BILLY O'KEEFE
REALTOR • BROKER • NEGOTIATION SPECIALIST

SELLER RESOURCE
Pre-Listing Packet
For prospective sellers

THE PRE-LISTING PACKET

Before we meet.

A walk-through of how I work, what to expect, and how to price your home for the market we're actually in.

Selling a home has a lot of moving parts. The right team turns that complexity into a clear plan — and the wrong team turns it into a mess. Review the materials inside before our meeting so we can spend our time on what matters: *your goals, your timeline, and your price.*

WHAT'S INSIDE

LAS VEGAS, NV
Billy O'Keefe Real Estate
Helping families win since 1998

Sold fast, for *top dollar*.

Everything that happens ***before*** the sign goes in the yard — the work that decides whether your listing launches strong or limps out of the gate.

> A successful sale is engineered **before** the home is ever listed. We start by understanding your timing, motivation, and goals — then build a strategy around them. *Most agents skip this step.*

- Assess your **timing, motivation,** and immediate concerns; agree on preferred communication.
- Research tax records to verify **owner names, deed type, lot size, legal description,** deed restrictions, and zoning.
- Research average days-on-market for your property type, price range, and location.
- Verify interior room sizes for an accurate MLS listing.
- Review cosmetics and mechanical systems; discuss any repairs or maintenance items.
- Ascertain need for lead-based paint disclosure.
- Perform an **interior décor assessment** with specific suggestions to shorten time on market.
- Gather marketing intel — recent improvements, what you loved about the home, what to inoculate against in advance.
- Explore seller-paid incentives — **buyer closing costs** and **interest-rate buydowns.**
- Proofread the MLS database listing for accuracy — including correct placement in the mapping function.
- Prepare showing instructions and days/time windows that work for your life.
- Handle all calls and email inquiries — shielding you from curiosity-seekers.
- Prepare an **equity analysis** modeling expected closing costs and net proceeds.
- Set up an optional **seller's Home Warranty** covering the listing period and 12 months post-sale.
- Discuss your moving plans and assist with your next purchase — local, new construction, investment, or relocation referral.
- Prepare a **Comparative Market Analysis** — active, pending, and recently sold comps to position your home correctly.
- Review any current appraisal and determine how it fits the positioning strategy.
- Obtain floor and pool plans, if available.
- Obtain accurate **HOA contact and fee** information, if applicable.
- If rented, review leases, verify rent and deposits, inform tenants, and plan how showings will be handled.
- Perform an exterior *curb appeal* assessment with concrete improvements to lift first impressions.
- Collect paperwork buyers will ask for: **solar lease contracts, energy bills,** warranties, permits.
- Schedule **professional photography** — interior and exterior digital photos for MLS and online marketing.
- Maximize showing potential through **professional signage** and lockbox strategy.
- Pre-screen buyers for financing before showings to avoid wasted appointments with unqualified prospects.
- Review and clarify all clauses in the **Listing Agreement** and addenda.
- Walk through the **Seller's Property Disclosure Statement** required by NRS to preserve your legal rights.
- Submit your home electronically to the **MLS** with all photos at the same moment your listing goes live.

While the home is on *the market*.

Active marketing, ongoing communication, and the day-to-day work of converting interest into a real offer. *This is where most listings stall — and where we don't.*

Going live is the start, not the finish. **Over 90% of inquiries come from the internet** — so the work is split between maximizing online reach, working other agents, and keeping a clear feedback loop on what's working.

