SELLERS PACKET
2025

JACKALYN "JACKI" JONES

FROM START TO SOLD.
ALL THE DETAILS YOU NEED
TO SUCCESSFULLY
LIST & SELL YOUR HOME.

WELCOME

Hi, I'm Jacki Jones.

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable.

When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that I can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting.

From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Jacki Jones

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JACKALYN "JACKI" JONES

Realtor

I'm a real estate agent and online educator. My focused demographics are assisting seniors in relocation and downsizing. As well as first time homebuyers. I am also focused on investment opportunities for retirement funding.

I was born raised in Las Vegas and my career has spanned 30 years in the homebuilding and construction industry. Prior to becoming a realtor I have been a purchasing agent for track, semi-custom and custom home builders in Las Vegas. Where I contracted suppliers and vendors for working on various projects. I have also worked on large hotel projects such as CityCenter (Aria, Vdara, Crystals) and the Sphere.

In my spare time I enjoy working with foster children & families, seniors and animals. I love being in the outdoors and spending time with my dog, Chloe'.

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Why Use an SRES®?

Retiring,downsizing, or moving due toa significant life event? A Seniors Real Estate Specialist® (SRES®) has specialized training and experience in addressing the unique needs of home buyers and sellers aged 50+.

An SRES® is your trusted ally and advocate throughout the buying and selling process, making real estate transactions for older adults less stressful and more successful.

Here are some reasons to choose an SRES® to assist you through your housing transitions.

TAILORED EXPERTISE IN SENIOR REAL ESTATE TRANSACTIONS

REALTORS® that have chosen to specialize in senior real estate transactions are uniquely positioned to address the needs of those over age 50. With training in everything from downsizing to the financial and emotional challenges often associated with later-life transitions, an SRES® understands that moving at this stage in life is about more than just buying or selling property—it's about planning for your future.

EXTENSIVE KNOWLEDGE OF LOCAL SENIOR HOUSING OPTIONS

From active adult communitiestoassistedliving facilities, an SRES® knows the current market and the various housing options available to seniors in your area. They can help you find a home that best suits your lifestyle, health needs, and personal preferences, making them an invaluable guide through the process.

A NETWORK OF PROFESSIONALS THAT FOCUS ON 50+ CLIENTS

Workingwith an SRES® means having access to a broad network of professionals who are accustomed to the needs of older adults. This includes trustworthy referrals to lawyers, tax counselors, financial advisors, estate planners, downsizing specialists, and moving companies who are all experienced in working with senior clientele, ensuring a smoother transition to your new home.

TRANSACTIONS HANDLED WITH COMPASSION AND PATIENCE

Choosing anSRES ® means working with someone who understands the emotional aspects of your real estate decisions. They are skilled in handling the sensitive issues that often accompany selling a family home or buying a new one in later life. With an SRES®, you receive a patient advisor and an understanding partner who respects your history and your future.

"I'm Your SRES®"
Add contact information here

SRES

DESIGNATION

Jackalyn Jones

having successfully completed the designated
curriculum is hereby awarded the

SENIORS REAL ESTATE SPECIALIST® (SRES®) DESIGNATION

Center for REALTOR® Development confers the Seniors Real Estate Specialist® (SRES®) Designation, which is an official credential of the National Association of REALTORS® (NAR).

07/17/2025

DATE

Kevin M Sears

Kevin M. Sears, President
National Association of REALTORS®

NATIONAL ASSOCIATION OF REALTORS®

SRES

SUCCESSFUL
SELLING PROCESS

I KNOW THAT SELLING YOUR HOUSE CAN BE STRESSFUL...

But it doesn't have to be. Instead it can be the glorious start to a new chapter. The reliving of wonderful memories & the anticipation of a new family loving your home with fresh eyes.

With our modern approach to marketing and a streamlined system for paperwork, we take the stress out of SOLD.

Let's be honest, moving to a new home should be EXCITING!

