

A high-quality kitchen with a large window, a sink, and a stove. The kitchen features a large window with a view of greenery, a sink with a faucet, and a stove with a range hood. The walls are covered in white subway tiles, and the cabinets are dark wood. The overall atmosphere is warm and inviting.

FROM START TO

SOLD

EVERY STEP, EVERY DETAIL, EVERY STRATEGY
THOUGHTFULLY DESIGNED TO HELP YOU SELL WITH
CONFIDENCE, CLARITY, AND PEACE OF MIND.

CONTENTS

- 04 About
- 08 Selling Process
- 09 Listing Consultation
- 12 Prepping the Home
- 19 Photos & Timeline
- 22 Marketing
- 27 Online Debut
- 33 Contingency Period
- 35 Closing Day



WELCOME

Home is more than a house. It's the backdrop of your life, the place where holidays were hosted, memories were made, and seasons shifted.

Selling it? That can feel emotional, overwhelming, or even paralyzing. I get that. And that's why I built this guide.

Inside, you'll find a step-by-step process I walk every seller through, from first walkthrough to final signature. It's here to help you feel grounded, prepared, and supported. You don't have to figure this out alone.

I'll be your guide, your advocate, and your strategist so you can move forward with calm confidence.

Lauren Brod

This material is intended for informational purposes only and does not constitute legal, financial, or real estate advice. All timelines, pricing strategies, and marketing plans are subject to change based on market conditions.





EVERYTHING YOU WANT...

THE NEXT CHAPTER, THE LIGHTER
SCHEDULE BECAUSE OF SHORTER
COMMUTE, THE SLOWER
MORNINGS, THE DEEPER REST...

is on the
other side
of sold.



HI, I'M LAUREN

AND I BELIEVE IN HOME



Lauren Brod

I'm a real estate agent, mom of four, steward of stories, and a big believer in doing things well and with intention. I work with people at meaningful milestones, whether that's selling the home that raised your babies or preparing for your next investment with intention.

With a background in luxury retail and a heart rooted in faith, I bring strategy and steadiness to what can often feel like a high-pressure season. We'll prep with excellence, market with beauty, and walk through every step together.

Why hire my team?

When it comes to selling your most valuable asset, the process isn't something to wing. It's something to orchestrate.

With my team of trusted professionals - photographers, stagers, transaction support, and marketers - we create a seamless, elevated experience from start to sold.

You'll know what's coming next. You'll feel fully supported. And your home? It will be presented with care, excellence, and the kind of detail that gets results. Our job is to get you the best deal and often times that is through leveraging our combined skillsets...and NETWORKS.

While we personalize our marketing approach, we systemize our approach to paperwork, ensuring you always know what's coming next.



STEP BY STEP SUPPORT FROM

start - to sold

EVERY STEP IS INTENTIONAL, DESIGNED TO PROTECT
YOUR PEACE AND MAXIMIZE YOUR RETURN.

PREPARE, PRICE, LIST, LAUNCH

- **Discovery & Walkthrough** - We'll start with a conversation about your goals and timeline, followed by an in-home walkthrough. I'll listen for what matters to you and assess what will matter most to buyers.
- **Prep & Positioning** - Next, we'll build a game plan: from staging to repairs, photography to marketing. Nothing goes on the market until it's 100% ready.
- **Launch Week** - Your home will debut across MLS, social platforms, targeted emails, and local agent networks. We'll host an open house and activate our full follow-up process.
- **Negotiation & Offer Strategy** - We'll review all offers together, walking through the terms that matter most, not just price, but timelines, contingencies, and strength of buyer financing.
- **Under Contract & Closing** - Once accepted, I'll oversee every detail through inspections, appraisal, and final closing day, keeping you in the loop and ahead of every milestone.

LISTING
CONSULTATION
SET PRICE

PROFESSIONAL
PHOTOS AND
VIDEO

OPEN HOUSE
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



GET THE HOME
READY FOR THE
MARKET

ONLINE DEBUT
LISTED FOR SALE

CONTINGENCY
REMOVAL PERIOD

This is where we make a plan together...

LISTING CONSULTATION

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. Take a moment to jot down your goals and any concerns, so we can make the most of our consultation.

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 or buying?

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

Lauren

An aerial photograph of a city at sunset. The sky is a warm, golden-orange color. In the background, several tall skyscrapers are visible, some with lights on. In the foreground, there is a residential area with houses and trees, and a multi-lane highway with traffic. A black rectangular box is overlaid on the center of the image, containing white text.

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.



