



THE SELLER GUIDE

Krosch Real Estate



Your home. Beautifully presented.

Thoughtful preparation. Purposeful marketing.
A clear plan for your next move.

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A strong first impression starts before launch.

PREPARE WITH PURPOSE

Show buyers what makes it home.

We will identify the features worth highlighting and the preparation that helps them stand out.

My construction background brings a practical eye to visible maintenance and presentation.



Illustrative home imagery.

01 Walk through together

Set priorities for cleaning, decluttering, repairs, and presentation.

02 Create the visuals

Professional photography and video capture the layout and key features.

OUR FIRST DECISION

What needs to happen before your home is photographed?



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A campaign with a consistent look.



A PLACE TO CALL HOME

KROSCH REAL ESTATE | eXp Realty

KROSCH REAL ESTATE



Come take a look.

OPEN HOUSE

Illustrative campaign concepts. Property details and designs are customized for each listing.

01 Online presence

MLS distribution, professional visuals, and clear property information.

02 Social + email

Organic posts, paid social campaigns, email marketing, and inquiry follow-up.

03 Neighborhood reach

Postcards, just-listed flyers, brochures, yard signage, and agent outreach.

04 In-person connection

An opening-weekend open house and coordinated showing access.



exp
REALTY

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From attention to a closer look.



Illustrative home imagery.

Your opening-weekend open house

Part of my standard listing marketing service.

1

INVITE

Coordinate promotion and share clear event details.

2

WELCOME

Prepare the home and confirm access, timing, and pets.

3

FOLLOW UP

Gather questions and feedback to guide the next steps.



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Beautiful presentation. Market-based pricing.

The asking price should reflect both your home and the choices buyers have today.

01

COMPARABLE SALES

What buyers have paid for similar homes.

02

CURRENT COMPETITION

The homes available now and recent market activity.

03

YOUR HOME

Location, size, condition, layout, lot, and improvements.

Watch the response. Make informed adjustments.

We will review showings, inquiries, feedback, and competing listings. Price, presentation, promotion, and access all matter.

Recommended asking-price range

First market-review date

The seller chooses the asking price. A market analysis is an estimate, not an appraisal or a guarantee of price or timing.



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Ready for the camera. Ready for buyers.



Illustrative home imagery.

INSIDE

- ☐ Clear counters, tables, and walkways.
- ☐ Clean kitchens, bathrooms, mirrors, and floors.
- ☐ Make beds and straighten pillows.
- ☐ Store personal photos, valuables, medication, and private documents.
- ☐ Put toiletries, trash, toys, and laundry out of view.
- ☐ Check bulbs and open blinds. For photos, turn on lights and turn off fans.

OUTSIDE + SHOWING DAY

- ☐ Tidy landscaping and the entrance.
- ☐ Sweep outdoor areas; clear snow or ice when needed.
- ☐ Store bins, hoses, tools, and clutter.
- ☐ Move vehicles for photography.
- ☐ Arrange for pets and clean up pet areas.
- ☐ Confirm access instructions and keep rooms comfortable.

The details only you know.

Your perspective helps me tell the story of your home.

Property address

FIVE FAVORITE HOME FEATURES

01

02

03

04

05

NEARBY PLACES + RECENT UPDATES

Parks, trails, shops, or convenient routes you enjoy

Recent improvements and approximate completion dates



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Useful details. A smoother handoff.

Record provider contacts and typical seasonal costs.

Property address

ELECTRIC SERVICE

Company

Phone or website

Average monthly cost / winter

Average monthly cost / summer

HEATING FUEL

Company

Phone or website

Average monthly cost / winter

Average monthly cost / summer

WATER + SEWER

Company

Phone or website

Heat type (gas, propane, electric, oil, other)

Costs vary with usage and rates. Leave account numbers and access codes off this form.



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Everything together. One step closer.

Association details and the service providers who know your home.

HOMEOWNERS ASSOCIATION

HOA name and contact

Dues and frequency

Services included (water, sewer, lawn, snow, other)

SERVICE PROVIDER

PHONE OR WEBSITE

Internet

TV

Security system

Garbage

Sprinkler service

Lawn care

Snow removal

These worksheets supplement listing information and do not replace required seller disclosures.



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