TRUTH
IN REAL ESTATE®

FREE FOR SELLERS · FROM KATI SPANIAK

The Seller's Playbook & Planner

Everything I know about selling a home, in the order you'll actually need it, working backward from the day you want to be moved.



"The best agent and the worst agent usually cost you the same. You just don't find out which one you hired until it's over."

Kati Spaniak, author of the Amazon bestseller *Sell Your Home Without Blowing Up Your Life*

35,000+	11M+	85K+	$500M+	Amazon
Planner downloads	YouTube views	YouTube subscribers	in homes sold	bestselling author

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FIND MY AGENT

START HERE

Before You Call Anybody

A note from me, before you turn the page.



If you're thinking about selling your home, I want to start with the one thing I wish every seller knew before they began. **The best agent and the worst agent usually cost you the same.** You pay the same commission either way. You just don't find out which one you hired until it's over.

I've been in real estate for more than 15 years, and I've watched it happen over and over. One seller hires someone who takes quick photos, misprices the home and lets the bottom line slip in the first conversation, and they pay a full commission for it. Their neighbor hires someone who understands pricing, buyers and how to protect their equity, and most likely pays the exact same commission.

Sellers don't usually lose money because of the market. They lose it because of bad advice, and most of the time they never even find out it happened.

> WHAT THIS PLAYBOOK CAN DO
>
> I can give you the map, and I can teach you the strategy. But I can't drive the car for you.

That's why this playbook keeps coming back to one decision: who you hire. You can do everything in here right and still lose if you hand the plan to the wrong person at the finish line. So I want you to use this to become the smartest seller in your market, and then put it in the hands of a true professional, someone who runs a real business and has sold homes like yours, near you.

I'm so glad you're here. Let's get started.

Warmly, Kati

Kati Spaniak
Founder, Truth in Real Estate®

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How to Use This Playbook

Four places to learn, and each one does a different job.

This is the free version of my book, *Sell Your Home Without Blowing Up Your Life*. It's the same method, just shorter: what to do, when to do it, and what's actually worth doing. It follows the same order as the book, so if you decide to read the whole thing later, you'll already know your way around.

I want you to print it and write all over it. Hand pages to whoever is selling this home with you. Everything in here is what I'd tell you if you called me a year before you listed.

THIS PLAYBOOK · FREE

What you need to know. The whole method, start to finish, short enough to read in an evening.

THE FREE CLASS · FREE

Who to hire. In *7 Warning Signs of a Real Estate Agent Who Will Cost You Money*, I walk you through the five types of agents, the seven warning signs, and what to say to a friend or neighbor in real estate when you decide not to hire them. **7WarningSigns.com**

THE BOOK · WITH $600 IN BONUSES

Why it works. The book is the full version, with the sellers I watched get this wrong, what it cost them, and the reasoning behind every decision here. When you sign up on my free stuff page, the book comes with $600 in bonuses: my Seller's Vault, the "What to Update?" class, and live Q&A in my private Facebook group. **TruthInRealEstate.com/FreeStuff**

THE FACEBOOK GROUP · FREE

Where you ask about your own home. A playbook can only answer the questions I could predict. It can't answer the one about your kitchen, or the thing an agent said last Tuesday that didn't sit right with you. In my private group, homeowners post real questions and I answer them myself. **SellYourHome.Group**

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THE ROADMAP

Plan, Partner, Playbook

Three steps, and the order really, really matters.

After thousands of homes and thousands of conversations, I started to notice a pattern. **The sellers who did well weren't the ones with the fanciest homes or the biggest budgets.** They were the ones who knew what they didn't know, asked for help early, and followed a simple plan instead of making it up as they went.

The sellers who struggled were usually reacting. Every surprise and every piece of advice felt like a new emergency, and most of those emergencies cost them money.

So I turned what the first group did into three steps, and this playbook follows them in order. Most of the trouble I see comes from doing them backward: hiring an agent before you've decided what you want, or spending money before anyone has told you what's worth doing.

