



Seller's Guide

**Better
Homes**
and Gardens.
REAL ESTATE

Jodi Woodard

REALTOR® Senior Real Estate Specialist SRES®

— EXPECT BETTERSM —



Hello! I'm Jodi Woodard

About Me

- I love to bake and decorate cakes
- I am married with five kids and proud wife of military veteran
- I grew up in Northwest Iowa, close to Sioux Falls SD
- My father passed away when I was 28 years old, and his memory drives me to do good in this world. He was an entrepreneur at heart and had the courage to start his own business.

My Experience

- I am a Senior Real Estate Specialist through the National Association of Realtors.
- I have been a leader in a sales/marketing role throughout most of my career and have a Master's Degree in Marketing.
- I have worked in the healthcare industry over 20 years and have helped many families through different life transitions, including hospice.







When you are represented by dedicated real estate professionals who are inspired to live up to the trusted reputation of the Better Homes and Gardens® Real Estate brand, you can enjoy peace of mind throughout the entire home buying and selling process. Whether it is periodic updates about market conditions in your neighborhood or tips on the latest design trends, BHGRE® affiliated real estate professionals are uniquely equipped to help you.

Why BHGRE®

Better Homes and Gardens® Real Estate is a dynamic real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. With a national and global reach, innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens® Real Estate embodies the future of the real estate industry while remaining grounded in the tradition of home.



Passion: To stimulate energy to a higher level of inspiration and emotion.

Authenticity: Being exactly what we claim to be.

Inclusion: To embrace all people and ideas.

Growth: To have increasing influence.

Excellence: To consistently exceed expectations.



How do we determine pricing for your home?

Especially today, your listing price sends a message to potential buyers. Pricing your house right takes expertise to ensure you can get the most out of your sale. We look specifically at the value of the homes in your neighborhood, the condition of your house, current market trends, and buyer demand to decide on a recommended list price.

We'll review recent home sales that closely match your home's style, size, and condition, as well as properties that have recently gone under contract and those currently on the market. This gives us a clear picture of where your home fits in the market before we decide on the right price and officially make your listing "live." Our goal is to create buyer demand!

Once your home is on the market, I'll keep you updated with comparable property reports so we always know what's happening around you. This could mean a brand-new listing that just popped up down the street or a nearby home that was recently listed and is now under contract.

By tracking these changes, we can stay ahead of the market and make sure your home is positioned competitively.

Home
Condition

+

Comparable
Sales

+

Market
& Local
Trends

+

Buyer
Demand

When we review the most relevant comps—recent sales, pendings, and actives—we'll weigh timing and condition to choose a pricing approach that best suits your goals. Inside our band, we can go Defensive(safe), Balanced(just right),or Aspirational (stretch). We'll pick the lane that fits your priorities for speed, certainty, and net—no pressure, just smart strategy.



STAGING

BENEFITS OF STAGING:

Highlight the best features of a home. Less time on the market makes a home look more "move-in ready." Prospective buyers can visualize more quickly if the house has been staged. Staging increases the home's perceived value and helps you get the most out of it.

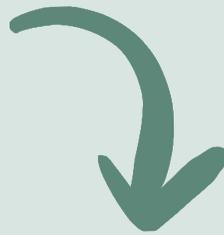
Stage Day One: Before going live on the market, I will bring a staging professional in to provide you with a free consultation and a plan for our "Go Live" date for photos and your official list date.

Stage Day Two: Our staging team will stage the home prior to photography, full staging a day before listing, ready to go for listing day.

A recent survey from the International Association of Home Staging Professionals shows that staging helps sell homes three to 30 times faster than nonstaged competition. Further, staging can help increase the sale price by up to 20% on average.



SCAN this QR to get 12 things you can do to get
our home market ready!



Staging in the Digital Age

We live in a world where buyers scroll through hundreds of home photos—sometimes in a single sitting. That means your home has just seconds to grab attention before someone swipes to the next listing.

This is where staging comes in. Professional staging isn't about making your home look “pretty” just for showings—it's about creating that immediate wow factor online. A stager knows how to highlight your home's best features, balance light, space, and style, and help buyers imagine themselves living there.

