

THE HOME SELLER SUCCESS GUIDE



**Very Professional. Always Personable.
I believe informed clients make confident decisions.**

Prepared by Karyn Murphy

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Meet Karyn

Buying or selling a home is one of the biggest financial decisions you'll ever make. It can be exciting, emotional, and sometimes even a little overwhelming.

My goal is to make the entire process feel simple, organized, and far less stressful than you ever imagined it could be.

I believe that great real estate service is about more than contracts, negotiations, and marketing. It's about listening, communicating, solving problems, and helping people make confident decisions.

Over the years, I've learned that every client has different goals. Some want the highest possible price. Others need to move quickly. Some are downsizing after decades in the same home, while others are beginning an exciting new chapter.

No matter your situation, my commitment is the same.

- I'll keep you informed.
- I'll answer your questions honestly.
- I'll communicate with you regularly.
- I'll guide you through your home sale with the same honesty, care, and attention I would give my own family.

When I'm not helping clients, you'll usually find me spending time with my Shorkie, Khloe, creating new marketing ideas, writing, or working on ways to continually improve the experience I provide to my clients.

One of the things you'll quickly notice is that I like systems and organization. I've developed my own listing management process so nothing falls through the cracks and you always know what's happening next.

I believe informed clients make confident decisions, which is why you'll receive helpful guides, regular updates, and proactive communication throughout your home-selling journey.

Thank you for considering me to be part of such an important milestone in your life.

I look forward to helping you every step of the way.

Warmly,

Karyn Murphy



What You Can Expect From Me

Honest Advice

I'll always provide honest recommendations based on your goals and current market conditions.



Professional Marketing

Your home deserves exceptional presentation to attract qualified buyers.



Clear Communication
You'll never have to wonder what's happening. I'll keep you informed every step of the way.



Attention to Detail

From listing paperwork to marketing materials, I carefully review every detail so nothing is overlooked.



Respect

I'll guide you through your home sale with the same honesty, care, and attention I would give my own family.



Skilled Negotiation

I'll protect your interests and help you make informed decisions throughout the negotiation process.



Education

I believe informed clients make confident decisions, which is why I provide guides, resources, and explanations throughout the process.



Accessibility

Questions don't always happen during business hours. I'm only a phone call, text, or email away.



My Commitment

My goal isn't simply to sell your home. My goal is to help you feel informed, confident, and supported from our very first conversation through closing day.

Karyn Murphy



What to Expect During the Home Selling Process

Selling your home is one of the biggest financial decisions you'll ever make. It can be exciting, emotional, and sometimes feel overwhelming.

My goal is to make the process as smooth, organized, and stress-free as possible by keeping you informed every step of the way.

Here's what you can expect during your home-selling journey.

Phase 1 – Initial Consultation

We'll meet at your home to get to know each other and discuss your goals.

During our appointment we'll:

- Tour your home
- Discuss your timeline and goals
- Review the current real estate market
- Review comparable home sales
- Discuss pricing strategy
- Review my marketing plan
- Answer all of your questions

Phase 2 – Preparing Your Home

Together, we'll identify simple ways to help your home make the best possible first impression.

You'll receive my Home Preparation Guide with practical tips to help prepare your home for professional photography and buyer showings.

Phase 3 – Professional Photography

Professional photography is one of the most important parts of marketing your home.

I'll coordinate the photographer, review all of the images, and make sure your home is presented at its absolute best before we launch your listing.

Phase 4 – Listing Launch

Once everything is ready, I'll activate your listing in the MLS and begin marketing your home.

Your listing will appear on many of the most popular real estate websites, giving buyers maximum exposure

Phase 5 – Showings & Marketing

As buyers begin touring your home, I'll coordinate showings, communicate with buyer's agents, collect feedback, and continue marketing your property.

Throughout your listing, I'll monitor market activity, review competing listings, and recommend adjustments when appropriate.

You'll also receive regular updates so you'll always know what's happening behind the scenes.

Phase 6 – Offers

When an offer is received, I'll carefully review every detail with you, including:

- Purchase price
- Financing
- Closing date
- Contingencies
- Buyer requests
- Strengths and weaknesses of the offer

Together, we'll decide on the best strategy for moving forward.

Phase 7 – Under Contract

Once an offer is accepted, we'll move through several important milestones, including:

- Attorney review (when applicable)
- Home inspection
- Inspection negotiations
- Appraisal
- Loan approval
- Final walk-through

I'll coordinate each step and keep you informed throughout the process.

Phase 8 – Closing Day

Closing Day is when ownership of your home officially transfers to the buyer. I'll help make sure everything is completed smoothly and will be available to answer any last-minute questions you may have.

Throughout the Entire Process...

You can expect regular communication from me, including:

- ✓ Updates on what I've been working on behind the scenes
- ✓ Showing activity and buyer feedback
- ✓ Market updates
- ✓ Recommendations when needed
- ✓ Guidance through every decision

You'll never have to wonder what's happening with your home sale. I'll keep you informed every step of the way.

If you ever have a question, please don't hesitate to call, text, or email me. I'm always happy to help.



My Marketing Plan

Every home deserves a customized marketing strategy designed to showcase its best features and attract qualified buyers.

My goal is simple: to present your home professionally, maximize its exposure, and help you achieve the best possible results.

Professional Photography

Professional photos create a strong first impression and encourage more buyers to schedule a showing. Before photography, I'll help make sure your home is ready to shine.

MLS Exposure

Your home will be listed in the Multiple Listing Service (MLS), making it available to real estate professionals and syndicated to many of the most popular home search websites.

Online Marketing

Today's buyers begin their home search online. I'll promote your property using high-quality photos, compelling descriptions, and targeted online marketing to help your home stand out.

Social Media

Your home may also be featured across my social media platforms to increase visibility and reach additional potential buyers.

Agent-to-Agent Marketing

I'll actively network with other real estate professionals, promote your listing within my professional network, and answer questions from agents representing qualified buyers.

Ongoing Marketing

Marketing doesn't stop after your home is listed.

Throughout the listing, I'll continue monitoring market activity, evaluating competing homes, reviewing buyer feedback, and adjusting our strategy when appropriate to keep your home competitive.

Communication You Can Count On

You'll never have to wonder what's happening.

I'll keep you informed throughout the process with regular updates explaining:

- What I've been working on behind the scenes
- Recent showing activity and feedback
- Current market conditions
- Recommended next steps
- Anything I need from you

Selling a home is a team effort, and clear communication is one of the most important parts of a successful sale.

I don't believe in putting a sign in the yard, uploading a few photos, and hoping for the best.

I believe in preparation, professional presentation, proactive communication, and continuous marketing throughout your listing. My goal is to keep your home competitive, keep you informed, and help you make confident decisions every step of the way.



Why the Flamingo?



People often ask why you'll find a little flamingo throughout my guides and marketing materials.

The answer is simple...

Flamingos make me happy.

Over time, they've become a small reminder to slow down, smile, and enjoy life's journey—even during big life changes like buying or selling a home.

Selling a home can feel overwhelming at times, but it doesn't have to be. My goal is to guide you through the process with honest advice, clear communication, and a little reassurance whenever you need it.

So if you happen to notice a tiny flamingo along the way, I hope it makes you smile, too.

Thank you for allowing me to be part of your home-selling journey.

I look forward to helping you every step of the way.

Warmly,
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