

THE SELLER'S GUIDE

THE TEAM

By ANGELA MOYER

Luxury Marketing. Extraordinary Results.

Your Home Selling Journey

*A complete guide to selling your home — from first
conversation to the closing table.*

BROKERED BY RE/MAX INNOVATIONS

Your guide, chapter by chapter

I	A Note from the Team	Our philosophy & standard of care
II	The Listing Agreement	Our duties to you & what representation means
III	Preparing Your Home	Repairs, staging & photo-day readiness
IV	Pricing Strategy	The right price from day one
V	Marketing & the Launch System	Strategic exposure in three phases
VI	Showings & Feedback	Access, open houses & what buyers tell us
VII	Offers & Negotiation	Value beyond the price
VIII	Inspection & Appraisal	Repair requests & valuation
IX	Disclosures & Documents	Every form you will sign, explained
X	Closing Costs & Net Proceeds	What you pay & what you keep

A Note from the Team

WELCOME

One standard of care, carried by every member of the team.

The Team by Angela Moyer is built on the approach that defines Angela's business: strategic pricing, luxury marketing and white-glove communication, for every client we serve across Kansas City and the Northland.

No matter who you work with, the experience is the same. You get advisors who prepare thoroughly, communicate proactively and negotiate until the job is done right.

This guide was written for you as a seller. It explains how we prepare, price, market and negotiate the sale of your home, and what happens at every step between listing and closing, so you know what every document means before you sign it.

Your home deserves more than a sign in the yard. *It deserves a plan.*

Welcome to the journey. — The Team

KANSAS CITY & THE NORTHLAND

Strategic. Proactive. Relentless.

01

Strategic

Every listing starts with a plan: pricing grounded in real market data, a marketing strategy built around your home, and clear expectations for timing, so you make every decision with confidence.

02

Proactive

You hear from us before you have to ask. Showing activity, buyer feedback, market changes, contract deadlines and next steps arrive on time, so you always know exactly where things stand.

03

Relentless

We prepare for every detail and negotiate until the job is done right, from the first offer through inspections and appraisal to the closing table, because your home deserves nothing less.

THE TEAM DIFFERENCE

A higher standard of service. Superior results.

STRATEGIC PRICING

Data-driven pricing strategies designed to attract buyers, create competition, and maximize your return.

LUXURY MARKETING

High-impact photography, cinematic video, digital advertising, and global exposure that positions your home to stand out in the marketplace.

EXPERT NEGOTIATION

Skilled negotiation that protects your interests and delivers the best possible terms and outcomes.

WHITE-GLOVE COMMUNICATION

Proactive updates, clear guidance, and accessibility every step of the way.

RESULTS-DRIVEN EXECUTION

Unwavering commitment and relentless follow-through to get the job done right.

BACKED BY THE
POWER OF

RE/MAX

THE MOST
RECOGNIZED REAL
ESTATE BRAND IN THE
WORLD

140+
COUNTRIES
WORLDWIDE

9,000+
OFFICES
GLOBALLY

135,000+
AGENTS
WORLDWIDE

The Listing Agreement

WHAT IT MEANS TO BE REPRESENTED

Before we market your home, we will sign a document called the **Exclusive Right-to-Sell Listing Agreement**. It formally establishes our team as your listing agent and authorizes us to market your home, show it to buyers, and negotiate on your behalf. It also obligates us to place your interests above our own, a standard known as *fiduciary duty*.

Our fiduciary duties to you

LOYALTY

We work exclusively in your interest. If our interests and yours ever conflict, yours come first.

CONFIDENTIALITY

Your bottom line, your timeline and your reasons for selling stay between us. They are never shared with buyers or their agents.

REASONABLE CARE & DILIGENCE

We apply our full expertise to every part of the sale, from pricing analysis to reviewing every term of every offer.

DISCLOSURE

We share everything we learn that could affect your decisions, from buyer feedback and market shifts to the strength of each offer.

OBEDIENCE

Within the law and the bounds of ethics, we follow your direction. It is your home and your decision; our role is to advise.

ACCOUNTING

Every dollar that passes through the transaction is tracked, documented and transparent.

