

WHAT TO EXPECT

When You Sell With Brandon

A detailed roadmap for preparing, marketing, negotiating, and closing your home sale with a clear plan from our first walk-through to closing day.

Brandon Capetillo

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BrandonGetsItSold.com



THE WHOLE PROCESS

Your home selling roadmap

This is the big picture. My job is to protect your timeline, showcase the home at its best, create strong buyer demand, and negotiate the strongest price and terms possible.

1**Seller consultation**

We meet in person, tour the home, talk through upgrades, and discuss your ideal timeline.

2**Listing agreement**

We review the agreement together, answer questions, and sign once the plan is clear.

3**Staging plan**

We decide what to adjust, what to remove, and whether a professional stager is needed.

4**Photo day**

HAPI Photography captures high-end media. The sign and lockbox are installed around this stage.

5**Go live**

I complete the MLS details, add professional photography, and launch the listing online.

6**Marketing push**

Open houses, social media advertising, and broker-to-broker email marketing begin.

7**Offer strategy**

I negotiate offers, compare each one, and help you choose the best price and terms.

8**Review and appraisal**

Attorney review, inspection, radon, and appraisal happen while I help protect the deal.

9**Pack and close**

You prepare for your move, pre-sign with your attorney, and finish on closing day.

Typical prep timing:

From signed listing agreement to professional photography, plan on about one week before going live.

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847-312-8556

WHAT SELLERS USUALLY WORRY ABOUT

You should feel comfortable before listing

Most sellers have the same big questions. My job is to help you understand the plan before we go live, then guide each decision once buyers start responding.

My goal is for you to feel prepared, confident, and fully taken care of from our first walk-through to closing day.

Pricing

I review the market, position the home strategically, and explain how price affects attention, showings, and leverage.

Showings

I help the home look its best before showings begin, then we adjust based on buyer activity and feedback.

Appraisal

I do not just wait for the appraisal. I meet the appraiser and present support for the home's value.

Timeline

We talk through your ideal timing, then work backward through staging, photography, launch, contract, packing, and closing.

Inspection

If inspection items come up, I help you understand the request and negotiate toward a practical solution.

Moving

You focus on preparing for your next move while I keep the transaction organized and moving forward.

Bottom line

You will not be guessing what happens next. I will explain the process and help you make each decision with confidence.

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STEPS 1-2

Start with the right strategy

1

1 We walk the home together

You take me on a tour through the home while I take notes. You tell me about upgrades, improvements, favorite features, and the things you love about living there.

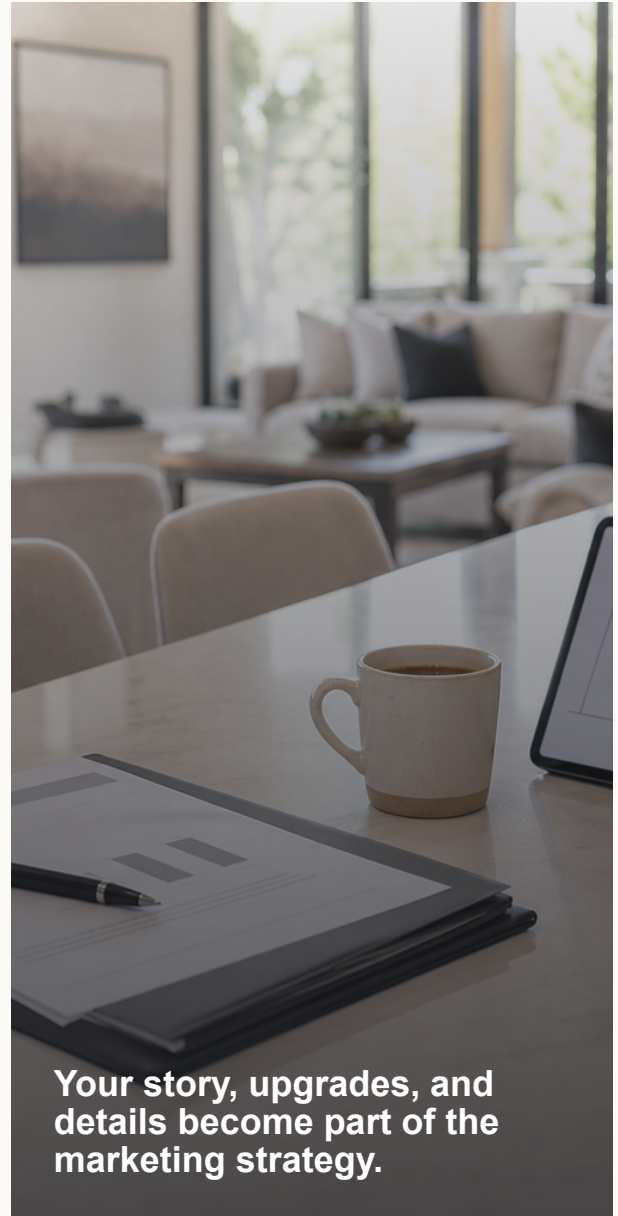
2 I explain the full selling plan

I walk you through what I will do to get your home sold within your timeline, maximize exposure, and position the home for the highest price possible.