Following the guidance of a professional stager is one of the smartest steps we'll take together to get your home truly market-ready. Because in today's fast-scroll world, first impressions aren't just important—they're everything.

PHOTOGRAPHY

Often, a buyer's first impression of your home is through viewing photos online, prompting them to schedule a showing. Partnering with a seasoned real estate professional ensures that your property professional photographs captivate and entice, setting the stage for a remarkable first impression.

After the home staging process, we will have photos taken as soon as that is complete, and then we will be ready to go live and start showing your home!

Could Include

Professional Photography

Videography

Drone Photography

Virtual Tours





HOME SHOWINGS



MAKE SURE EVERYONE IN THE HOUSE IS INFORMED

Please make sure family, roommates, or anyone who lives in your house knows when showings are scheduled so they can keep their spaces tidy and avoid any mix-ups when a buyer's agent and client arrive.



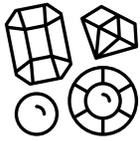
KEEP A FLEXIBLE SCHEDULE

If you're still living in your home, be ready to break daily routines if showings are requested. Making your home easily accessible gives more opportunities to snag buyers on tight schedules. You may find that some buyers and their agents may arrive late, some stay for the full showing period, and some are in and out in a few minutes.



VACATE YOUR HOME

When a buyer views your home, it's always helpful to vacate. This creates a more comfortable environment for the buyer and eliminates any potential distractions. If leaving isn't possible, consider sitting outside or out of sight, and refrain from initiating conversations with the buyers.



SECURE VALUABLES & PERSONAL ITEMS

If you have a safe or secure cabinet you can lock, please lock up expensive items such as jewelry. Medications should be kept locked away as well, as theft of prescription drugs is becoming more common during showings. Consider keeping confidential documents with private information in your possession if you don't have a safe space to lock them in at home.



PETS AND FURRY FRIENDS

Taking your pets with you when you vacate the home during showings is also a great idea. Seeing or smelling any evidence of a pet in the home can be a turn-off to many potential buyers. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter, dog beds and toys. Consider giving your dog baths regularly to make sure they're smelling fresh and clean.



CLEAN DAILY OR KEEP TIDY

To prevent unwanted odors, regularly empty trash cans in every room and avoid cooking foods that leave a lasting smell. Buyers can also have difficulty looking past clutter and a dirty home. Be vigilant about cleaning up daily messes, wiping the counter after every meal, removing bathroom residues, and keeping the floors spotless!



SUPRA E-KEY LOCK BOX

Before your listing goes live, I'll arrange for a sign to be placed and a lockbox to be set up for the front door key or access code. When a realtor schedules a showing, they'll use an app on their phone to unlock the lockbox and enter the home. After the showing, they'll securely lock the door and return the key to the lockbox. Your home stays safe and ready for the next showing!

This is the lock box that we will place at your property to allow real estate agents access for showing your lovely home. We will have a key located inside this lock box and access is only given to licensed real estate agents

Supra



The lockbox uses Bluetooth technology through an app given to licensed agents. You can have complete control to approve any showings prior to the time and date requested. I will have this all setup for you prior to our “go live” day on the market.

When we receive an offer on your home or once you’re officially under contract, all of the required paperwork is managed through a program called Dotloop. Think of it as our secure, digital filing cabinet. Instead of chasing down stacks of paper and wet signatures, Dotloop lets us keep everything organized in one place and request electronic signatures from you. This means you can review, sign, and complete your real estate documents quickly and conveniently from your phone, tablet, or computer. It keeps the process smooth, efficient, and ensures we’re always on track with your sale.

dot loop™



Preparing Emotionally for the Selling Process

Selling a home is more than a financial transaction—it's often an emotional journey. Homes hold memories, milestones, and moments that matter. Letting go can feel bittersweet, and it's completely normal to experience a mix of excitement, stress, and even a little grief.