What the agreement covers

- The length of the listing period
- Our compensation and how it is paid
- The list price and how it may be adjusted
- Authorization to market, show & negotiate

Preparing Your Home

First impressions are made online, in photos, long before a buyer walks through the door. A well-prepared home photographs better, shows better and sells for more. We walk through your home with you and prioritize what will make the biggest difference.

01 Repairs & Maintenance

Address the items a buyer's inspector is likely to flag: dripping faucets, sticking doors, burned-out bulbs, worn caulk and deferred maintenance. Small repairs now prevent larger negotiations later.

02 Declutter & Depersonalize

Clear counters, closets and surfaces, and pack away family photos and personal collections, so buyers can picture their own life in the space.

03 Staging & Presentation

We provide staging and presentation guidance room by room, from furniture placement and lighting to the finishing touches that make each space feel intentional.

04 Curb Appeal

Fresh mulch, trimmed landscaping, a clean entry and working exterior lights set the tone before buyers ever step inside.

BEFORE PHOTO DAY

- Open blinds and turn on every light
- Move vehicles out of the driveway
- Hide trash bins, hoses and pet items
- Clear kitchen and bath counters
- Make beds and fold towels
- Store small appliances and toiletries

Pricing Strategy

THE POWER OF PRICING

The right price. The right exposure. The right result.

The first days on market are the most important. Pricing your home correctly from the start creates momentum, attracts more buyers, and drives the strongest possible offers.

WHEN A HOME IS PRICED RIGHT FROM DAY ONE, IT TENDS TO:

- Generate more buyer interest
- Create stronger competition
- Receive higher quality offers
- Sell faster
- Produce better final results

“

It's not about listing high and negotiating down.
It's about positioning strategically to achieve more.

How we arrive at your price

Our pricing strategy combines

CURRENT MARKET DATA

Analyzing real-time market conditions, buyer demand, and economic trends.

COMPARABLE SALES

Evaluating recent sales of similar properties in your area.

BUYER DEMAND TRENDS

Understanding what today's buyers want, what they'll pay for, and why.

PROPERTY CONDITION & FEATURES

Assessing the unique value and advantages of your home.

NEIGHBORHOOD ACTIVITY

Tracking local inventory, days on market, and competitive positioning.

What impacts your home's price

MARKET CONDITIONS

Supply and demand, interest rates, and economic shifts.

LOCATION

Neighborhood desirability, school districts, amenities, and convenience.

HOME CONDITION

Upgrades, maintenance, and overall presentation matter.

BUYER PERCEPTION

How your home compares to others buyers are considering.

TIMING

Seasonality and market timing can influence results.

THE RESULT: THE STRONGEST PRICING POSITION POSSIBLE TO MAXIMIZE YOUR NET PROCEEDS.

The cost of overpricing

Pricing too high can hurt your bottom line.

O1 LESS BUYER INTEREST
Overpriced homes receive fewer showings and less attention, especially in the critical first few weeks.

O2 LONGER DAYS ON MARKET
The longer a home sits, the more buyers wonder what's wrong—and homes often sell for less.

O3 PRICE REDUCTIONS
Reductions can signal desperation and may cause buyers to wait you out for a lower price.

O4 WEAKER NEGOTIATING POSITION
When demand is low, you lose leverage and buyers gain the upper hand.

Our approach

DATA-DRIVEN STRATEGY

Real-time market data, comparable sales, and local insights to price with precision.

MAXIMUM EXPOSURE

The right price drives more showings, more interest, and more offers.

BUYER PSYCHOLOGY

What today's buyers value and how to position your home to stand out.

HIGHER NET PROCEEDS

A strategy designed to help you walk away with the most money in your pocket.

The right price from day one creates momentum, competition, and the highest possible return on your investment.

Pricing is both an art and a science.

With market expertise, strategy, and negotiation, we position your home to achieve the best possible outcome.

Your home.

Your goals.

Our commitment.

Marketing & the Launch System



THE MARKETING PLAN

Strategic exposure designed to maximize value.

A multi-channel approach that puts your home in front of more qualified buyers and creates the strongest demand possible.

PROFESSIONAL PHOTOGRAPHY

High-resolution photography that captures your home in its best light and makes a lasting first impression online and in print.

CINEMATIC VIDEO

Engaging video walkthroughs and cinematic storytelling that highlight your home's features and lifestyle.

