

FROM JUST LISTED TO SOLD



www.starcevichandco.com

Your Home Seller Guide

TABLE OF CONTENTS

- 01 Get to know us*
- 02 Pricing Strategy*
- 03 Marketing Plan*
- 04 Timeline*
- 05 FAQs*

Get to know us...



About Us

We are two strengths, one strategy.

We're Kyle and Meg, a husband-and-wife real estate team who truly believe the best results come from working together. Not just in business, but in life.

Meg brings real, hands-on experience from previously selling homes, giving our clients confidence and guidance through every step of the process.

Kyle brings a creative edge with a background in wedding photography and videography, along with a deep understanding of marketing—helping your home stand out in a crowded market.

But more than anything, what sets us apart is how we work together. We communicate constantly, support each other fully, and show up for our clients as a united team. You're not just getting one agent—you're getting both of us, every step of the way.

Outside of real estate, we're proud parents first. Meg is a devoted mom to her son, and Kyle is a dedicated father who also played football at Iowa State—where teamwork, discipline, and commitment became second nature.

We know that buying or selling a home is more than just a transaction—it's a major life moment. And as a couple who's building a life and family together, we don't take that lightly. We're here to make the process smooth, honest, and even enjoyable—while helping you move confidently into your next chapter.

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Our Approach

Pricing Strategy

Your paragraph text



Pricing your home correctly from the start is the single most important factor in a successful sale. Our data-driven approach attracts more buyers, creates demand, and helps you get the highest possible net.

How We Determine Your Price

We combine local market expertise with real-time data to set a price that's competitive, strategic, and aligned with your goals.



Comparable Sales

We analyze recent sales of similar homes in your area.



Market Trends

We evaluate current buyer demand, inventory, and market conditions.



Your Home's Value

We assess recent sales, unique features, condition, and upgrades.



Our Experience

We use proven strategies to position your home for maximum return.

The Sweet Spot

Our goal is to price your home in the "sweet spot" where buyer demand is highest.



Overpriced homes sit. Underpriced homes leave money on the table. We hit the sweet spot.

Your paragraph text

Why Pricing Right Matters

Homes that are priced correctly from day one:



Get More Attention

and showings right away



Create Competition

among qualified buyers



Sell Faster

with fewer price reductions



Net You More

at the closing table

Our Promise To You

We'll provide honest guidance, clear data, and a pricing strategy designed to get you the best result.

Our Pricing Process



Market Analysis

We study the data.



Strategy Session

We review and recommend your price range.



Launch with Confidence

We position your home to attract the right buyers.



Monitor & Adapt

We track activity and adjust if needed.

YOUR Marketing Plan

A STRATEGIC APPROACH TO GETTING YOUR **HOME**
SOLD **QUICKLY & FOR TOP DOLLAR.**

01

PRE-LISTING Prep & Position

- Initial walkthrough & custom prep-checklist
- Staging guidance to maximize appeal
- Professional phoro & video shoot
- Cleaning & minor touch-ups
- Strategic pricing consultation

02

LAUNCH WEEK Maximum Exposure

- MLS listing goes live
- Social media marketing (*Reels, posts, stories*)
- Email blast to active buyers & top local agents
- Listed on major home search sites
- Optional open houses

03

POST-LAUNCH Optimize & Negotiate

- Showings & buyer feedback tracked
- Weekly performance review (*views, saves & traffic*)
- Ongoing agent outreach to generate interest
- Strategic price adjustments & negotiation if needed