3 We review and sign

We go through the listing agreement together, review the timeline and next steps, and you sign once you are comfortable moving forward.

The goal is to sell within your timeline while using specialized marketing, high-end photography, and strong negotiation to reach the best possible result.



Your story, upgrades, and details become part of the marketing strategy.

What I bring to the table

Preparation guidance, pricing strategy, high-end photography, specialized marketing, appraisal support, and negotiation.

You will know what we are doing, why it matters, and what happens next.

STEPS 3-4

Staging, prep, and photo day

2

Staging plan

If needed, I will bring in a professional stager to make sure the home shows its best. We decide what needs attention before photos and showings.

Occupied or vacant

Sometimes we work with your existing furniture. In other cases, we clear the home out and stage it professionally with new furniture.

Interior design eye

Because of my interior design background, I can usually help arrange what you already have while staying practical and budget-conscious.

Photography day

Once staged, I return with HAPI Photography for high-end photos. During this time the for-sale sign is installed and I place the lockbox.



Preferred photographer

HAPI Photography
Real estate photography, HDR,
drone, video, and Matterport
options.

Phone
1-888-884-4274
hapiphotography.com

Professional visuals are one of the
biggest pieces of creating strong buyer
interest online.

PHOTO DAY / SHOWING-READY PREP

Simple prep that helps the home shine

The goal is not to make your home look fake. The goal is to remove distractions so buyers focus on the space, light, layout, and features.

Clear counters

Kitchen and bathroom counters should be clean, simple, and mostly clear for photos.

Remove distractions

Hide cords, trash cans, laundry baskets, pet bowls, excess shoes, and personal paperwork.

Simplify personal items

Reduce personal photos, toiletries, magnets, and small items that pull attention away from the home.

Set each room

Make beds, straighten pillows, tuck chairs in, and give every room a clean, intentional purpose.

Let in light

Open blinds, turn on lights, replace burned-out bulbs, and make rooms feel bright and welcoming.

Freshen surfaces

Wipe mirrors, appliances, counters, tables, and anything reflective so photos look polished.

Prep outside

Cut grass, tidy the front entry, move cars from the driveway, and make the first impression count.

Plan for pets and valuables

Secure pets, medications, jewelry, and personal items before photos and buyer showings begin.

Photo day

HAPI Photography captures the home after staging and prep are complete.

Installed around this stage

For-sale sign and lockbox.

STEPS 5-6

Launch strong and review offers clearly

3

1 **MLS preparation**

I input and complete the home details in the MLS, prepare the listing description, organize the photos, and make sure the property is ready to launch correctly.

2 **Market launch**

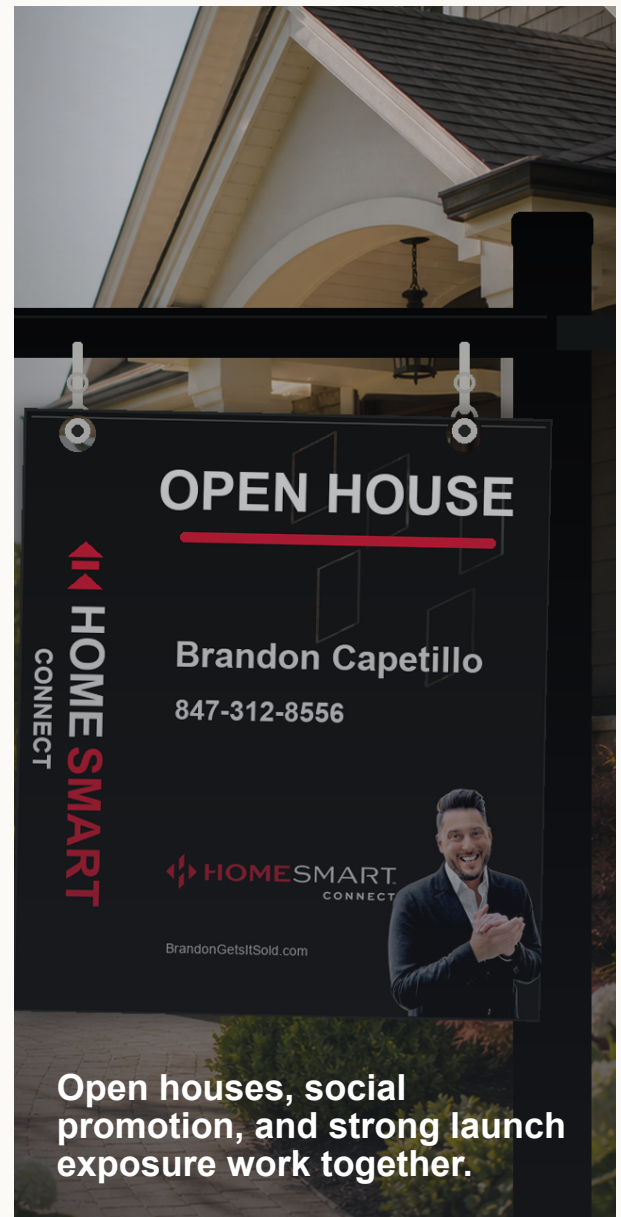
Once professional photography is received, we go live on the market. The listing starts reaching buyers, agents, and online search traffic.

