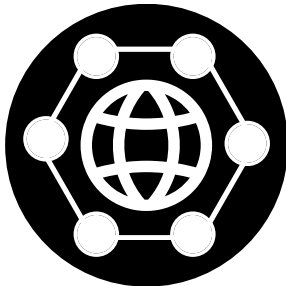
LISTING & MARKETING YOUR HOME

Once your home is ready, I will create a marketing plan to attract buyers.



PRICING STRATEGY:

Setting the right price is key to generating interest without leaving money on the table.



ONLINE LISTINGS:

I will list your home on the MLS, Zillow, Realtor.com, and other platforms.



OPEN HOUSES & SHOWINGS:

Be prepared to accommodate showings and maintain a clean, presentable home.



SOCIAL MEDIA & DIGITAL MARKETING:

My marketing plan includes virtual tours, targeted ads, and social media exposure.

STEP 6

CLOSING THE SALE



Once you accept an offer, there are still steps before closing.

- **Title & Escrow:** The title company ensures a clean title transfer.
- **Final Walkthrough:** Buyers will do a last check before closing.
- **Closing Costs:** Be aware of costs like agent commissions, transfer taxes, and any agreed-upon repairs.



LET'S GET YOUR HOME SOLD!

REACH OUT TODAY FOR A FREE CONSULTATION
AND LET'S GET STARTED ON SELLING YOUR HOME!

Selling your first home doesn't have to be stressful. I am here to guide you every step of the way. Let's work together to make the process smooth and successful.



CONTACT:

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