- Immediately submit interior and exterior photos to MLS the moment your listing goes active.
- Keep you informed of market changes, mortgage-rate moves, and sales trends that affect value or marketability.
- Search the MLS **Reverse Prospecting** system for agents working buyers matching your home; send them direct links.
- Respond promptly to every internet or sign inquiry — over **90%** of inquiries originate online.
- Add your home to our interoffice agent feed — local and California offices.
- Request feedback from each showing agent; share trends so we can adjust.
- Stay on top of housing-industry changes and notify you of any condition shifts promptly.
- Call listing agents of comparable properties to gauge real activity, not just MLS status.
- Coordinate any inspections the buyer requires and review results with you.
- Notify you immediately of any **offer, potential offer,** or buyer-side question.
- Contact the buyer's **lender and agent** to verify qualifications and likelihood of closing.
- Prepare a **net sheet** on each offer for easy side-by-side comparison.
- Prepare and convey any counteroffers, acceptance, or amendments to the buyer's agent.
- Advise you of any **backup offers** received between contract and closing.
- Provide digital copies of the **Listing Agreement** and MLS printout when we go live.
- **Blast property to thousands of agents** in the local area; advertise to qualified buyers in our database.
- Discuss marketing ideas with our *Mastermind* group — over 700 top Realtors nationwide.
- Syndicate to **Realtor.com, Trulia, Yahoo, Google, Homes.com, Zillow,** and the dozens of sites that pull from them.
- Track every showing for market-test discussion and pattern recognition.
- Provide trusted financing resources to educate buyers on loan options for your home.
- Update you on **new listings, recent sales,** and shifts inside your sub-area as they happen.
- Call buyer agents from prior showings to alert them of any price adjustments.
- Convey all price changes promptly to MLS and every internet site.
- Review purchase contracts on their full merits — motivation, financing, terms, not just price.
- Build rapport with buyer agents — trust gets us information that lifts price and terms.
- Negotiate the *highest price and best terms* — plus any other goals important to you.
- Distribute fully executed documents to escrow, lenders, and all relevant parties.
- Schedule regular weekly updates — showings, marketing, pricing, and what's working.

From accepted offer to *keys delivered*.

The 30–45 days that separate signed contracts from completed sales. ***Most deals don't die at the offer; they die in escrow.***

Once an offer is accepted, the work shifts to **protecting the deal** through inspections, appraisals, lender processing, and title clearance. Every step on this list is a place a transaction can fall apart — so every step gets watched.

- Make sure **escrow is opened promptly** and the buyer's earnest money is submitted on time.
- Coordinate every inspection the buyer requires and prep the home for access.
- Help identify and negotiate with **trustworthy contractors** for any required repairs.
- Schedule the appraisal and *personally meet the appraiser* with comps and feature notes to support value.
- Challenge a low appraisal with our **proprietary resources** that most agents don't have access to.
- Provide Home Warranty info to escrow at closing, if applicable.
- Confirm the **closing date and time**; notify all parties so everyone is on the same page.
- Verify every party has executed all forms and holds the information needed to close.
- Research all **tax, HOA, utility,** and applicable pro-rations.
- Review estimated **closing figures** on the HUD-1 before signing — catch errors before they cost you.
- Walk through final HUD figures with you before close — clarity, no surprises.
- Attend the signing in person if local — or arrange a **mobile notary** if needed.
- Update MLS to **Sold** — sale date, price, selling broker and agent IDs entered correctly.
- Confirm MLS listing accuracy and that **status changes** happen immediately.
- Review inspection results and negotiate the *best response* to buyer requests for repairs or credits.
- Contact the lender at least **weekly** to ensure processing stays on track and contingency dates are on target.
- Follow up on the appraisal to keep everything moving and on schedule.
- Relay final loan approval to you the moment the buyer is cleared to close.
- Assist in solving any title problems — **boundary disputes, easements,** liens, or chain-of-title issues.
- Coordinate the closing process with the buyer's agent and lender.
- Update closing forms, files, and the transaction record continuously.
- Coordinate the buyer's **final walk-through** with their agent prior to closing.
- Request final closing figures from the closing agent and reconcile every line.
- Schedule the signing date for you and all parties.
- Arrange possession and transfer — *keys, warranties, openers, pool keys, mailbox keys,* trash days, mail forwarding.

Five components. *One outcome.*

Your home sells at the ***highest profit*** and the ***quickest pace*** when all five components are combined perfectly. Drop one — and the deal slows, the price slips, or both.

COMPONENT 01

Condition

Your price must reflect the home's condition. Roof, plumbing, carpets, paint, smell, polish — these set the ceiling on what a buyer will pay. *Basic rule: if we can smell it, we can't sell it.*

COMPONENT 02

Location

School district, traffic patterns, highway access, neighborhood trajectory. We can't control location — but the price has to match it. The better the location, the higher the acceptable price.

COMPONENT 03

Market

Interest rates, inflation, competition, mortgage availability, buyer psychology. We can't influence the market — but we can **take advantage of it** when we read it accurately.

COMPONENT 04

Terms

The more financing options you accept, the more potential buyers you reach. Easier terms make your home *more valuable* — and a broad mortgage-product menu widens the qualified buyer pool.

COMPONENT 05 · THE BIG ONE

Price — the *number-one* factor.

Price it too low and you give away thousands. Price it too high and the home sits unsold for months — losing buyer interest, accumulating carrying costs, and eventually selling for less than it would have if priced right from day one. Setting the asking price correctly is the **single biggest factor** in whether your sale succeeds or stalls.