- LISTING CONSULTATION SET PRICE
- GET THE HOME READY FOR THE MARKET
- PROFESSIONAL PHOTOS AND VIDEO
- ONLINE DEBUT LISTED FOR SALE
- OPEN HOUSE OFFER PRESENTATION
- CONTINGENCY REMOVAL PERIOD
- CLOSE ON THE HOUSE (AND CELEBRATE)

LISTING CONSULTATION

This is where we make a plan together. As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.

A few things to think about before we meet...

What is your moving timeline?
What do you hope to net from your home sale?
What concerns do you have about listing?

Write these things down before we meet so we can talk through all the details!

Jacki Jones

HOW DOES A REAL ESTATE TRANSACTION WORK?

BUYER

BUYER'S REALTOR

SELLER'S REALTOR

SELLER

LOAN EVALUATION
BEFORE MAKING AN OFFER, TALK WITH A FEW LENDERS TO DETERMINE YOUR BUDGET

FIND YOUR DREAM HOME!

OFFER PRESENTED
BUYER'S REALTOR PRESENTS OFFER TO SELLER'S REALTOR, WHO CONVEYS IT TO SELLER

PURCHASE NEGOTIATION
SALES PRICE, TERMS AND CONTINGENCIES ARE NEGOTIATED & AGREED UPON.

SALES AGREEMENT EXECUTED

SELLER'S DISCLOSURES
SELLERS PROVIDE DISCLOSURES THAT MAY MATERIALLY EFFECT THE VALUE

GOOD FAITH DEPOSIT
BUYER SUBMITS EARNEST DEPOSIT TO TITLE COMPANY WHICH IS HELD IN EARNEST

INSPECTION PERIOD
BUYER BEGINS 10-DAY INSPECTION PERIOD & SUBMITS REPAIR REQUESTS.

LOAN APPLICATION PROCESSED & APPRAISAL ORDERED

TITLE SEARCH
CONCURRENT WITH LOAN PROCESS, CLOSING AGENT CONFIRMS SELLER HAS CLEAR RIGHT TO SELL PROPERTY & ESTABLISHES FACTS, SUCH AS WHETHER THERE ARE ANY RESTRICTIVE COVENANTS ON THE USE OF THE PROPERTY

CONTINGENCIES SATISFIED
ONCE FINANCING IS COMPLETE, INSPECTION REPAIRS MADE, APPRAISAL COMPLETE, CONTINGENCIES ARE DROPPED OFF.

CLOSING DOCS ISSUED
LENDER PROVIDES LOAD ESTIMATE & CLOSING DISCLOSURES DETAILING ALL TERMS & COSTS

FINAL WALK THROUGH
1-2 DAYS PRIOR TO CLOSING, BUYER CONFIRMS THAT THE HOME IS IN THE SAME CONDITION AS WHEN PURCHASED & ALL AGREED UPON REPAIRS HAVE BEEN MADE

TRANSACTION CLOSED

SETTING THE RIGHT PRICE

You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES

AGENT COMPENSATION

Inside real estate transactions there are typically two agents involved. One agent represents the seller, the other agent represents the buyer. Each agent works to create circumstances that are agreeable to their clients.

New NAR regulations prohibit us from offering a buyer co-broke inside the MLS, but it is still recommended that sellers offer a co-broke to a buyer's agent, here's why:

- It makes your listing more appealing. When every other listing is offering a buyer's co-broke agents are motivated to get their clients into yours.
- It creates a smoother transaction. A represented buyer is a buyer that is educated with an agent working to make sure we get everyone to the closing table.

You are not required to offer a buyer's co-broke, however, when you allow the buyer to roll their agent's commission into the purchase price of the home it greatly reduces the amount of cash they are required to bring to the table. A buyer's co-broke has always been a pre-negotiated seller concession, but now the choice is yours in how you choose to handle their compensation. Talk with your lender and other trusted financial advisors.