NEXT-LEVEL EXPOSURE

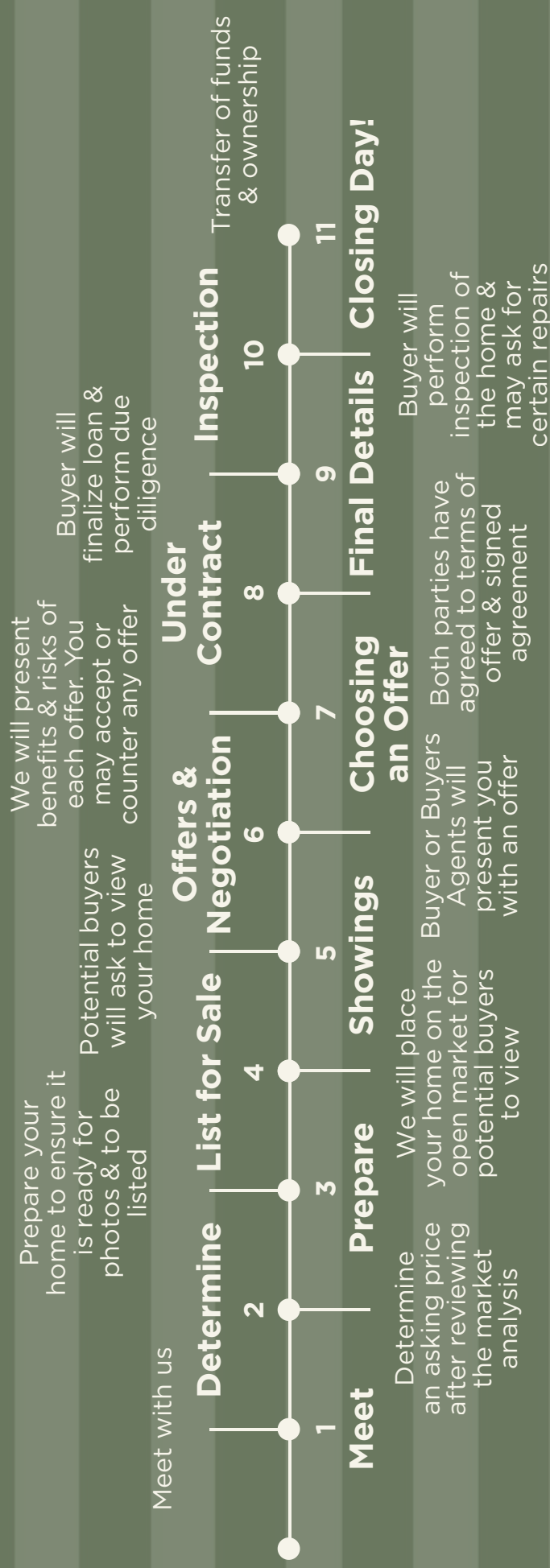
Going above & beyond to get your home noticed.

- Video walkthroughs & Reels that tell the story
- Targeted social media ads
- Just-listed mailers to the Neighborhood

SELLER TIMELINE



REMAX Concepts



Frequently Asked Questions

How do we figure out the right price?

This is one of the most important parts of the whole process. We'll walk you through what's actually happening in our market, what buyers are responding to right now, and where your home fits. The goal isn't just to "list" your home, but to position it so it gets attention and strong offers.

How fast will my home sell?

Most homes get the most traction in the first couple weeks. That's when your listing is fresh and buyers are watching closely. However, timing depends on pricing, conditions, and the market.

What will I actually walk away with?

We'll break this down for you clearly before we list. You'll see estimated costs, fees, and your potential net- so you're not guessing or surprised later.

Do I need to update or fix things before listing?

Not everything- but the right things, yes. We'll give you a simple plan focused on what actually matters to buyers (and what's not worth your time and money.) We're not renovating your whole house- promise!

What if we list and it's...crickets?

We don't just "wait and hope." We'll be watching showing, feedback, and online activity closely. If something feels off, we adjust quickly whether that's pricing, marketing, or positioning. We pivot, not panic.

How do you handle offers and negotiations?

We are very hands-on here. We'll walk you through every offer and explain what's strong (and what's not), and negotiate in a way that protects you while pushing for the best possible outcome. This is where having the right agents really matter.

Starceвич RECO.

REMAX Concepts

Here to help with all of your needs!

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