

YOUR ULTIMATE GUIDE TO

# SELLING YOUR HOME

*The Gee Group*

REAL ESTATE TEAM

**KW** UTAH REALTORS  
KELLERWILLIAMS



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# 01

## Choose Your Agent

Choosing the real estate agent that you'll be working alongside to sell your home is not a decision to take lightly.

Your agent should have a deep understanding of your goals, your market, and overall be a great match for you and your home.

Credentials, of course, are a plus- but what you can't see behind the numbers are the intangibles of going the extra mile and genuinely caring deeply for clients.

I look forward to the opportunity of earning your business and sharing this life milestone with you and your family.



# The Gee Group

*Heather Serpa*

Realtor®  
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## OUR MISSION



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We are passionate about providing an exceptional experience for our clients and are committed to pursuing your best interests with energy and enthusiasm.

With years of experience, innovative and resourceful ideas, along with a vast knowledge of the market and community, we offer the ultimate experience and consistently exceed expectations which in turn builds lifetime relationships.

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# Lori Gee

REAL ESTATE AGENT

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 lifewithlorilynn



## CREDENTIALS

- Licensed Broker
- Licensed Real Estate Agent, UT
- Corporate Relocation Specialist
- Member of Salt Lake Real Estate Board

## ABOUT ME

A native of Ogden, Utah, Lori has extensive experience in the Utah real estate and relocation market. She attended Weber State University before settling in the Salt Lake City area in 1987 where she began working in the real estate industry as a Franchise Specialist selling franchises for an international real estate company. In 1993, Lori received her Utah Real Estate license and has enjoyed a successful career as a sales agent ever since. She later served as the Vice President of Corporate Relocation for the largest real estate firm in Utah and the Director of Relocation for Prudential Utah Real Estate. Lori is a member of the Employee Relocation Council and has served as Director of Events for the Intermountain Relocation Council. Lori has strong passion for Utah, is considered a community expert and advocate having served on many local boards. Her service driven attitude is why so many of her clients use her for multiple transactions and refer her to their friends and family.

## What you can expect working with me

### *I'm Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### *I'm Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

### *I'm Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *I'm Personal*

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results.




# Mariah Gee

REAL ESTATE AGENT

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 [mrs\\_mariah\\_gee](#)

## ABOUT ME

Having lived in Utah her entire life, Mariah understands why Utah is the perfect place to live. She was born and grew up in Davis county, and attended school in Cache County and received her dental assisting certification after graduating high school. She later moved to Utah county, where she met her husband, Chandler Gee. They lived in Salt Lake County for about a year before moving to Davis County, where they are currently living and growing their family. Moving around Utah Mariah gained a love for Utah and Real Estate. She found her way into real estate through her mother-in law, Lori Gee, who has been in real estate since 1993. Mariah worked for a year in real estate as a Transaction Coordinator and Assistant to Lori before receiving her license and becoming a REALTOR. She now has been in Real Estate for about 8 years and is the transaction coordinator for the team. When Mariah isn't selling homes she is taking care of her 3 kids, and working with her husband in their construction company, Big Horn Construction. They have loved being able to work together and hope their kids can learn the importance of family and working together. Mariah loves being a part of one of the top producing teams; The Gee Group and getting to meet and work with people one on one through real estate. She loves her family, cooking, carmel, and people.

## CREDENTIALS

- Licensed Real Estate Agent, UT
- Member of Salt Lake Real Estate Board
- Team Transaction Coordinator

## What you can expect working with me

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# Brooke Skinner

REAL ESTATE AGENT

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 brookeskinnerrealtor



## CREDENTIALS

- Licensed Real Estate Agent, UT
- Corporate Relocation Specialist
- Member of Salt Lake Real Estate Board

## ABOUT ME

I am a Star Valley, Wyoming native whose passion for real estate started at young age. I grew up in a family of entrepreneurial hoteliers and avid real estate investors and learned early on how exciting real estate could be.

I married my sweetheart in 2002 and together we have three amazing children. My family & I have been relocated out of state two times in four years. I understand buying and selling from both a professional and personal perspective. I spent several years working on the operational side of real estate transactions. My organizational skills and strong attention to detail make me highly successful at ensuring each of my client's needs are met with care. I prize communication, have a sincere desire to help people. My goal is to make each client feel confident about all aspects of their transaction and find the perfect property for them.