DO YOU NEED TO PAY A BUYER'S AGENT?

THE SHORT ANSWER IS NO...

You've never been 'required' to pay a buyer's agent BUT it does offer you a competitive advantage which is why it has almost always been done this way. Buyers face a LOT of upfront fees when buying a new home, so when a seller offers a co-broke to the buyer's agent, the number of buyers that can now afford the home skyrockets.

Sellers often benefit from this structure as well, because once you sell, you often need to buy...and you'll likely be able to afford more when the seller offers a co-broke.

NATIONAL ASSOCIATION OF REALTORS®

HOME SELLERS:
HERE'S WHAT THENARSETTLEMENTMEANS FOR YOU

As a homeseller, you have a wide range of choices when it comes to listing your home. Agents who are REALTORS® are a trusted source of advice and stand ready to help you navigate this complex process and make the choices that work best for you. NAR's recent settlement has led to several changes related to broker commissions that benefit sellers, and we wanted to clearly lay them out for you.

Here is what the settlement means for home sellers:

- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- Your agent must conspicuously disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers, and must specify the amount or rate of such payment.
- If you choose to approve anoffer of compensation, there are changes to how this can happen.
- You as the seller can still make an offer compensation, but your agent cannot include it on a Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- Your agent can advertise your listing via off-MLS platforms such as social media, flyers and websites.
- You as the seller can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

These settlement practice changes went into effect August 17.

NATIONAL ASSOCIATION OF REALTORS®

Here is what the settlement doesn't change:

- Agents who are REALTORS® are here to help you navigate the process of selling your home and are ethically obligated to work in your best interest.

- Compensation for your agent remains fully negotiable, and if your agent is a REALTOR®, they must abide by the REALTOR® Code of Ethics and have clear and transparent discussions with you about compensation. When finding an agent to work with, ask questions about compensation and discuss what you would like to offer buyers.

- You have choices. Work with your agent to understand the full range of these choices when selling your home, which will help you make the best possible decision for your needs.

More details about these changes and what they mean can be found at:

facts.realtor

PREPPING THE HOME

Cleaning & prepping your home to sell can increase its value by 3%-5%

01 Kitchen

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

02 Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03 Bedrooms

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

04 Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace old towels & rugs with white ones

05 Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06 Front Entry

- Sweep front porch + add welcome mat
- Wash or Paint Front Door
- Plant potted flowers
- Trim and mow regularly

07 Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08 Final Clean

Prior to photos and videos you should have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Pre-List
TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

Essential:

High Res Photo Stills
Vertual Tour
Floor Plan
Marketing Materials

Primium:

High Res Photo Stills
Virtual Tour
Floor Plan
Marketing Materials
Aerial Photos (Drone)
Virtual Twilight
Social Media Video

Add-Ons:

Amenity Images
Offsite
Neighborhood
Photos
Aerial Video
Interior Video
Real Twilight Photos
Virtual Staging

PROFESSIONAL PHOTOS

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 sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

Shocking Truths...

- **Homes listed with professional photography sell 32% faster.**
- **The average ROI on professional real estate photography is 826%.**
- **68% of consumers say that great photos made them want to visit the home.**

GO TO MARKET TIMELINE

Homes perform best when they go to market on Thursday. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- Your home only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials

GOING TO MARKET

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

02

SOCIAL

03

OPEN HOUSE

THE DETAILS...