Here are a few things to keep in mind as you move through the process:

- Detachment is tough (and normal). It's natural to feel protective of your home and even a bit vulnerable when strangers walk through it. Try to reframe your perspective: you're not losing a home—you're preparing the stage for your next chapter.
- Keeping it "show-ready." Daily tidying, wiping counters, and managing clutter can feel exhausting, especially with kids, pets, or busy schedules. Give yourself grace, and know that perfection isn't the goal—just a clean, inviting space that helps buyers imagine themselves living there.
- Showings can feel disruptive. Having to leave your home at short notice can be inconvenient. Remember: each showing is an opportunity. It means buyers are interested enough to step inside, which is a great sign.
- Loss of control. Once your home is listed, feedback from buyers and agents can feel personal. Remind yourself: this is business, not a reflection of your worth or the value of your memories here. My role is to filter that information, give you context, and help you make smart decisions moving forward.
- Focus on what's next. To help ease the detachment, start looking ahead. Visualize your new space and the memories you'll create there. Sometimes even beginning to pack a few boxes helps shift your mindset toward the future.

Above all, know that I'll be here to guide you—not just with the paperwork and pricing, but also through the ups and downs of this transition.



Anticipated Timeline

1st stage: appointment date:



4 to 6 weeks between 1 and 2nd staging appt.

2nd stage: appointment date: Staging team comes a day before photography. This is the main staging appointment:



Staging team comes 1 day before photography appt.

Photography: Takes an hour and typically the day before listing go live.



Listing goes LIVE! Usually on a Friday or day after photography

Listing Date: Live on market and showings begin:



Offer and Acceptance. Estimate 1 month time frame

Under Contract: Showings are over and accepted an offer.



45 days and last step in process

Closing Date: Passing off keys, and last step in process.



Listing Game Plan

Starting Price

Hi-End

Medium Pricing

Low End

Low End

Expectations:
Slower showings
(0-3 per week),
more feedback on
price

Medium

5-10 showings in
first 2 weeks,
potential offer by
week 3

High End

High traffic (10
plus showings in
10 days) likely
multiple offers

2 weeks

of showings
< 5 >



data
feedback

of showings
< 10 >



data
feedback

offer submitted?
No reduction yet!



2 weeks

JANUARY

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FEBRUARY

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NOVEMBER

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DECEMBER

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28	29	30	31			

Staging Day



Photography



Go "Live" Day



What This Means:

Interest Rates (Editor): The ad is doing its job. People are curious and taking the time to click for details.

Not Limited Transactions to Financing: Despite the high digital engagement we're only had 1 in person showing. That's the gap we need to pay attention to.

This suggests that while buyers are interested enough to click something about the price, photos, or how it compares to nearby listings, they are skipping the next step: scheduling a tour.

Rate Projections & News Feeds: Monitor Recent Feedback. If there are comments but not booking showings, the market may be signaling that the listing needs slightly increased exposure to attract attention.

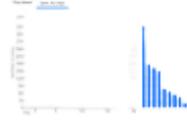
Timing Matters: The first 2-3 weeks are the "honeymoon period" where interest is highest. If showings don't increase over a prior adjustment, it could help indicate the best time to send out Highlight Differences. If your home has unique features (great roof, updated kitchen, etc.), we need a marketer that can highlight those benefits to marketing to justify the price.

Consider a Strategic Adjustment: From our small analysis (in \$200,000) could represent the home closer to the median buyers are seeing in \$275K-\$325K, making it show up to more viewers and get the attention you

Facebook Ad



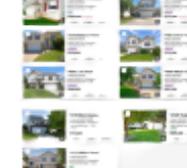
Zillow Analytics



MLS Analytics

Property	Price	Status
123 Main St	\$250,000	Active
456 Oak St	\$275,000	Pending
789 Pine St	\$300,000	Sold

Comparables



Average days on market

About this data: The graph shows the average number of days a property stays on the market before being sold. A shorter time indicates a hot market, while a longer time suggests a slower market.