3 **Open houses and promotion**

I host open houses at your discretion and advertise through social media plus broker-to-broker email blasting.

4 **Offer review**

When offers come in, I negotiate on your behalf. Then we review each offer individually and choose the one that best fits your needs and terms.

**What matters in an offer**

Price, financing, inspection terms, appraisal strength, closing date, contingencies, and buyer reliability.

The strongest offer is the one that gives you the best mix of money, timing, certainty, and clean terms.

After we accept an offer, I keep the transaction moving through attorney review, inspection, appraisal, lender approval, packing, and closing coordination.

STEPS 7-10

From contract to closing schedule

ATTORNEY REVIEW

Attorney review is typically five business days. During this time, the buyer completes the home inspection and radon test. If radon comes in at 4.0 pCi/L or higher, it usually becomes an item to address through attorney review; if the sale does not close, that known result should be disclosed going forward.

INSPECTION PERIOD

If inspection items come up, I help you understand the request, discuss options, and negotiate toward a solution that keeps your goals protected.

APPRAISAL

The buyer's lender sends a real estate appraiser. I meet the appraiser at the home, showcase why your home is worth maximum value, and present a custom value-support brochure with key features, upgrades, and comparable support.

PACKING

While the buyer's lender works toward loan approval, you pack your house and prepare for your next move.

CLEAR TO CLOSE

Once the buyer gets clear to close from their mortgage lender, the real estate attorneys and title company schedule the closing.

PRE-SIGNING

You typically pre-sign closing documents with your real estate attorney about one week before closing, so closing day is easier.

Preferred real estate attorney
Salvador Lopez
Law Offices of Lopez & Affiliates

Phone
312-437-7800

The attorney protects your interests after contract acceptance and helps guide you through closing documents.

PREFERRED SELLER TEAM

The people who help the listing shine

These preferred resources support the seller roadmap from presentation to marketing to closing.

REAL ESTATE ATTORNEY**Salvador Lopez**

Law Offices of Lopez & Affiliates
312-437-7800

Preferred attorney for seller contract review and closing guidance.

PHOTOGRAPHY**HAPI Photography**

1-888-884-4274
info@hapiphotography.com
hapiphotography.com
High-end real estate photography and listing media.

HOME STAGING**Transition Home Staging**

Terri and team
224-801-1960
terri@transitionhomestaging.com
transitionhomestaging.com

LISTING STRATEGY**Brandon Capetillo**

Pricing, preparation, marketing, negotiation, appraisal support, and closing coordination.
847-312-8556
brandoncapetillo@gmail.com
BrandonGetsItSold.com

You handle the move. I handle the strategy, marketing, negotiation, and closing roadmap.

- ✓ Consultation and listing plan
- ✓ Staging and photography coordination
- ✓ MLS launch, social media, and broker outreach
- ✓ Offer negotiation, appraisal support, and closing guidance

Trusted vendors help protect the path to closing.

The right attorney, photographer, stager, and listing team make a real difference. When everyone communicates clearly and handles details early, your home shows better, timelines stay on track, and last-minute surprises are easier to avoid.

FINAL STEP

Closing day handoff

1 Broom-swept condition

Leave the home clean, empty, and ready for the buyer's final walk-through. The home should feel cared for when they arrive.

2 No leftover furniture

Do not leave furniture, boxes, paint, construction materials, or personal items unless it was clearly agreed to with the buyers.

3 Kitchen table handoff

Leave garage remotes, extra keys, mailbox keys, gate cards, alarm details, and any access items together on the kitchen table.

4 Manuals and helpful notes

Set out appliance manuals, warranties, smart-home instructions, and any helpful notes that make the transition easier for the new owner.

5 Trash, food, and storage areas

Remove trash, clean out the refrigerator, and make sure closets, cabinets, attic, basement, shed, and garage are emptied.

6 Utilities and access

Keep utilities on through the final walk-through and closing unless your attorney gives different instructions.

The buyers close, the transaction funds, and your sale is complete. Before that final walk-through, the goal is simple: leave the home clean, empty, and easy for the buyers to take possession.

**Before you leave**

Do one last check of drawers, cabinets, closets, garage, attic, basement, refrigerator, and outdoor storage.

I will help you stay ahead of the timing so the final walk-through and closing stay on track.

Let's Talk About Your Timeline

Notes:

