KEVIN BAILEY · eXp REALTY

Your Seller Playbook

123 Sample Street

Ashburn, VA 20147

Sample Seller · Prepared the date you download it · 2026-07-24.v1

> This is a sample playbook, built by the same tools a Kevin Bailey seller uses. Every figure inside is fictional and labeled — it shows the shape of what you get, not anyone's real numbers.

WHAT'S INSIDE

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1 Where you are today

READINESS SCORE	WHERE THAT PUTS YOU
71/100 (B)	**6 weeks out**

This is scored from the answers you gave, re-run fresh when this guide was built. The list below is ordered by what moves the needle most for the least effort — work it top down.

AREA	SCORE
Timing	78/100
Condition	66/100
Financial	74/100
Prep	65/100

- Replace the cracked GFCI outlet in the primary bath — a small safety item that reads as deferred maintenance to an inspector.
- Clear and deep-clean the garage so the space reads as usable square footage rather than storage.
- Touch up the interior paint in the main hallway where the wear is most visible in photos.

2 Your timeline

Go-live date	**Wednesday, September 9, 2026**
Estimated settlement	**Friday, October 30, 2026**

Your requested date moved two days to land on a Wednesday. Midweek go-live puts the home in front of buyers as the weekend fills up.

WEEK 1 — PREP THAT PAYS

August 3 – August 9

Order the HOA resale package (the cancellation clock starts on delivery)

Book the electrician for the two flagged outlets

WEEK 2 — DECLUTTER AND TOUCH-UP

August 10 – August 16

Clear the garage and the primary closet

Interior paint touch-ups in the hallway and stairwell

WEEK 3 — MEDIA WEEK

August 17 – August 23

Professional photography, floor plan, and video

Final walk-through of the home as buyers will see it

Week 4 — Go live	**September 7 – September 13**

Listing publishes Wednesday with full public Bright MLS exposure

Showings run unrestricted Thursday through Sunday

3 What you'll net

This isn't a home-value estimate. These are the costs of selling, worked against a price you chose. For what your home is actually worth, Kevin builds you a real CMA in person — start at kevinbaileylisting.com/valuation.

Scenario **Illustrative scenario — list at $785,000**

SALE PRICE YOU ENTERED

$785,000

JURISDICTION

Loudoun County, VA

LINE	AMOUNT
Brokerage compensation	$39,250
Seller subsidy toward buyer costs	$5,000
Grantor tax	$785
Settlement and recording fees (typical range)	$1,350
Existing mortgage payoff	$412,000
Estimated net to you	**$326,615**

Rates verified illustrative — not current published rates. Every figure is recomputed against the current verified rates each time this guide is built, so a saved scenario never goes stale on you.

4 Your paperwork

GATHERED SO FAR

2 of 5

This list is personalized to your property — items that don't apply to your home aren't on it. Kevin doesn't store your documents; this is the checklist, and the originals stay yours.

DOCUMENT	WHEN	STATUS
Recorded deed	Before you list	Have it
HOA resale package — ordered — 14-day turnaround quoted	Before you list	Requested
Property survey / plat	Before you list	Have it
Mortgage payoff statement	Under contract	Needed
Appliance manuals and warranties	Closing	Needed

5 Prep worth doing

WORTH DOING	TYPICAL COST	TYPICAL RECOUP
Interior paint refresh (main level)	$2,400–$5,200	75%–110%
Electrical safety items	$400–$900	Protects the buyer pool
Landscaping and curb appeal cleanup	$1,200–$3,500	70%–100%
Typical total for this list		**$4,000–$9,600**

USUALLY SKIP BEFORE SELLING	TYPICAL COST	TYPICAL RECOUP
Full kitchen remodel	$48,000–$95,000	35%–60%

These aren't bad projects — they're bad projects to start right before selling. You rarely get the money back on the way out the door.

Costs and recoup are shown as ranges because that is what the data honestly supports. Illustrative ranges for this sample — the live tool carries Kevin's reviewed figures and their verified date.

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6 Your market

Area	**Ashburn, VA (ZIP 20147) — ZIP-level**
Typical range	**$612,000–$940,000 typical range (illustrative)**
Trend	**Illustrative trend — up 2.8% over twelve months**

Illustrative: homes in this sample band spent less time on market in spring than in late fall.

Illustrative: inventory in the sample data runs tighter between March and June.

Historically strongest window	**April through June (illustrative)**

Illustrative only — the live tool reads your actual area's published history.

> History, not a promise. These are the patterns this area has shown before; they describe what has happened, not what will.

Data as of illustrative sample — not live market data.

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7 How your launch runs

Every listing Kevin takes runs the same five-phase launch. The sequence matters more than any single piece of it.

1. Prep that pays

We fix what changes a buyer's mind and skip what doesn't. Anything that narrows your buyer pool — a financing red flag, a safety item — goes first, because it decides who can even make an offer.

2. Media week

Professional photography, and the floor plan and video the home earns. Nothing goes live until the media is right; a listing only gets one first impression and buyers form it in seconds.

3. Go live Wednesday or Thursday

The listing publishes midweek with full public Bright MLS exposure, so it lands in front of buyers as the weekend fills up. Showings run unrestricted Thursday through Sunday.

4. Opening weekend

The first weekend is the data. Traffic, saves, and what buyers actually say tell us where the home sits in the market — and we read it together before making any decision.

5. Full-market exposure, then offers

The listing keeps working across the full public search channels while we track the pulse weekly. When offers come in, we compare them on what they're truly worth to you.

8 How offers get compared

When offers arrive, we put them side by side on the three things that decide which one is actually better for you.

Net to you, not the headline

The number on the front page is not what you keep. Subsidy, seller-paid buyer-broker compensation, and the closing costs of your jurisdiction all move the real figure — sometimes enough to invert the ranking.

How likely it is to actually close

Financing type, earnest money, and the contingencies attached tell you how much risk rides along with the price. A strong-looking offer that falls through in week three costs you the momentum of your launch.

Timing that fits your move

A closing date that matches your next step is worth real money. We line the offers up side by side so the trade-offs are visible instead of argued.

> Kevin walks you through the comparison in person and you decide. Nothing here is automated advice, and no software negotiates on your behalf.

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9 Contract to close

Once you're under contract the work shifts to protecting the deal. Kevin manages this stretch himself — the same person who listed your home is the one watching these dates.

Earnest money, verified

We confirm the deposit actually landed — not that it was promised. This is the first real signal that a buyer is serious.

The HOA or condo cancellation window

Once the association package is delivered, the buyer holds a statutory cancellation right. We get the package ordered early so that clock starts and finishes on schedule instead of at settlement.

Weekly lender audits

Every week we confirm the loan is moving: appraisal ordered, conditions cleared, underwriting on track. Silence from a lender is not good news.

The contingency calendar

Inspection, appraisal, and financing deadlines are calendared and worked in advance. A missed date is leverage handed away for free.

The Closing Disclosure audit

Before you sign, the CD gets checked line by line against the contract. Errors at this stage are common and entirely fixable — if someone reads it carefully.

What happens next

The fastest way to turn this into a plan for your specific home is a conversation. Kevin builds your CMA by hand — walking the house, pulling the real comparables, and telling you what he'd list it for and why.

Book a free consultation

kevinbaileylisting.com/call — or request your CMA at kevinbaileylisting.com/valuation

> This guide is informational. It is not an appraisal, not a home-value estimate, and not legal or tax advice. Figures shown are estimates based on the information available when it was generated.