01

MAILERS: I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

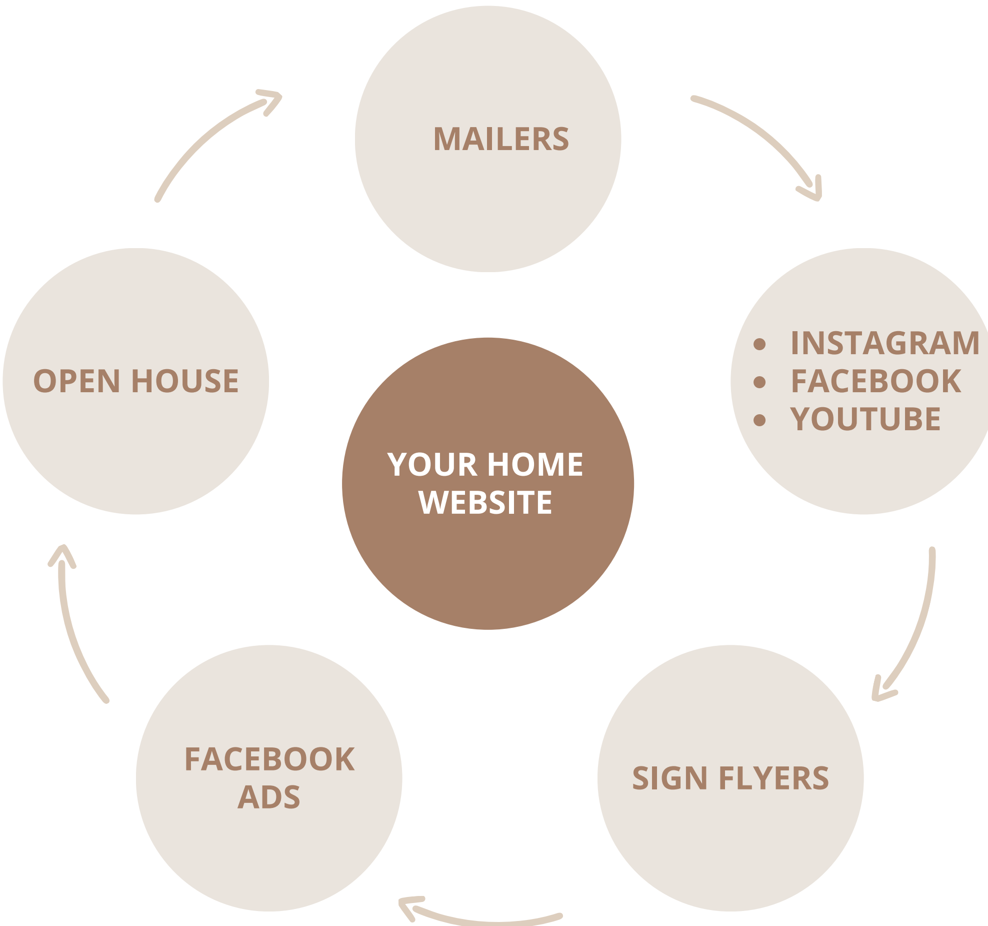
02

SOCIAL: They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE: Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

the

TIMELINE

COMING SOON

- Sign is placed in yard (if HOA accepts)
- No showings until open house
- Generates Interest

ESTATE SALES & DONATIONS

- Estate Sale / Donations to various companies for reuse.
- Removal of items for Storage
- Removal of Debris

POSTCARD CAMPAIGN

- 5 postcards designed
- Coming Soon, Open House, Just Listed, Under Contract, Sold

CLEAN & PREP

- Handyman Services for small updates
- Painting Services
- Carpet/Floor Cleaning
- Interior Cleaning Service

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Friday, Saturday & Sunday

ADDITIONAL VENDORS

I have access to hundereds of vendors in Las Vegas and Henderson who I can offer recomendations for. I know vendors for the following trades:

- Estate Sales
- Packers
- Storage
- Movers
- Removal Services
- Property Enhancement
- Handyman Services
- Cleaning
- Landscaping
- Painting
- Photography
- and More....

Jacki Jones

ONLINE DEBUT

LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home. The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

I give your home as much visibility as possible using a variety of tools to ensure your home is seen by thousands of potential buyers

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

OPEN HOUSE

Open houses are essential when selling a property.