PART ONE · PLAN

Deciding if, and when. When you don't have a plan, everything feels urgent and expensive. One comment from a neighbor or one headline about the market, and you're off in a new direction. A plan lets you ask a calmer question: does this move us toward what we want, or does it just add stress?

PART TWO · PARTNER

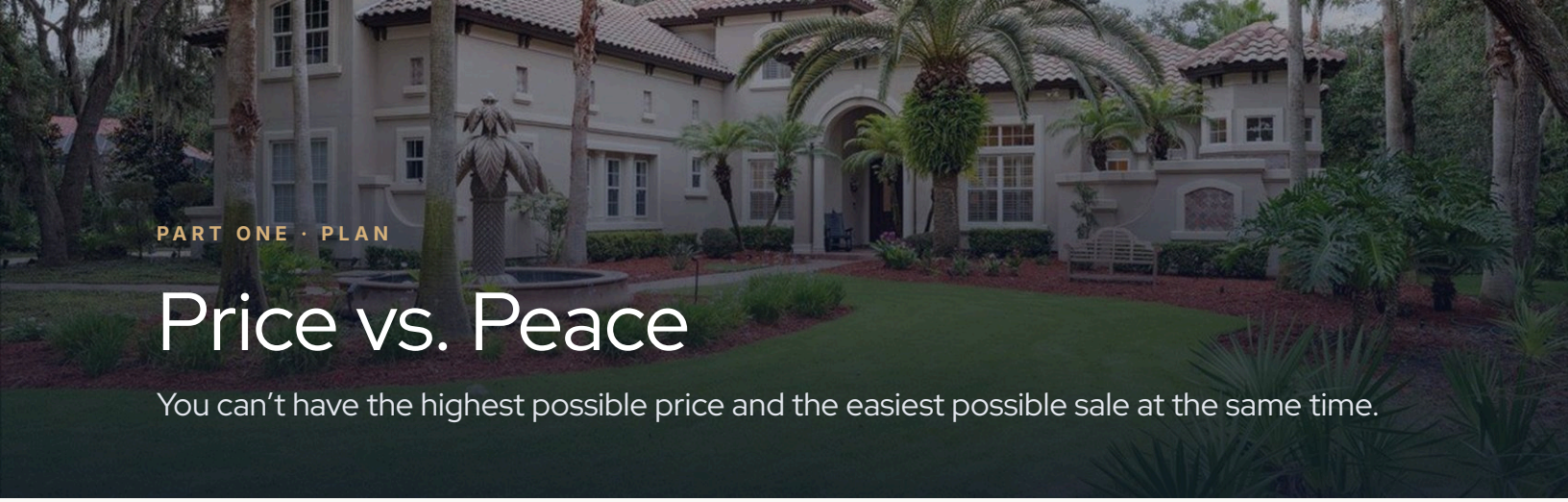
Deciding who. If you only remember one thing from this playbook, I hope it's this. Hiring someone you like, a relative, or the agent your friend used isn't the same as hiring a true partner. A real partner tells you the truth, even when it isn't what you want to hear, because they care more about how this ends than about whether you like them this week.

PART THREE · PLAYBOOK

Doing the work. Without a playbook, it's easy to swing between two expensive extremes. Either you do almost nothing because you're overwhelmed, or you do everything because you're afraid of missing something. Doing nothing costs you in the sale price, and doing everything costs you money you'll never see again.

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PART ONE · PLAN

Price vs. Peace

You can't have the highest possible price and the easiest possible sale at the same time.

I'm going to be straight with you, because I'd rather you hear it from me now. Selling a home can be traumatic. I don't say that to scare you. I say it because the more stress you're willing to take on, the more money you can usually chase, and almost nobody decides ahead of time how much of that trade they want to make.

So before anyone gives you advice about your kitchen, decide together where you want to land. I tell sellers the same thing every day: **sell when you need to sell, not because you might make a little more or a little less.** The stress of chasing that last bit of money can cost you more than the money itself.

The Misery Meter

There's a ten-question quiz in the book and the free Workbook that scores how much disruption you'll really live with for a higher price. Here's where people land.