“

EXCEPTIONAL SERVICE AND *INCREDIBLE* RESULTS

We couldn't have asked for a better experience. Lauren and I marketed our home with specificity, kept us informed at every turn, and negotiated with firmness around what our goals were. We felt advocated for and completely at ease. She had our trust throughout the sale.

A photograph of a hallway with light-colored wood paneling. In the foreground, there is a colorful, patterned rug. To the right, a white door is partially open, with a woven basket hanging from the top. In the background, a mirror is mounted on a wall, reflecting a doorway. The text is overlaid on the center of the image.

DID YOU KNOW?

Cleaning &
prepping your
home to sell can
increase its value
by 3%-7%

Before potential buyers step through the door or click through your listing, what they see shapes everything. A clean, tidy space signals care, opens up visual breathing room, and helps a buyer imagine themselves living there.

When surfaces are clear, personal items are tucked away, and each room feels intentional rather than chaotic, the home doesn't just show its potential, it invites them in. In that clarity, buyers stop viewing and begin feeling that the home could be theirs. You'll get a full prep checklist customized to your home.



- According to the National Association of Realtors (NAR), 29% of agents reported that staging (which includes decluttering) led to a 1%–10% increase in dollar value of offers. [nar.realtor](https://www.nar.realtor)
- Industry data shows that homes with less clutter have been found to sell up to 50% faster than clutter-filled comparables, and can achieve up to a 6% higher sale price. [archeyes.com+1](https://www.archeyes.com+1)
- Another study found that decluttered photos attract up to 61% more views, help homes sell 32% faster, and are associated with a 3%–5% price premium.



THINGS TO LOOK FOR THROUGH THE HOUSE

- Clear all countertops and horizontal surfaces so no distractions steal the focus. We want to open up as much visual space within the rooms as we can.
- Remove personal accessories (family photos, knick-knacks, excess décor) so every buyer can imagine their story in the space.
- Declutter each room, including removing excess furniture where needed, to open up the footprint and highlight flow.
- Tidy storage spaces (closets, pantry, drawers) so they feel like “extra value,” not hidden work.
- Neutralize & refresh so that the home appears clean, bright, and move-in ready, little details matter.
- Ensure strong lighting and visible pathways through rooms so layout and size can be appreciated.
- Maintain consistency of style and tone throughout the home so the emotional impression remains cohesive.

A long, narrow hallway under construction, showing wooden framing and a window at the end. The hallway is dimly lit, with light coming from the window at the far end. The walls and ceiling are made of light-colored wood studs and joists. The floor is covered with a light-colored material, possibly concrete or a temporary floor covering. The overall atmosphere is one of a building in progress.

A SUCCESSFUL SALE ISN'T
a process,
it's a
partnership

PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

FINAL TOUCHES



“

SHE ADVOCATED FOR US AND WHAT WE WANTED

I've already told everyone I know, if you're selling a home, call Lauren. Her expertise and listening kept us steady. She's truly the best in the business.



NOW IT'S TIME FOR PHOTOS



Homes listed with professional photography sell 32% faster



The average ROI on professional real estate photography is often cited around 1,500% through faster sales and higher closing prices. Professional photos can generate \$3,400 to over \$11,000 more in sales price, with homes selling 32% faster.



68% of consumers say that great photos made them want to visit the home



Professional Photography

You've heard the saying, "You never get a second chance to make a first impression."

In real estate, that moment matters more than ever. A powerful first impression can be the difference between a quick, confident sale...and a listing that lingers.

Photography and video aren't just about showing the space...they're about creating an emotional invitation. They help buyers picture their life unfolding there and when done well, they spark a feeling that stays with them long after the scroll.



THE GOAL:

a house that
feels like
home

GOING TO MARKET

Homes perform best when they launch on a Thursday. To make that happen, all cleaning, prep, staging and photography need to be completed 2-3 weeks in advance.

Photo day is a full production day, so plan to be out of the house for most of it to keep things smooth and stress-free. Once we have the footage, it will be edited and used to create your full marketing suite, including:

- Your home's custom website
- Neighborhood postcard campaign
- Social media posts and ads
- Open house flyers and materials

Every detail matters and this prep window gives your home the launch it deserves to tell the right story to the right buyer.



Three Step Marketing Process

When it's time to bring your home to market, strategy matters. An immersive marketing plan makes sure your ideal buyer sees your home not just once, but again and again, across multiple platforms. Our approach is designed to meet buyers where they are, from scroll to showing, with consistent visuals and storytelling that resonate across generations. Every detail of your home gets the attention it deserves.

01

MAILERS

While some may dismiss postcard campaigns, our data proves otherwise. This is our chance to let the neighbors know your home is coming to market and they're often the ones who help spread the word to the perfect buyer.

