FROM START TO

SOLD.

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL YOUR HOME.

kw ONE LEGACY PARTNERS LLC

Chiara Crisanti

KELLERWILLIAMS. REALTY

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Chiara Crisanti
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WELCOME

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable. When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting alone. From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Chiara Crisanti


EVERYTHING YOU WANT
is on the other side of sold.
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HI, I'M CHIARA

AND I BELIEVE IN HOME

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Chiara Crisanti

REALTOR® & Seller Advocate

I know selling a home can feel like a big step, and my goal is to make it feel easier, clearer, and less overwhelming. I'll walk you through pricing, preparing, marketing, negotiations, and closing with honest guidance and consistent communication, so you always know what's happening and what comes next. My focus is helping you feel confident in every decision while working toward the best possible outcome for your home.

THE NUMBERS

BACKED BY KELLER WILLIAMS ONE LEGACY PARTNERS

#1 — HISTORIC SALES VOLUME	KW One Legacy Partners achieved the highest annual sales volume of any brokerage in Flint Hills MLS history.
#1 — FLINT HILLS MLS VOLUME	**8.8% Market Share** Ranked first in total sales volume for 2025.
#1 — FLINT HILLS MLS UNITS	**8.2% Market Share** Ranked first in total units for 2025.
#1 — SUNFLOWER MLS VOLUME	**11.6% Market Share** Ranked first in total sales volume for 2025.
#1 — SUNFLOWER MLS UNITS	**13.0% Market Share** Ranked first in total units for 2025.

Market share shows how much of the total real estate activity in a market was handled by a **brokerage**. These rankings show that KW One Legacy Partners had a **leading presence** in both Sunflower MLS and Flint Hills MLS in 2025.

The 2025 reports support that KW One Legacy Partners **ranked #1** in Flint Hills MLS by total volume at **8.8% market share** and **#1** by total units at **8.2% market share.** They also support **#1** in Sunflower MLS by total volume at **11.6%** and total units at **13.0%**.

Per Flint Hills MLS / BrokerMetrics reporting.

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Why Hire Me?

Selling your home is a big decision, and you deserve someone who will take the time to explain the process, answer your questions, and help you feel prepared at every step.

My role is to help you understand your market, price your home strategically, prepare it for buyers, and market it with care. I will help you review offers, understand your options, and move through inspections, appraisal, deadlines, and closing with clear communication.

You will not be left guessing what comes next. My goal is to be a steady guide, a strong advocate, and a reliable resource from our first conversation to the closing table.

TAKE THE STRESS OUT OF

sold

WITH OUR MODERN APPROACH TO MARKETING AND A STREAMLINED SYSTEM FOR PAPERWORK

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SUCCESSFUL SELLING PROCESS

Selling your home is more than putting a sign in the yard. It takes preparation, pricing, marketing, communication, and follow-through.
Together, we will create a plan that fits your home, your timeline, and your goals, so you know what is happening at every step.

LISTING CONSULTATION SET PRICE

GET THE HOME READY FOR THE MARKET

PROFESSIONAL PHOTOS AND VIDEO

ONLINE DEBUT LISTED FOR SALE

OPEN HOUSE OFFER PRESENTATION

CONTINGENCY REMOVAL PERIOD

CLOSE ON THE HOUSE (AND CELEBRATE)

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This is where we make a plan together...

LISTING CONSULTATION

As your agent, I'm going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social strategy and a comparative market analysis to show you what is selling (and not selling) in your market area.

How I keep everything organized

Behind the scenes, I use organized systems like Folio to help keep track of important emails, documents, deadlines, and transaction details.
This helps your sale stay organized, keeps communication clear, and makes sure nothing important gets missed from listing to closing.

A few things to think about before we meet...

- What is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

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SETTING *the* RIGHT PRICE

You know what happens when you overprice your house? *Nothing. Nothing happens.* No showings get scheduled, no offers come in.

The right price helps your home attract attention from serious buyers early. Pricing too high can lead to fewer showings, longer time on the market, and possible price reductions later.

During our listing consultation, we will review comparable homes, current market activity, your home's condition, buyer demand, and your goals so we can choose a pricing strategy that makes sense.

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NOTES

DID YOU KNOW?

