

*Seller Handbook*

YOUR GUIDE  
TO SELLING  
WITH  
CONFIDENCE





# The Modern Sellers Guide to Getting Top Dollar

Guided by a local expert who knows how to position your home to stand out, sell quickly, and maximize your return.



# About Me

## HI, IM TY- YOUR NEIGHBORHOOD REALTOR.

Real estate isn't just about putting a sign in the yard. It's about strategy, timing, and knowing how to position your home so it stands out in a competitive market.

As a Tulsa-area agent, I specialize in helping sellers:

- Price strategically (not emotionally)
- Market their home with intention
- Negotiate confidently
- Navigate every step with clarity

I combine local market knowledge with modern marketing to make sure your home gets seen by the right buyers, not just more buyers.

Whether you're upsizing, downsizing, or relocating, I'm here to guide you through a smooth, stress-free experience—while protecting your bottom line.



# What I do for YOU

When you list with me, you're getting more than just a listing agent- you're getting a full marketing strategy.



## Strategic Pricing

- In-depth market analysis
- Hyper-local neighborhood data
- Pricing to attract strong offers, not sit stagnant

## High-Impact Marketing

- Professional photography
- Social media exposure (targeted + organic)
- Eye-catching listing descriptions
- Video + reels when applicable

## Property Positioning

- Staging guidance (what matters vs. what doesn't)
- Pre-list prep checklist
- Buyer psychology strategies

## Maximum Exposure

- MLS + syndication (Zillow, <http://Realtor.com>, etc.)
- Instagram + Facebook marketing
- Local network + agent-to-agent marketing

## Skilled Negotiation

- Offer strategy guidance
- Repair negotiations
- Appraisal + inspection navigation

## Contract to Close Management

- Timeline coordination
- Communication with title, lender, and buyer's agent
- Keeping everything on track (so nothing falls apart)

The background of the entire page is a photograph of a modern outdoor patio. It features a light-colored concrete floor with a decorative border of small, dark grey pebbles. There are several pieces of light-colored wooden furniture, including a low table and two chairs with cushions. A large potted plant with broad, green leaves is on the left, and a smaller, dried plant arrangement is in the center. The wall behind the patio is a light, textured grey.

# *How we price* YOUR HOME

Pricing is one of the most important decisions we make.

We look at:

- Recent comparable sales
- Active competition
- Market trends
- Condition + upgrades
- Location + demand

My goal is to position your home so it attracts serious buyers quickly—without leaving money behind.

# My SELLING STRATEGY

## 1. Preparation

We walk your home and identify:

- What will help it sell faster
- What will increase value
- What buyers will notice immediately

## 2. Pricing It Right

Overpricing = sitting

Underpricing = leaving money on the table

We find the sweet spot that creates demand..

## 3. Launch Like a Pro

Your home hits the market with:

- Strong visuals
- Attention-grabbing description
- Immediate exposure

First impressions matter—  
and we make them count.

## 4. Create Demand

The goal isn't just to list...  
It's to create interest, urgency,  
and competition.

## 5. Negotiate Smart

Not all offers are equal.

I help you evaluate:

- Price
- Terms
- Financing strength
- Risk factors

## 6. Smooth Closing

From inspections to final signatures—

I handle the moving pieces so you don't have to





# *Should you make* **REPAIRS**

Not every home needs to be perfect—but it does need to feel worth it to buyers.

Focus on:

- Cleanliness
- Neutral appearance
- Minor repairs (leaks, paint touch-ups, etc.)
- Curb appeal

Not always necessary:

- Full remodels
- Over-improving for the neighborhood

I'll help you decide what's worth doing—and what's not.

# Staging tips that **SELL**

- Declutter + depersonalize
- Light + bright spaces win
- Keep décor simple and clean
- Highlight space and function

Buyers aren't just buying a home—they're buying a feeling.



# FREQUENTLY ASKED QUESTIONS

*How long will it take to sell?*

*Every home is different, but pricing and presentation heavily impact timing. Homes priced right and marketed well tend to sell faster.*

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*Do I have to be out for showings?*

*Yes—buyers feel more comfortable when they can explore freely.*

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*What if I get multiple offers?*

*That's the goal. I'll help you compare and negotiate to get the strongest overall deal—not just the highest price.*

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*What happens after I accept an offer?*

*We move into inspections, appraisal, and closing. I'll guide you through each step so there are no surprises.*

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*Can a deal fall through?*

*It can—but I work proactively to prevent issues before they become problems.*

# Questions to ask your AGENT

## Marketing

*“Will my home actually get seen?”*

I don't just list it—I promote it everywhere buyers are looking.