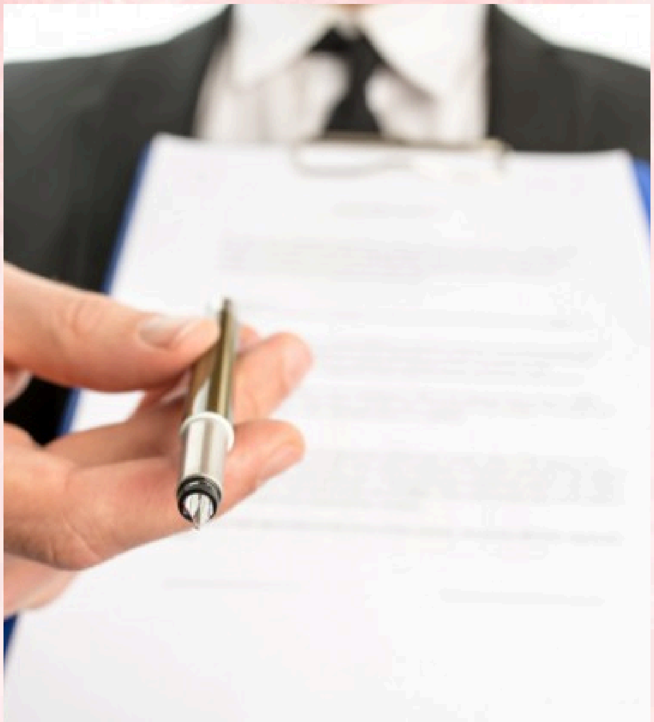
Think about it: when you hold an open house, you're exposing your listing to the world, especially if you do it regularly. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.



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. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me 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.

COMMON CONTINGENCIES

Inspection Contingency

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their 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.

CLOSING DAY

This is it! The big day!!! I've done this dozens of times and I promise you, we'll get through it just fine. 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 deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.

2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

What you
CAN EXPECT

I know this is about more than selling high and buying low and I can promise you that while there will be some bumps in the process, I'll be doing my best to help you avoid any delays or roadblocks. You can expect weekly phone calls with my trademark *tell it like it is* honesty & creative problem solving to get you where you want to go.

Jacki

REALTOR®

I AM A REALTOR®

I Pledge Myself

To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;

To be honorable and honest in all dealings;

To seek better to represent my clients by building my knowledge and competence;

To act fairly towards all in the spirit of the Golden Rule;

To serve well my community, and through it my country;

To observe the REALTORS® Code of Ethics and conform my conduct to its lofty ideals.

December 14, 2020

DATE

Janet Carpenter

ASSOCIATION PRESIDENT

Jackalyn A. Jones

REALTOR®

OVERVIEW OF FAQ

My compensation is 3.5% to Sell your House
Buyers compensation is negotiable before signing

If for any reason the seller cancels the contract before selling the property, Seller agrees to pay for all costs incurred by realtor, to that point. Plus $500 as a cancellation fee to the Realtor.

Standard contract for a listing is for 12 months. The estimated time for a sale from the date of market listing to close of escrow can be 10 days to 12 months. We want to price the house correctly and make any price adjustments (if necessary) with in 20-30 days. To move the buying of this property.

My goal is for the property to sell for the best price in the most convenient amount of time. I want this process to be smooth and profitable for my clients. Please let me know what I need to do for you to keep the process stable for you.

Additional Vendor Prices are Estimates only and these costs can be negotiated with the vendor directly. I can be a point of contact for the seller, but pricing will be submitted to the seller for payment.
They are ESTIMATES ONLY:

Removal of a 3Bed/2Bath House starts at $1,300 which includes donations and dump fees.

Handyman Services are Hourly Starts at $150 an hour or Per Job Bid.

Cleaning a bare house starts at $100 hr/Min 2 Hours

Landscaping Clean up is at a Per Job Bid. Starts at $50 an Hour/Min 2 hours.

Estate Companies charge fees as unique as the property.

READY TO LIST?

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