Cleaning & prepping your home to sell can increase its value by 3%-5%

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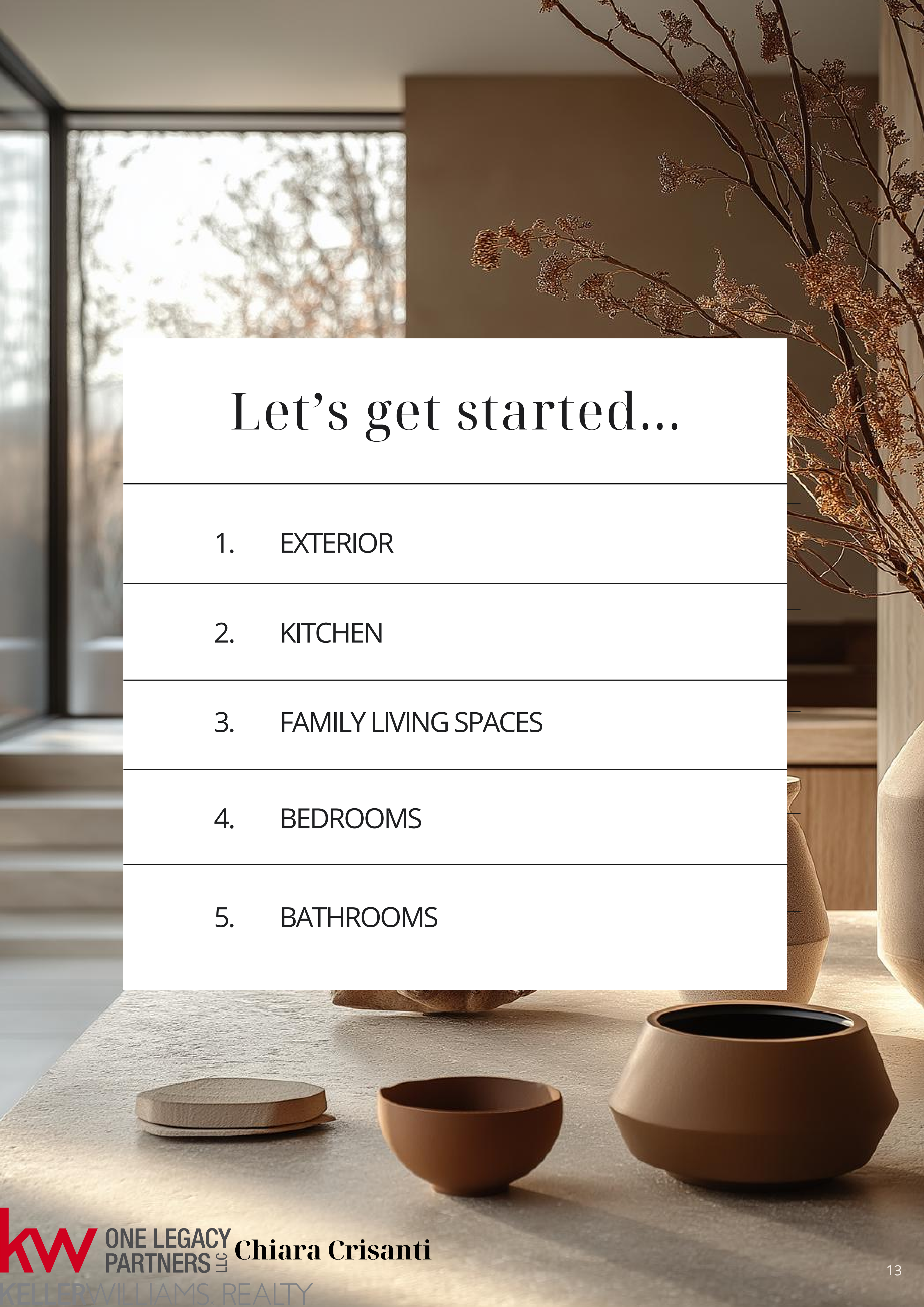

Let's get started...

1. EXTERIOR
2. KITCHEN
3. FAMILY LIVING SPACES
4. BEDROOMS
5. BATHROOMS

Here's the plan...

01
Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02
Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03
Bedroom

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04
Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05
Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06
Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07
Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08
Final Clean

Prior to photos and videos we'll have a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Now we're finished...