## Pricing

*“Are we pricing to sit... or to sell?”*

I price to create demand and drive strong offers.

## Communication

*“Am I going to be left guessing?”*

You'll always know what's happening and what's next.

## Strategy

*“What if it doesn't sell fast?”*

We adjust quickly based on real market feedback.

## Negotiation

*“Will you protect my profit?”*

Every move I make is to strengthen your outcome.

# Your NEXT STEPS

Let's turn your home into a successful sale.



## 1. Schedule Your Consultation

We'll walk through your home, discuss your goals, and create a custom plan tailored to you.

## 2. Review Your Pricing Strategy

I'll provide a detailed market analysis so we can position your home to attract the right buyers.

## 3. Prepare Your Home

I'll guide you through simple steps to get your home show-ready and maximize value.

## 4. Launch Your Listing

Professional marketing, strategic exposure, and strong first impressions—this is where your home shines.

## 5. Negotiate + Close with Confidence

I'll handle the details, protect your best interests, and guide you all the way to the closing table.



# *What makes me* DIFFERENT

- Hyper-focused market knowledge
- Strong online presence + modern marketing
- Strategic—not “list and pray” approach
- Clear communication (you won’t be left wondering what’s next)
- I treat your home sale like it’s my own



# *Final* THOUGHTS

Selling your home is a big move—financially and emotionally.

My job is to:

- ✓ Protect your investment
- ✓ Maximize your return
- ✓ Make the process smooth and stress-free

When you're ready, I'm ready.



# Reviews & MESSAGES

Dear Tyler,

My husband and I had been considering moving from our home of 37 years to a larger city to be closer to our doctors and grandchildren. After we shared our needs with you, you showed us several properties and listened carefully to our feedback on each house.

When you called to tell us about a new listing and toured it the next day, we realized how closely you had listened to our concerns. Stepping into that house felt like stepping into our "forever home." We feel very fortunate that you kept such a close watch for the specific comforts we were wanting..

We are now settled in our new address and are so happy to be here, especially since we can see our grandchildren more often. Thank you for all your help!

Best regards,  
Private Client

“I’ve dealt with 21 agents and none of them made me feel as comfortable and cared for as you have. I didn’t feel like a number to you, so thank you!”

★★★★★ 5.0

3/12/2026 • zuser20140518202736378

**Bought a home in 2026.**

Tyler went above and beyond to find me what I was looking for. Listen to my wants and needs and found the perfect place. I would highly recommend her for anyone looking g to buy or sell a home.

★★★★★ Local knowledge

★★★★★ Process expertise

★★★★★ Responsiveness

★★★★★ Negotiation skills

*Let's get*  
**STARTED**

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**@tyxnicole\_**



**kw** **ADVANTAGE**  
KELLERWILLIAMS REALTY

# Goals & PLANS

When you're ready to get started, fill this out, snap a photo, and send it to me- I'll take it from there!

Property Address: \_\_\_\_\_

Why are you selling? (moving, upsizing, downsizing, relocating, etc.) \_\_\_\_\_

Ideal List Price \$ \_\_\_\_\_ Minimum Price You'd Accept \$ \_\_\_\_\_

Ideal Timeline to Sell \_\_\_\_\_ Ideal Move-Out Date \_\_\_\_\_

## Improvements You're Willing to Make Before Listing

- Deep clean
- Paint touch-ups
- Minor repairs
- Staging
- Other: \_\_\_\_\_

Things You'd Prefer NOT to Do: \_\_\_\_\_

## Showing Preferences

- Anytime
- Notice required
- Limited hours
- No weekends
- Other: \_\_\_\_\_

Pets / Special Instructions for Showings \_\_\_\_\_

Anything Else I Should Know About Your Situation? \_\_\_\_\_

\_\_\_\_\_

The more I know, the better I can position your home to sell quickly and for top dollar.