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# Aaron & MaCall Nakamura

REAL ESTATE AGENTS

Aaron: 801.803.1816

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 thenaksrealty



## CREDENTIALS

- Licensed Real Estate Agent, UT
- Member of Salt Lake Real Estate Board

## ABOUT US

Aaron and MaCall make the perfect real estate couple. Born and raised in Utah Aaron brings a deep local knowledge and a genuine passion for the Salt Lake City community to his role as a dedicated realtor. With a strong commitment to creating exceptional experiences for every client, Aaron combines expertise in the real estate market with a personal touch that reflects his involvement in local sports programs and community activities. MaCall has lived from the northern tip of Utah in Logan, all the way to the southern end in St. George. She understands all that Utah has to offer and why it makes the perfect home for anyone. She spent the majority of her childhood in St. George, and now lives in Draper with Aaron and their two boys. From the many moves MaCall has done herself she quickly realized how much she loves real estate and knew she would be able to help others throughout the process as well. They both have a passion for Utah and real estate. They know moving can come with many emotions, but their mission is to make it as enjoyable and exciting as it should be. Helping families and individuals find their dream. Whether you're buying your first home or looking for a new place to settle down, they are here to guide you every step of the way with dedication and a genuine love for the community.

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# Heather Serpa

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## CREDENTIALS

- Licensed Real Estate Agent, UT
- Member of Salt Lake Real Estate Board

## ABOUT ME

I care deeply about helping people feel confident and supported through one of life's biggest decisions. Over the past several years, I've had the privilege of guiding sellers and buyers—with an emphasis on first-time homebuyers and investors—through the process with clarity, strategy, and a personal touch, turning real estate goals into real success stories. I enjoy helping clients navigate the excitement and occasional stress of Real Estate. I provide thoughtful market insight, strong negotiation, and strategy designed to support long-term success.

Before real estate, I built a 23-year career with **SkyWest Airlines**, where I've spent the last eight years serving as a peer specialist. In that role, I've supported coworkers through challenges and transitions, something I truly love doing. That same heart for helping people carries into my real estate work every day—I want my clients to feel heard, informed, and confident from start to finish. I'm proud to be a Salt Lake native who has called Sandy home for more than eight years keeping my family at the center of everything I do. I love being a boy mom and caring for our two cats and our dog. My personal life experiences shape how I connect with clients; I understand the importance of finding not just a house, but the right place to build a life.

With the innovative technology, marketing strength, and global network of The Gee Group and Keller Williams behind me, I'm able to give my clients a real advantage in today's market. My goal is always to make the process feel manageable and successful. Real estate isn't just about property—it's about people, stability, and building the future you want. My approach is proactive, responsive, and education-focused, ensuring clients feel comfortable every step of the way. I'm here to help you move forward with confidence.

## What you can expect working with me

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# Why We Donate To The TRF

The TRF organization is founded by the Grammy award-winning band, Imagine dragons and The Robinsons. The foundation is named after Tyler Robinson who went to school at Brighton High School and attended school with Lori's son, and Mariah's husband, Chandler.

Tyler fought through several bouts with cancer before succumbing at the age of 17. His joyful and inspiring life forever changed the perspective of Imagine Dragons, The Robinson family, fans worldwide, and the community of Cottonwood Heights including us. We have loved supporting such a good cause that is close to our hearts.

Cancer is the leading cause of death by disease in children. The TRF has raised over 12 million dollars and has served 2,500 families in the last 8 years. They assist these families with housing, energy, or transportation insecurities, so they can focus on their child's and family's health and treatment.



TYLER ROBINSON  
FOUNDATION

We have loved being a part of such a great cause, as we hold a yearly fundraiser event raising money for this amazing foundation.

# The Gee Group Performance

The View from the Top

## REGIONAL LUXURY TOP PERFORMING GROUP

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UTAH REGION-KW UTAH REGION  
REGION AWARDS | 2024 | 2025 |

## 1ST PLACE-GROUP

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KW UTAH REALTORS-KW UTAH  
REGION AWARDS | 2024 | 2025 |



**KELLER WILLIAMS  
BEST OF STATE-UTAH**

| 2018-2025 |



**KW UTAH REALTOR  
CAPING AGENTS**



# 02

## Prepare for the Market

### Consider Home Repairs

Buyers gravitate towards a turnkey home that's ready for them to move in. Overlooking necessary repairs and maintenance can be a major turn-off and potentially stall your sale.

Consider high level repairs and upgrades like decluttering and depersonalizing, adding a fresh coat of paint, pressure washing, or sprucing up the curb appeal.

Putting in the leg work now will not only boost the sale price of your home, it will keep the sales process moving quickly once a buyer shows interest.

Use the checklist provided on the next page and walk through your home, room by room, as if you are a buyer. Keep their perspective in mind as you make decisions on repairs.



# Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO    DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls            |

TO DO    DONE

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim           |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper                |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector           |

## KITCHEN

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out)         |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal                 |

## BATHROOMS

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers               |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains                |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas                               |

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

# 03

## Strategic Marketing

### Pricing Your Home

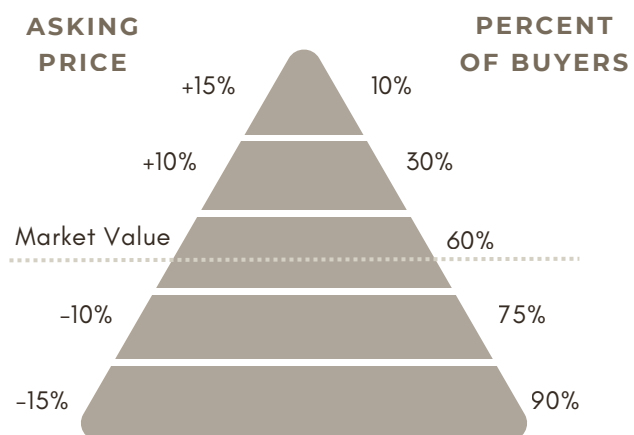
*Here's something that may surprise you...*

Properties that are priced right from the beginning typically sell for more in the end.

If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.

A property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

It's important to thoroughly evaluate the market to determine the market value of your home.



# Why Offering Buyer Agent Compensation is a Smart Move



## Expands your property's visibility

Offering a commission makes your listing more appealing to real estate agents, leading to increased showings and opportunities for offers.

## Encourages smooth transactions

Offering compensation fosters cooperation between agents, leading to smoother negotiations and a more efficient sale process.

## Positively impacts sale outcomes

Properties offering agent compensation often sell quicker and at better prices due to heightened exposure and agent motivation.

## Signals a professional approach

This strategy demonstrates a commitment to a fair and efficient selling process, setting a positive tone for the transaction.



### AT MARKET VALUE

- + Buyers and agents will recognize a fair price
- + No appraisal issues
- + Home will appear on more relevant buyer searches



### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + Multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



### OVER MARKET VALUE

- It could take longer to sell
- The longer it's on the market, the less favorable it appears to prospects
- The home may not appraise by the buyer's lender. Back to negotiations!





# What's the big deal about listing photos & videos?



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos and videos showcasing the best qualities and features of your home.



Because of this, we work with the top real estate photographers and videographers in the area to capture your home in the very best light at no cost to you.

**The photos to the left are examples from previous listings of mine.**

## What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors

# Modern Agent Marketing Strategy

## Insta-Showcases

Your home's story deserves to be told.

Through captivating Instagram posts, I highlight unique features and offer behind-the-scenes tours, creating a personal connection with potential buyers.

## SEO Driven Strategies

Behind the scenes, I employ SEO strategies to boost your listing's online presence, ensuring it ranks highly on search engines and reaches potential buyers before they even know they're looking.

## Hollywood-Level Home Tours

Think of this as your home's movie debut. I produce high-quality, cinematic videos that tell the unique story of your property, engaging potential buyers emotionally and visually.

## Viral Visuals & Engaging Copy

Every post, video, and listing is crafted with the aim to go viral. From stunning visuals to storytelling copy that captures the heart and imagination, I make your home the main character in its own story.



# Staged to Sell

Staging goes beyond mere aesthetics. It's about creating an experience that allows buyers to envision their lives unfolding within the walls of your home.

In a market where first impressions are everything, a well-staged home stands out, inviting and compelling.

Data from the International Association of Home Staging Professionals reveals that staged homes not only sell three to 30 times faster than non-staged ones,

but they also fetch higher prices – often 20% more than expected.

And the best part? The investment in staging usually costs less than the first price drop you might have to make if your home lingers on the market.

It's a smart, strategic move with proven results.

## 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

## 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# 04

## Showing Your Home

It's showing time! Together we'll set parameters on the hours and days we plan to host showings.

Homes show best when the homeowner is not present. If this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.

I will provide you with an electronic lockbox to store a set of house keys. Any time this lockbox is opened, I am notified. That means no one is accessing your home without my knowledge.

After each showing I will share any feedback I received from the potential buyers.

Before each showing, follow the checklist on the next page to create the best atmosphere possible for potential buyers.



# Home Showings Checklist



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

## The Closing Process

This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.



**4-6 WEEKS BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

**3-4 WEEKS BEFORE MOVING**

Notify the following about your change of address:

- Banks + Post Office
- Credit Card Companies
- Insurance Companies

Notify utility companies of date to discontinue or transfer service

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Electric | <input type="checkbox"/> Gas      |
| <input type="checkbox"/> Water    | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Trash    | <input type="checkbox"/> TV       |

**2-3 WEEKS BEFORE MOVING**

- |  |   |
|--|---|
| <input type="checkbox"/> Notify DMV of new address   | <input type="checkbox"/> Close/open bank accounts                               |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day           |
| <input type="checkbox"/> Start using up things you can't move, such as perishables                 | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

**1 WEEK BEFORE MOVING**

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Take a picture in your home                         |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Review your moving-day plan with moving company | <input type="checkbox"/> Label moving boxes with the contents inside         |



# THANK YOU FROM

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