



*Nurture Lane Essentials*

# Seller Playbook

A Guide to Selling with  
Confidence & Clarity

Nurture Lane

Brokered by CENTURY 21 Everest

Selling your home is more than a transaction.  
It's a turning point.

Whether you're moving for opportunity,  
simplifying your lifestyle, or making space for  
something new, this moment matters. And I want  
to honor it.

I'm here to help you navigate this sale with clarity  
and care. Together, we'll build a customized plan  
that meets your needs, protects your interests,  
and sets the stage for your next chapter.

You bring the vision. I'll bring the strategy.

*Kim Kussman*



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A modern living room with a light grey sofa, wooden coffee table, and framed art. The room is decorated with a patterned throw blanket, several pillows, and a large woven pouf. Two framed abstract artworks hang on the wall above the sofa. A potted plant is visible on the left side of the frame.

# Understanding Your *Goals*, Timeline & Flexibility





# Foundation

Before diving into talking about listing your home, it's important to understand your goals. This way we ensure that every decision we make along the way, from marketing to negotiation, are all aligned with what matters most to you.

Why now? What's motivating this move?

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What does a successful sale look like to you? Highest price? Fastest close? Specific buyer?

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What's your ideal timeline? Is it tied to another purchase, school year, or job change?

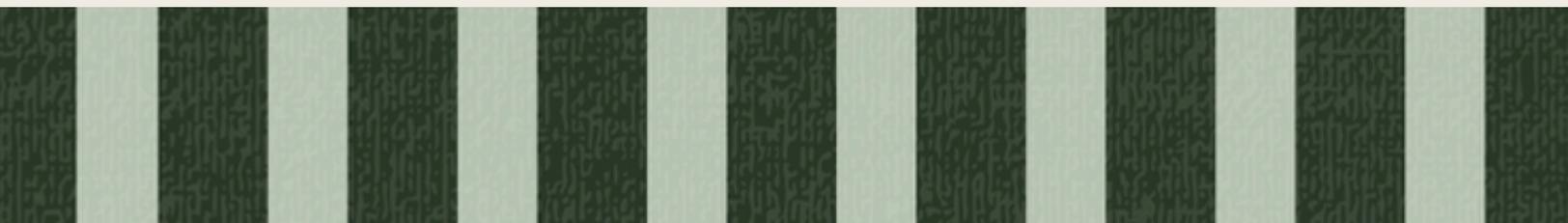
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How flexible can you be with showings, move-out, or negotiations?

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# The *Listing* Process



# Understanding the Seller Journey

Here's the high-level overview of the home-selling process:



## Seller Journey Details

### STEP ONE

#### Prep

Let's get your home market ready.

- Declutter, clean, and depersonalize
- Complete minor repairs or touch-ups
- Schedule staging consultation (optional but powerful!)
- Gather key documents: utility info, any upgrades, HOA details
- Decide on your goals and timeline

### STEP TWO

#### List

Time to go live!

- Professional photos (and optional drone or video)
- Finalize listing price and description
- Upload to MLS + real estate sites (Zillow, Realtor.com, etc.)
- Create flyers, yard signage, and online promo materials
- Launch social and email campaigns

### STEP THREE

#### Show

Invite buyers in with ease & confidence.

- Set preferred showing windows and notice times
- Keep the home tidy and staged for walkthroughs
- I'll manage all scheduling and gather feedback
- Optional: host an Open House to increase traffic

### STEP FOUR

#### Offer

Review your options & negotiate.

- Review offer(s) with side-by-side comparisons
- Discuss contingencies, timelines, and buyer strength
- Negotiate on your behalf for best price and terms
- Sign a contract and enter the due diligence period

### STEP FIVE

#### Close

Final steps to handing over the keys.

- Buyer conducts inspections and appraisal
- We resolve any requests or credits
- Sign closing documents at title company
- Funds are disbursed to you
- Move out, hand over keys, and celebrate!

# Home Prep & Staging Tips

Making a great first impression is key. Here are some proven prep ideas:



## Declutter & Depersonalize

Help buyers picture *themselves* in your home.



## Clean Like Never Before

Details matter like windows, baseboards, & carpets.



## Curb Appeal Counts

Tidy landscaping, fresh doormat, inviting front entry.



## Maximize Natural Light

Open blinds, replace dim bulbs, add warm accents.



## Highlight upgrades & features

We'll make sure the best parts of your home shine.



# General Marketing Plan

Each home deserves a thoughtful marketing approach. Here's what's typically included:



- Professional Photography
- MLS Exposure
- Targeted Social Media Campaigns
- Email Blasts
- Print Flyers & Signage
- Neighborhood Communication
- Open Houses
- Storytelling Strategy

# Reaching the Closing Table

What happens *after* we go under contract?



## Frequently Asked Questions

### Do I need to make repairs before listing?

That depends on your goals. I'll help you assess which updates could boost value, and which aren't worth the time or cost.

### How are showings handled?

You choose how much notice is needed and what times work best. We'll balance access with convenience.

### What happens during inspections?

A typical home inspection takes 3–4 hours and covers the structure, systems, and major appliances. The inspector checks for issues like electrical, plumbing, roof, or water damage, and provides a detailed report for the buyer.

### Can I be out of town during the sale?

Absolutely. With digital signatures, remote closings, and clear communication, I'll keep everything running smoothly.

### What costs should I expect?

We'll walk through a sample net sheet, including estimated closing costs, agent commissions, and any agreed-upon credits.

What I *Bring*  
to the Table



# Your Advocate, Strategist & Guide

Before real estate, I managed multi-million dollar marketing campaigns and coordinated cross-country moves with my own family. I know what it takes to juggle logistics, timelines, and emotions, all while keeping a clear head and forward momentum. That experience taught me how to anticipate challenges, communicate clearly, and build systems that make complicated things feel doable.



My role isn't just to list your home, it's to guide you through the decisions, protect your best interests, and help you move forward with clarity and confidence. I bring strategic marketing, strong negotiation skills, and a deep bench of trusted vendors; but more than anything, I bring heart, hustle, and a commitment to making this transition as smooth and successful as possible for you



Strategic  
Planning



Clear  
Communication



Strong  
Negotiation



Experience in  
Transitions



Network of  
Support



## Our Partnership

- Pre-listing prep checklist
- Weekly check-ins while on market
- Actionable insights from feedback
- Offer summary comparisons
- Transaction updates through close

“My job is to keep you informed, prepared, and confident every step of the way.”



# Nurture Lane

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