10 to 30	The Smooth Exit	Calm and predictable. You're inconvenienced, but your life doesn't revolve around the sale.
31 to 50	The Comfortable Compromise	Busy but manageable. You notice the disruption, and it doesn't take over.
51 to 75	The Pressure Cooker	Intense. More showings, more feedback, sharper highs and lows. The home starts running your calendar.
76 to 100	The Breakdown Zone	Consuming. The sale shapes your schedule and your mood, and you may still end up below the number you were chasing.

> **TAKE IT SEPARATELY**
>
> If you're selling with a spouse or partner, each of you take it on your own and then compare. Most couples land in different places, and that's completely normal. It's just so much easier to talk about now than after the home is on the market.

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Should You Sell at All?

Selling isn't the only option, and it isn't the brave one.

Sometimes selling is exactly the right answer, and sometimes it's just the expensive one. Before you talk to anybody about listing, I want the two of you to sit down and be honest about which one this is.

Signs it's time

- The home is more than you want to take care of now: the stairs, the yard, the repairs.
- You can picture your everyday life being better somewhere else.
- You can describe where you're going in more detail than "somewhere smaller."
- You've run the real numbers with a lender or a financial advisor.
- Everyone who needs to agree has agreed.

Signs to slow down

- Something big happened this past year, and you're still in the middle of it.
- You're selling to solve a problem you haven't actually named.
- You can't say where you're going.
- One of you isn't on board.
- You're doing it because somebody told you the market is hot.

The four paths

1. Sell and buy

You know where you're going, and the numbers work.

2. Stay and adapt

Change the home instead of leaving it. One floor, better light, a safer bathroom.

3. Sell and rent on purpose

Take the equity out, give yourselves a year, and choose the next place without a same-day closing hanging over you.

4. Build a longer runway

Twelve to twenty-four months instead of sixty days, done at a pace that feels human.

> **DECIDE THIS NOW, WHILE YOU'RE CALM**
>
> Write down the lowest number you'd say yes to, and what you'll do if the market comes back below it. Will you sell anyway, wait, stay and adapt, or rent it out? Decide it today, while it's still just arithmetic. A few months from now, when you're tired, you'll be so glad you did.

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The Whole Timeline, on One Page

Start from the day you want to be moved, and count backward.

Almost everyone starts from today and counts forward, and that's exactly why they run out of time. Nearly everything I see go wrong in a home sale goes wrong because somebody found out too late that something takes six weeks.

Two years out	Start decluttering, and start with the sentimental things, because they take the longest. Decide what's really coming with you, and sell or give away the big furniture while you have time. If you're thinking about a remodel, only do it if you'll live here at least two more years.
A year out	If you'd like guidance on what to fix, talk to an agent now, before you spend anything. Don't wait until the house is tidy. A good one looks right past the mess at the structure and the updates.
Three to six months before you list	Interview two or three agents. Plan to hire one about four to six weeks before you want to go live, so they can guide the prep instead of inheriting it.
Three to six weeks before	Clean, declutter and finish the repairs. Give yourself longer if anything needs a contractor, and start calling movers.
The last two weeks	Carpets cleaned, windows washed inside and out, landscaping done. Check the price again with your agent, because better condition may justify more.
A few days before	Professional photos, and only once the home is completely ready.
Live on the market	In many markets, a well-priced home sees an offer in about 30 to 45 days. **Well-priced is doing all the work in that sentence.**
Under contract	The inspection usually happens within 2 to 10 business days, and you'll need to be out of the house for it. Closing usually follows 30 to 60 days later.

> **THE THING NOBODY TELLS YOU**
>
> Most of the work that protects your price happens before your agent is hired. If your calendar has no room before that point, I'd fix that first.

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What Your Agent Will Want to Know

Most sellers have never been asked any of these.

A good agent needs these answers from you, and the sellers who come prepared get better advice from the very first conversation. Their agent is working with the real picture instead of guessing. I want you to work through these together before your first meeting.

01 **Why you're moving. The real reason.**
"We're downsizing" and "we need to be near our daughter by spring" lead to two completely different plans.