Activity

Activity	Count
Viewed	150
Clicked	75
Shared	30

Your home is getting excellent online exposure. Buyers are definitely coming in. However, when we look at the drop in engagement (like how many are viewing it or interacting with the content) we suggest people are curious but not yet motivated enough to act. This could mean we're slightly above where buyers are willing to commit, especially when the median in the area are lower. We'll want to work showings closely in the next week. If activity doesn't pick up, it may be time to consider a price adjustment to get ahead of the market.

Pricing Comparisons

Understanding your position in the market helps guide your strategy, moving your listing from the competition as a percent of those that are active. Here's how your listing compares to others in the market.



4 Active Listings: Your price compared to the current price of active listings.

2 Pending Listings: Your price compared to the list price of listings currently pending.

27 Sold Listings Last 90 Days: Your price compared to the closed sale price of recently sold homes.

4 Active Listings (Price \$250,000 - \$300,000): Median Sold Price - \$275,000. Your Listing - \$275,000.

4 Active Listings are the best indicator of where the market is really doing. Notice the median here ranges up slightly, but still it's under your asking price. This suggests buyers are ultimately clicking before your list price point.

6 Key Insights for Your Client: You are positioned higher above both the active and pending markets. Buyers are willing to click and offers are coming closer to the \$275K-\$300K level.

Bring on the higher end money you need other (2) immediate buyers that justify the price or (2) will appear to reduce if showings/offers don't pick up.

Timing on Price Adjustments: The market is slow moving in the last 2-3 weeks. If you don't see strong activity, a quick adjustment can represent you ahead of the curve versus showing less.

A strategic adjustment (example: \$275,000) would align more closely with the median while still keeping some upward wiggle room.

Maximize Viewings: If your home has unique, unique features, or a location advantage, make sure we highlight those benefits to marketing to both the higher end.

Property	Price	Status
123 Main St	\$250,000	Active
456 Oak St	\$275,000	Pending
789 Pine St	\$300,000	Sold

Activity

This is based off that gets run when we initiate a new listing. This is through the feedback. It's been shown to over 1,000 people online and 100 others. It's been shown to over 1,000 people online and 100 others. It's been shown to over 1,000 people online and 100 others. It's been shown to over 1,000 people online and 100 others.

Every week you will receive a link to a dashboard that shows you the bigger picture of your listing marketing data and market conditions. We will work together to determine next best steps in price, or changes that could affect your homes visibility!





*You are under
Contract!*

Congrats!

Next Steps
Please remember
these steps can be
fluid. I will be **in
touch** with any
updates or
changes.

Appraisal

Typically happens after
inspection
My appraisal date and time is:

- Appraiser will schedule a time/date to come to your house
- You can be home for this appointment if you want
- They can enter the house via eKey
- Appraiser will be at the house approximately 30 minutes
- Once complete we can expect the results in roughly 10 days.

Due Diligence

*Up to 14 days from contract
date
My Inspection Date and Time:*

- Buyers will schedule a morning or afternoon inspection. Inspector can access house via e-key
- Mornings typically 8:30-11:30. Afternoons typically 1:30-4:30
- At 11:30 or 4:30 the buyers will meet the inspector for a 1 hour walkthrough
- You can be home for the inspection. You have to leave for the buyer walkthrough
- Buyers have 14 calendar days to get the list of repairs to us in writing.

Deed Set

*Within two weeks of closing
My deed set signing date and
time is:*

- Title company will schedule this appointment with you
- Typically happens at the title company
- Typically takes 30-60 minutes
- Ask the title company what you need to bring if the do not specify. Common items are a form of ID for each seller and a blank check if you want to have proceeds wired.

Termite

*Within 10 days of contract
date
My Inspection Date and Time:*

- Termite inspector will schedule through me. I will confirm time works for you
- Inspection takes roughly 20 minutes
- Inspector can access house via Ekey
- Please ensure inspector has access to outbuilding/garages
- Results should be to us same day. I will turn the results into title.

Final Walkthrough

*Within 2-3 days of Closing
My Walkthrough date/time is:*

- The buyers will schedule this through me
- I will confirm the time/date works for you
- Please vacate the property for the appointment
- Buyer's/buyer's agent will be walking through the house, please plan for one hour
- I will ensure buyers have any needed invoices for the walkthrough.