A SUCCESSFUL SALE ISN'T

a process, it's a partnership

PRE-LIST TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

WHAT HELPS A HOME STAND *OUT*

Buyers notice homes that feel clean, cared for, and easy to picture themselves living in.

Before your home goes live, we will focus on the details that make the strongest first impression: lighting, curb appeal, decluttering, neutral spaces, clean surfaces, and clear listing information.

Small details can make a big difference in how buyers feel when they first see your home online and in person.

NOW IT'S TIME FOR PHOTOS

- Homes listed with professional photography sell 32% faster
- The average ROI on professional real estate photography
- 68% of consumers say that great photos made them want to visit the home

Professional Photography

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

THE GOAL:

a house that feels like home

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GOING TO MARKET

Homes perform best when they go to market on *Thursdays*. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-3 weeks prior.

On photo day, we'll do staging and cleaning prior to photo and video. This is an all day event and it is best if you plan to be gone for the majority of the day.

The photos and videos will then be edited and used to build the following marketing materials:

- *Your home only website*
- *Neighborhood direct mail pieces*
- *Social media posts & ads*
- *Open house materials*
- *Your MLS listing*
- *Major real estate websites*
- *Social media posts*
- *Buyer and agent outreach*

Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

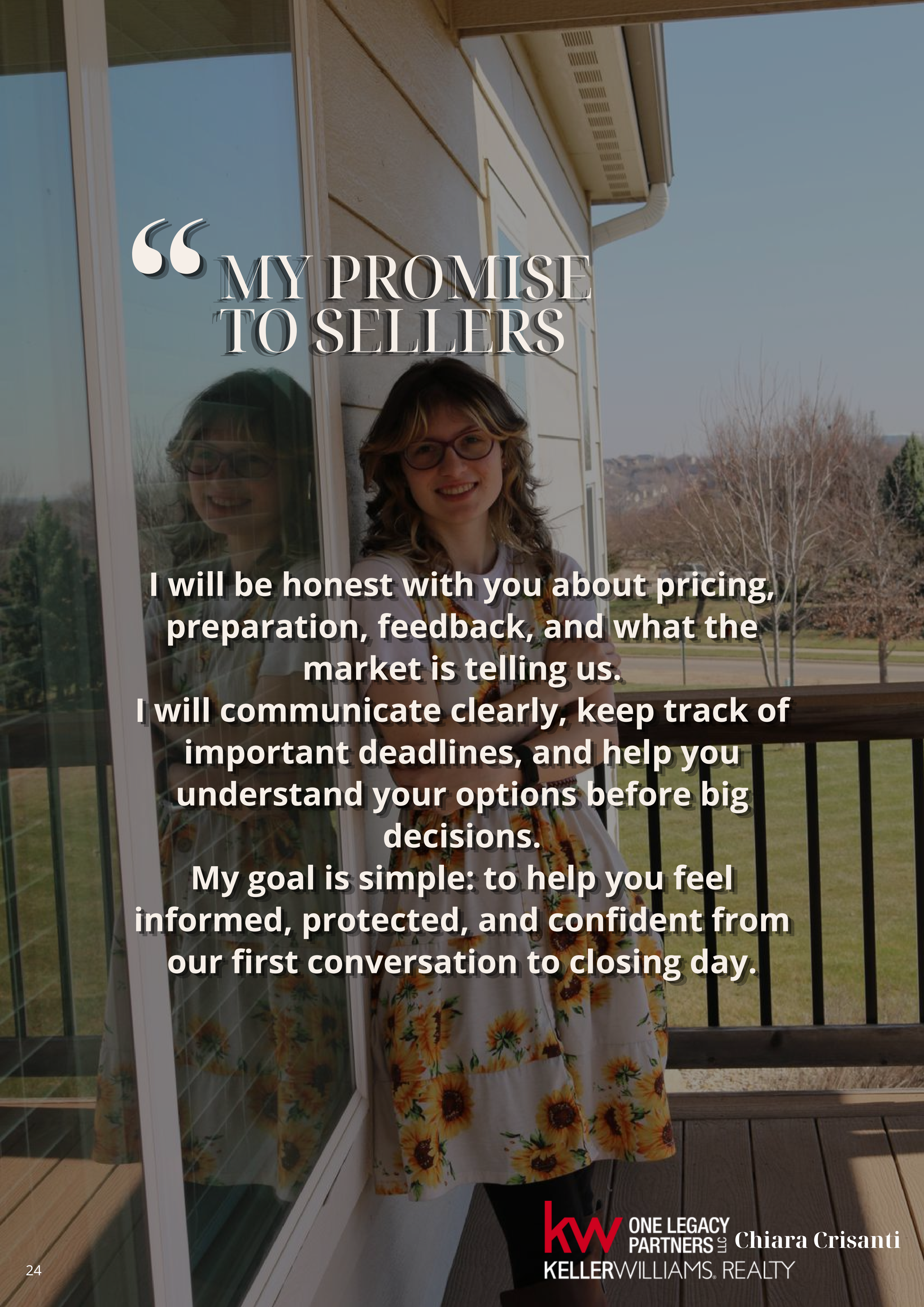
SOCIAL & LOCAL MARKETING

They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

IN-PERSON EXPERIENCE

Showings and open houses give buyers the chance to experience the home, ask questions, and picture themselves living there. Since they've already seen the photos and videos, this buyer is highly invested in your home.



“MY PROMISE TO SELLERS

I will be honest with you about pricing, preparation, feedback, and what the market is telling us.
I will communicate clearly, keep track of important deadlines, and help you understand your options before big decisions.
My goal is simple: to help you feel informed, protected, and confident from our first conversation to closing day.

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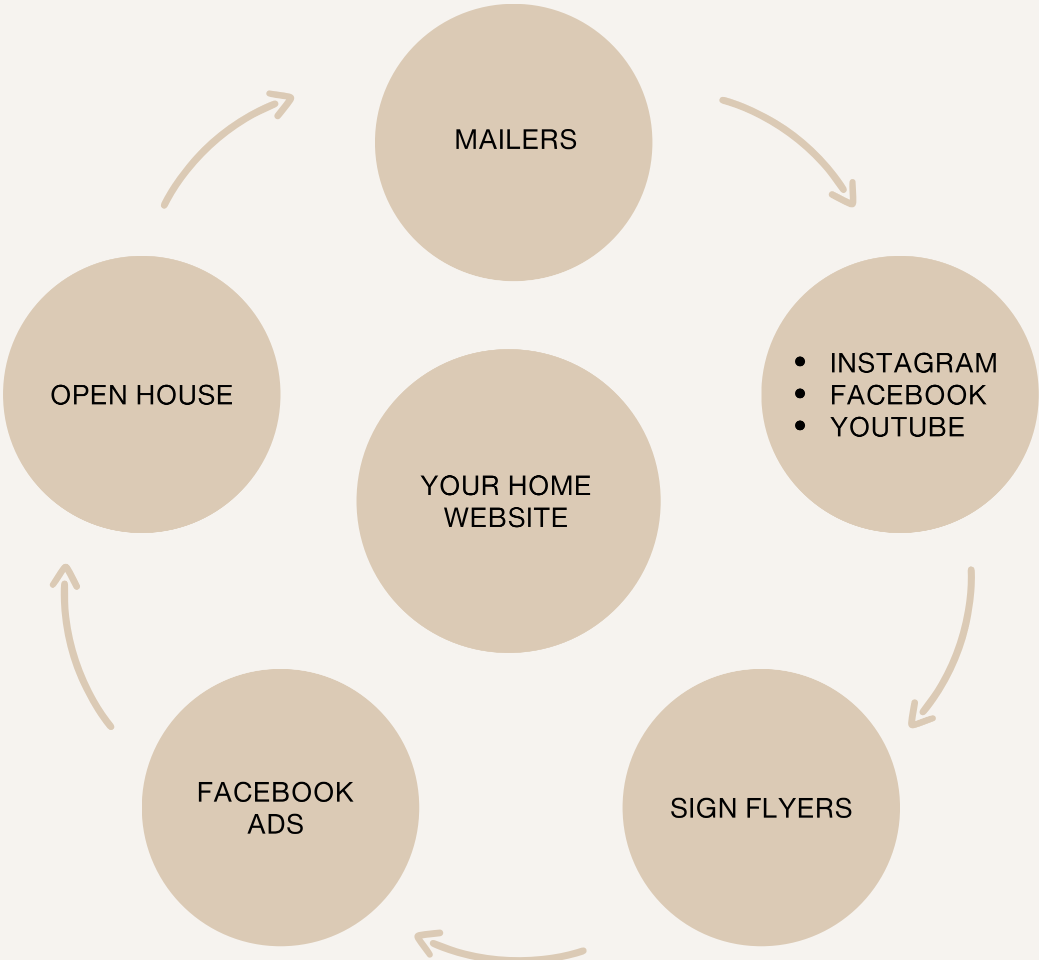
The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