02

SOCIAL

They spot a postcard in the mail...then scroll past a reel about the same home...next comes a Facebook ad. Finally, curiosity wins...they click the link to your home's personal website and dive into the full digital tour. That's the power of layered, intentional marketing.

03

OPEN HOUSE

By the time they're invited to the Open House, they've already seen the photos, watched the video, and imagined themselves inside. Now, they're walking through the door with real interest and real intent. This buyer isn't just browsing...they're already invested.

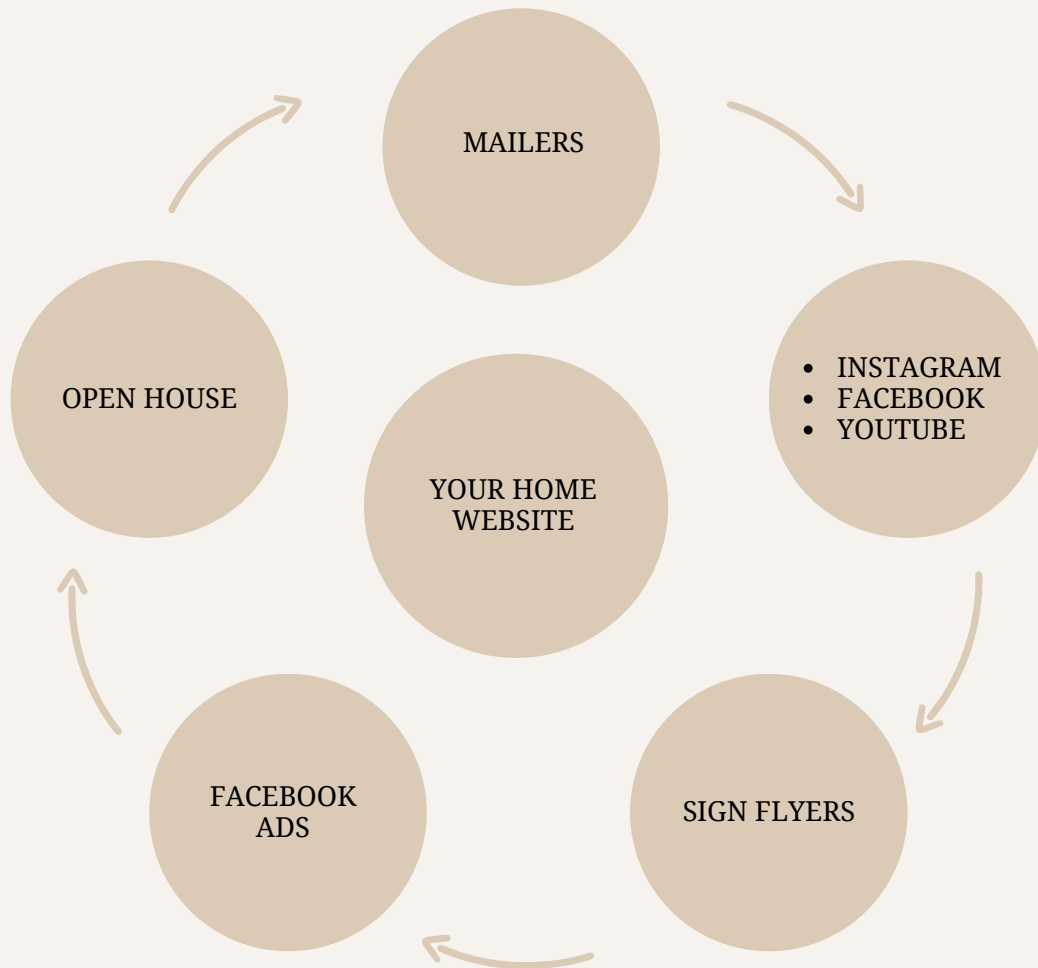


“

PROFESSIONAL PATIENT & ABSOLUTELY OUTSTANDING

We were so nervous to sell but Lauren made everything feel simple and straightforward. From staging suggestions to her marketing plan, she walked us through each step. Our home sold quickly and above asking, and the whole process felt surprisingly smooth. I truly couldn't have asked for a better experience.

The 7-11-4 Rule



Research shows that buyers need around 7 hours, 11 touchpoints, and 4 different platforms before they feel confident making a purchase. When you think about the weight of buying a home, that number makes sense - it's one of the biggest decisions most people make.

That's why immersive, multi-platform marketing isn't just a nice-to-have, it's essential. We want buyers to spend that time with your home. To linger, revisit, imagine, and fall in love.