SOCIAL MEDIA MARKETING

Targeted campaigns across Facebook, Instagram, YouTube, and more to reach thousands of potential buyers.

STRATEGIC ADVERTISING

Precision digital and print advertising that targets the right buyers and drives maximum visibility.

GLOBAL SYNDICATION

Your listing is shared across hundreds of major real estate websites locally, nationally, and internationally.

OPEN HOUSES & PRIVATE SHOWINGS

Strategically hosted events and private tours for buyers to experience and fall in love with your home.

CONSISTENT COMMUNICATION

You'll always know exactly what's happening. Clear, proactive updates and guidance every step of the way.

BUYER NETWORK & BROKER OUTREACH

Our network of top agents and buyer specialists connects your home with serious, qualified buyers.

A strategic plan. Maximum impact.

Every detail. Every deadline. Every advantage. *Executed with precision from day one.*

PHASE 1 PREPARE WEEK 1

We lay the foundation for a strong, strategic launch.

- Consultation & Home Evaluation
 - Pricing Strategy & Market Analysis
 - Staging & Presentation Guidance
 - Professional Photography
 - Cinematic Videography
 - Marketing Plan Development
 - Property Website Creation
 - Asset Collection & Preparation
-

PHASE 2 LAUNCH WEEK 2

We introduce your home to the market with maximum visibility.

- MLS Listing Goes Live
 - Broker Network Announcement
 - Just Listed Campaign
 - Property Website Goes Live
 - Social Media Launch
 - Email Marketing Blast
 - Digital Advertising Campaigns
 - Signage & Curb Appeal Reveal
-

PHASE 3 OPTIMIZE WEEK 3+

We maintain momentum, analyze activity, and adjust for success.

- Showing Feedback Review
 - Market Activity Monitoring
 - Strategy Adjustments
 - Additional Targeted Marketing
 - Offer Strategy & Negotiation
 - Contract Management
 - Inspection Guidance
 - Closing Coordination
-

Every detail. Every platform. Every opportunity.

Showings & Feedback

Once your home is live, every showing is an opportunity. Our job is to make access easy for qualified buyers, keep disruption to your routine as small as possible, and turn every visit into useful information.

01 Scheduling Showings

Showing requests come through a secure scheduling system. You approve each request, set any times that do not work, and receive confirmations right away.

02 While Buyers Tour

Plan to step out during showings so buyers feel free to linger and talk openly. Secure valuables, medications and personal documents, and arrange care for pets.

03 Open Houses & Private Showings

Strategically hosted events and private tours create opportunities for buyers to experience and fall in love with your home.

04 Feedback & Activity Reports

We collect feedback after showings and review it with you alongside online views, showing counts and market activity, so every adjustment is based on evidence.

BEFORE EVERY SHOWING

- Lights on and blinds open
- Counters cleared and beds made
- Pets and pet items out of sight
- Thermostat set to a comfortable temperature

Offers & Negotiation

MAXIMIZING VALUE. NOT JUST THE PRICE.

Selling your home is about more than getting an offer—it's about getting the *right offer* from the *right buyer* on the right terms.

WHAT WE EVALUATE IN EVERY OFFER

Price

How it compares to recent comparable sales.

Earnest Money

The size of the deposit and the buyer's commitment.

Concessions

Requested closing-cost help or credits.

Financing

Loan type and the strength of the buyer's pre-approval.

Contingencies

Inspection, appraisal, financing or sale of the buyer's home.

Timing

Closing and possession dates that fit your plans.

MULTIPLE OFFERS

When more than one buyer is interested, we compare every offer side by side, including your estimated net proceeds under each, and advise you on whether to accept, counter or request highest and best.

COUNTEROFFERS

A counteroffer replaces the offer before it. Each one supersedes the last until both parties agree in writing, and we negotiate every round with you.

The goal isn't to list your home. The goal is to sell your home for the highest net proceeds possible—and that requires strategy, experience, and precision.

Inspection & Appraisal

THE BUYER'S INSPECTION PERIOD

Once your offer is accepted, the buyer typically has a defined window, often around 10 days, to inspect the home. Their inspector evaluates the structure, roof, systems and more, and the buyer may also order sewer, radon or termite inspections. If the buyer wants items addressed, they send a Resolution requesting repairs, a credit or a price reduction.