5–12

HOMES THE AVERAGE BUYER TOURS

Before making an offer, the average buyer compares your home against **5 to 12 others**. That means 4–11 properties are actively competing with yours for the same buyer's attention. *Win the comparison — win the offer.*

Do *not* automatically list with the agent who gives you the highest price. Unskilled agents *buy the listing* by inflating value — then come back for price reductions once you're locked in.

What actually determines *value*.

A list of comforting-but-irrelevant pricing inputs — and the one input that actually decides what your home is worth. ***Read this before you set the price.***

Failure to understand market conditions and properly price your home can **cost you thousands of dollars** — or cause your home not to sell at all. Setting the right asking price is the single biggest factor in the success or failure of your sale. I study the market and work with buyers and sellers daily; I use that knowledge alongside your personal timeline to identify the correct range. *You can't afford any guesswork in this step.*

PRICING GUIDELINE	WHY IT DOESN'T (OR DOES) AFFECT VALUE
What you paid	What you paid for the property **does not affect** its current market value. The market doesn't remember your purchase price.
What you need	The amount of money you need to net from the sale has **no influence** on what a buyer will pay.
What you think	What you think the home *should* be worth doesn't move the market. Sentimental value isn't market value.
What an agent claims	What another agent *says* your home is worth doesn't make it so — especially when the goal is winning the listing.
What an appraisal shows	An appraisal doesn't always reflect open-market value — appraisers work from **past sale data,** not live buyer demand.
What the market will pay	Value is determined by what a **ready, willing, and able buyer** will pay — based on how your home compares to every other one they're considering. *This is the only input that matters.*

When the price is *right*.

A correctly priced home does more than sell — it compounds every advantage in the seller's favor. ***Faster, cleaner, and almost always for more money.***

Proper pricing isn't about leaving money on the table — it's about activating the market. When the number matches what buyers are actually willing to pay, momentum builds quickly and the entire process tilts in your direction.

01
Faster sale
Less time means lower carrying costs — fewer months of mortgage payments, property taxes, insurance, and utilities chewing into your proceeds.

02
Less inconvenience
Fewer weeks of preparing the home for showings, keeping it spotless, and arranging children, pets, and your schedule around strangers walking through.

03
Stronger agent response
When agents see a property priced right, they push it to every qualified buyer in their book. Excited agents make extra calls; lukewarm agents don't.

04
Exposure to more prospects
Pricing at market value opens your home to every buyer who can actually afford it — instead of filtering out the qualified pool with a too-high number.

05
Better advertising response
Inquiry calls convert to showings far more readily when price is not the immediate objection. Marketing dollars work harder.

06
Higher offers
When the price is right, buyers don't gamble with lowball offers — they fear losing the property to someone else. Competition lifts the number.

07
More money to the seller
When a property is priced right, market excitement produces a **higher sales price in less time.** You net more — both because the sale price is stronger and because the carrying costs are shorter.

BOTTOM LINE

Right price, right timing — and the market does the negotiation *for you.*

Over-pricing feels safe — ***you can always come down later*** — but the damage compounds quietly across the first few weeks. By the time you lower it, the market has already moved on.

When the price is *wrong*.

Over-pricing doesn't just delay the sale — it actively **damages** it. The longer a listing sits at the wrong number, the harder it becomes to sell at *any* number. Here's exactly what goes wrong.

01 Reduces showings

Agents won't show a property they believe is overpriced. They have buyers to protect — and reputations of their own. The phone simply stops ringing.

02 Lower ad response

Buyer interest migrates to other properties that offer better value at the same price point. Your home becomes background noise.

03 Loses interested buyers

Against correctly priced competitors in the same range, your home looks **inferior in amenities** — even when it isn't.

04 Attracts the wrong prospects

Serious buyers who can afford the asking number expect to see more home for their money. They tour, frown, and leave.

05 Helps the competition

Your high price makes neighboring listings look like *great deals*. You become the marketing budget for the houses that sell instead of yours.

06 Eliminates offers

A fair-market offer would feel like an insult to the seller, so most buyers won't bother writing one. They move on to the next address.

07 Causes appraisal problems

Appraisers price from comparable sales. If a high offer eventually does come in, the lender's appraiser may kill it on value.

08 Lower net proceeds

Most over-priced homes eventually sell for **less than they would have** if priced correctly from day one — not counting the months of extra carrying costs.

BOTTOM LINE

Over-pricing doesn't preserve your number — it *erodes* it. Time on market is the seller's most expensive line item.