POSTCARD CAMPAIGN

- 2 postcards designed
- Coming Soon + Open House, and Just Listed

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend, no showings prior
- Open House on Thursday, (listing day) Friday, Saturday & Sunday

CUSTOM WEBSITE BUILT

- Exclusive website built for your listing
- Tracks all visitor activity

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I GIVE YOUR HOME AS MUCH VISIBILITY AS POSSIBLE USING A VARIETY OF TOOLS TO ENSURE YOUR HOME IS SEEN BY

thousands of potential buyers.

LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.

Of course, I don't forget the basics: I publish your listing on the MLS (multiple listing service), syndicate with major real estate platforms like Zillow, Trulia, and Realtor.com, and claim those listings to follow statistics.

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BEHIND THE SCENES

While your home is listed, I am watching more than just showings.

I'm paying attention to buyer feedback, online activity, comparable listings, price changes, days on market, competing homes, and offer terms.

These details help us make smart decisions instead of guessing.

…yes, an *O*pen H*o*use is t*o*tally necessary

HERE'S WHY IT CAN HELP

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It's not JUST about the Open House, but everything that happens around the Open House

FIRST

It's important to know that only 4% of houses are sold from an Open House, so why would this be worth your time?

An open house can create another reason to promote your home, invite neighbors to share it, and give buyers a simple way to experience the property in person.

Not every home needs the same open house strategy, but when it makes sense, it can be a helpful part of the overall marketing plan.

The goal is to make your home easy to see, easy to talk about, and easy for buyers to imagine themselves in.

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. When an offer comes in, we will review more than just the purchase price.

Together, we will look at the buyer’s financing, inspection terms, appraisal risk, closing timeline, contingencies, seller costs, and your estimated net.

If multiple offers come in, we will compare them side by side so you can understand your options and choose the offer that best fits your goals.

THE BEST OFFER ISN'T ALWAYS THE HIGHEST OFFER

When we review offers, we will look at more than the purchase price.

We will compare financing, inspection terms, appraisal risk, closing timeline, contingencies, seller costs, and your estimated net.

My job is to help you understand the full picture so you can choose the offer that best fits your goals.

CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward.
As the buyer, there are many contingencies that they can choose to include in their offer contract.

For sellers, this part of the process can include inspections, appraisal, financing, title work, and repair negotiations. I will help you understand what each step means, what deadlines matter, and what options you have if something comes up.
The goal is to stay on time while protecting your interests and helping you make informed decisions.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

COMMON CONTINGENCIES

01

Inspection Contingency

Contracts normally have a 10-15 day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their loan amount.

04

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.

CLOSING DAY

This is it, the big day!

I promise you, we'll get through it just fine. You'll be signing a lot of paperwork today, most of it pretty dull, all of it important. The good news is, it's all paperwork we'll have already reviewed. After you sign everything...the deal is closed once the following is done:

1. The deed isn't a legal document until it has been recorded by the county recorder's office. Once each party has signed, the title company will send it to record. This can take a few hours.

2. Depending on when the deed records, funding will follow. Some loans fund the same day, some take up to 48 hrs after recording. The home is officially closed once it is recorded. Don't stress about the funding being immediate. The lender and title company have the funds, it's just a process to transfer them into your bank account.

Once the deed records, we'll release keys to the new homeowner.

What You
CAN EXPECT

I know selling your home is about more than just getting it listed. It is about making smart decisions, protecting your time, and feeling confident through each step.

You can expect honest guidance, clear communication, and a steady plan from start to finish. I will help you understand your options, keep track of important deadlines, and work toward the best possible outcome for your home.

Chiara

READY TO SELL?

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