Your three options

1

AGREE

Complete the requested repairs or provide the credit, and the sale moves forward.

2

COUNTER

Offer a different repair, a closing credit or a price adjustment instead.

3

DECLINE

Keep the terms as written. The buyer may proceed or cancel within the inspection period.

We review every request with you, using repair estimates and market context to protect your bottom line.

THE APPRAISAL

If the buyer is financing, their lender orders an appraisal to confirm the home's value supports the loan. If it comes in at or above the contract price, the sale proceeds as agreed. If it comes in below, the price may be adjusted, the buyer may cover the difference, or the terms may be restructured.

Pricing on solid comparable sales from day one *is the best protection against a low appraisal.*

Disclosures & Documents

SELLER DISCLOSURES

Sellers are legally required to disclose known material facts that could affect a property's value or a buyer's decision. Complete, honest disclosure protects you from disputes after closing. We help you prepare each form.

SELLER'S DISCLOSURE STATEMENT

Known defects, water intrusion, structural issues, past claims, roof and HVAC history.

MOLD

Any known current or past mold, moisture or water-intrusion issues.

HOA

Fees, rules, the association's financial health and any pending assessments.

METHAMPHETAMINE

Any knowledge the property was used to make or store methamphetamine.

LEAD-BASED PAINT

Required by federal law for homes built before 1978, with any existing reports.

FLOOD ZONE

Whether the property is in a FEMA-designated flood zone.

RADON

Results of any prior radon testing on the property.

SINKHOLE

Any known subsidence or sinkhole activity, where that risk exists.

WHEN IN DOUBT Disclose it. If you are unsure whether something needs to be included, ask us before you sign.

Core transaction documents

You should never feel like you are signing something you do not fully understand. Here is a plain-English guide to the documents you will see from listing to close.

Listing Agreement

Establishes our representation, the list price, the listing period and our authorization to market your home.

Sale Contract

The Residential Real Estate Sale Contract: price, financing, contingencies, timeline and all major conditions of the sale.

Counteroffer

Accepts some terms and proposes changes to others. Each counteroffer supersedes the one before it.

Amendment

A written change to an accepted contract, signed by both parties, when dates, price or terms need to change.

Inspection Notice & Resolution

The buyer's notice that inspections are complete, with any requests for repairs, credits or a price adjustment.

Settlement Statement

The title company's itemized accounting of every dollar at closing, including your payoff, costs and net proceeds.

Our commitment around documents

We will never place a document in front of you without first explaining what it means and why it matters. Every signature is your informed decision, and we will make sure you feel confident making it.

Closing Costs & Net Proceeds

Your net proceeds are what you walk away with after the sale. We prepare an estimated net sheet before you list and update it with every offer, so you always know the number that matters most.

What typically comes out of the sale price

MORTGAGE PAYOFF	The remaining balance on any loans secured by the home, plus interest through the payoff date.
REAL ESTATE COMPENSATION	As outlined in your listing agreement.
TITLE & CLOSING FEES	Settlement and document fees, and the owner's title policy where it is customary for the seller to provide it.
PRORATED TAXES & HOA	Your share of property taxes and association dues for the part of the year you owned the home.
CONCESSIONS & CREDITS	Any closing-cost help or repair credits negotiated with the buyer.
RECORDING & RELEASE FEES	County fees to record the deed and release your existing mortgage.

THE FINAL WALK-THROUGH

One to two days before closing, the buyer confirms the home is vacated and broom-clean, agreed repairs are complete, and included items remain.

CLOSING DAY

Bring a valid photo ID, keys, garage openers and codes. Once the deed is recorded, your proceeds are wired or issued by check.

READY TO BEGIN?

We're in your corner.

From first conversation to closing day and beyond — you will never navigate this journey alone. Every question deserves an answer. Every concern deserves our full attention. Every decision deserves the confidence that comes from being truly informed.

Luxury Marketing. Extraordinary Results.

CONTACT THE TEAM

OFFICE

816.777.3290

ADDRESS

3200 NE 83rd Street
Kansas City, MO 64119

EMAIL

THETEAM@REALANGELAMOYER.COM

ANGELA MOYER

AMOYER@RMXKC.COM

THE TEAM

By ANGELA MOYER

BROKERED BY RE/MAX INNOVATIONS