Here's how we make that happen.

TIMELINE

COMING SOON

- Yard sign installed
- Showings begin after launch weekend
- Builds anticipation and buyer interest

CLEAN & PREP

- Begin pre-packing; remove ~30% from closets
- Declutter countertops and surfaces
- Tuck away personal photos and memorabilia

PHOTO & VIDEO

- Full property photo and video shoot
- Cinematic walkthrough tour
- Visuals designed to spark emotional connection

CUSTOM WEBSITE BUILT

- Standalone website just for your home
- Includes photos, video, and full listing details
- Tracks interest and engagement from visitors

POSTCARD CAMPAIGN


- Five custom-designed postcards
- Timed for each milestone: Coming Soon, Open House, Just Listed, Under Contract, and Sold

SOCIAL DEPLOYED

- Social content written, designed, and scheduled
- Includes 2-3 reels, long-form video, and designer-style stills
- Tailored to highlight your home's story and unique features

OPEN HOUSE

- Launch weekend: recommended no showings before first Open House
- Hosted events Friday and Saturday
- Creates urgency, energy, and early momentum

A photograph of an outdoor dining table with food, drinks, and lit candles, set against a background of lush greenery and hanging plastic bags. The scene is dimly lit, suggesting dusk or dawn. The table is covered with various items including pizzas, bowls, bottles, and several lit candles in different colors (blue, pink, white). In the background, there are dense green trees and branches, and several translucent plastic bags (blue, yellow, white) are hanging from a branch, some with gold tinsel. The overall atmosphere is cozy and inviting.

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.



LISTED TO SELL

The way people search for homes has changed drastically. Long gone are the days of flipping through newspaper ads or waiting on word-of-mouth. Today, nearly every buyer starts online. In fact, 95% of buyers use the internet during their home search, and over half begin their journey there.

The average buyer looks for about 10 weeks and tours 12 homes before making a decision which means visibility matters. A lot.

I make sure your listing shows up where it counts: on the MLS, Zillow, Realtor.com, Trulia, and dozens of syndicated sites. I also track how it's performing and make strategic adjustments as needed. Every platform, every detail, thoughtfully handled.

...yes, an Open House is totally necessary

HERE'S WHY



It's not JUST about the Open House,
but everything that happens
around the Open House

FIRST

It's important to know that **only 4% of houses are sold from an Open House**, so why would this be worth your time?

Here's the thing, every time we host an Open House, your home gets a fresh wave of exposure. It jumps back up on real estate sites, gets renewed attention online, and shows up in front of more buyers looking in your area. And because real estate is a feel-it kind of decision, those in-person showings matter.

Open Houses also create buzz in the neighborhood. Neighbors want great people to move in, and they want you to get top dollar. That's why we make it easy for them to share your home with friends who might be looking.

The easier it is to see, talk about, and walk through your home, the more interest we generate. And buyers? They love easy.

OFFER PRESENTATION

When an offer comes in, we'll sit down together to review the details, side by side, so you can make the most informed decision. If there are multiple offers, we'll look at them all at once, comparing terms, timelines, and buyer strength.

This approach helps us avoid making rushed decisions and gives you the full picture before choosing to accept or counter. In competitive situations, reviewing offers together ensures we maximize both your outcome and your peace of mind.





CONTINGENCY PERIOD

In real estate, a “contingency” is just a condition that must be met for the sale to move forward. As a buyer, you have the option to include different contingencies in your contract like an inspection, appraisal, or loan approval.

Once those are cleared and everything checks out, there are only two steps left: the title search and the official transfer of ownership.

When you work with me, I’ll walk you through what each contingency means, when it matters most, and how to stay ahead of any surprises so you can move forward with peace and confidence.

COMMON CONTINGENCIES

01

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.

02

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.

03

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 loan amount.

04

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.



“

**GUIDED US
WITH
CONFIDENCE
AND CARE**

I couldn't have asked for a better realtor! Lauren was a gem, guiding us with confidence and genuine concern for what mattered most. Her knowledge of the area and navigating the process kept our temperaments at ease. She works with so much empathy.

What You
CAN EXPECT

I know this is about more than just selling high and buying low - it's about your life, your next chapter, your peace of mind. While every real estate journey has its bumps, I'm here to help you avoid unnecessary delays or detours. You'll hear from me every week with real updates, real solutions, and my signature blend of honesty and creative problem solving so we can keep moving forward and accomplish your goals.

Lauren

READY TO *SELL*?

Lauren Brod

Real Estate Agent

🌐 832-877-9725

@ porchlinehome

✉ lauren@porchlinehome.com