02 **The date you need to be out,** and whether it's a real deadline or a wish.

03 **Who has to agree** before you sign anything.

04 **What's attached to the home.**
A mortgage, a second mortgage or HELOC, a solar lease, a lien, unpaid HOA dues, a relative on the deed.

05 **Whether you're buying at the same time,** and whether you've talked to a lender.

06 **What you can spend getting it ready,** and whether you'd spend more if your agent showed you why.

07 **What's wrong with it.**
The age of the roof, furnace and AC, water in the basement, anything you fixed yourself, work done without a permit. It all comes out at inspection anyway, and an agent who knows now can plan around it.

08 **What a buyer will assume is staying, and isn't.**
The chandelier, the washer and dryer, the mounted TVs.

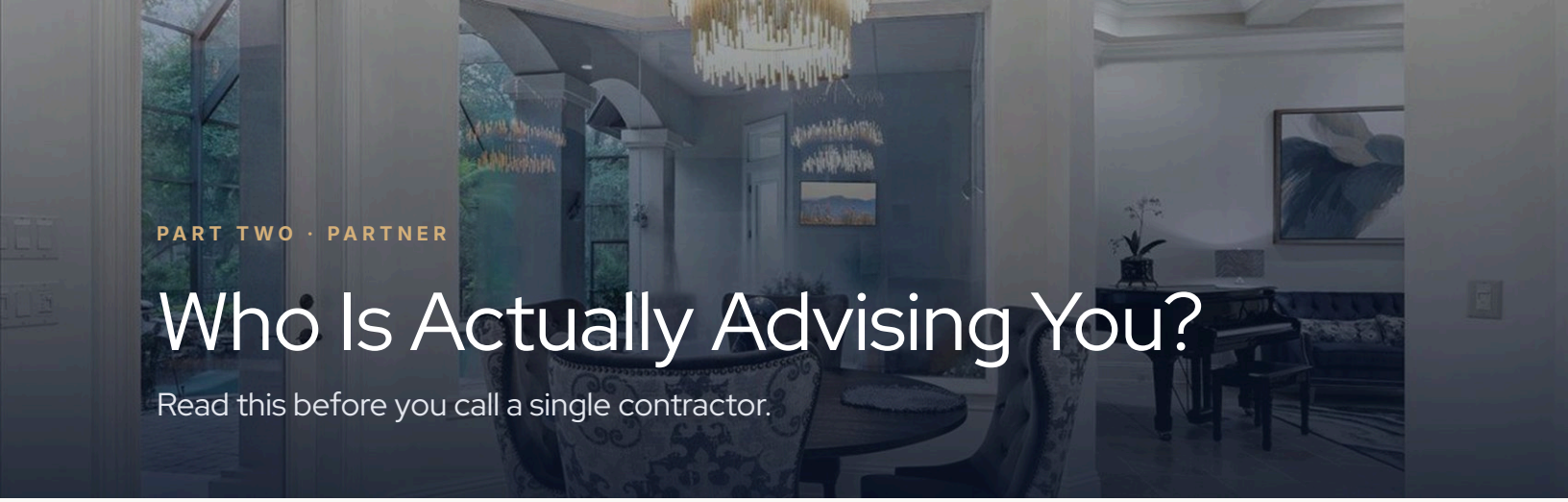
09 **What makes showings hard.**
A dog, working from home, a parent living with you, a tenant.

10 **The one thing you need them to understand about the two of you.**

> **THEN WATCH WHAT THEY DO WITH IT**
>
> An agent who listens to your answers and changes their advice because of them is the kind you want. One who nods along and gives you the same pitch they'd give anybody has told you something, too.

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PART TWO · PARTNER

Who Is Actually Advising You?

Read this before you call a single contractor.

You're about to hear a lot of opinions about what you should fix. Before you weigh any of them, I want you to notice who's giving them.

- Your contractor will say, "You should definitely add a sunroom. It adds square footage!"
- Your window salesman will say, "Triple-pane windows pay for themselves!"
- Your solar rep will say, "It increases your property value instantly!"

Every one of them is in the business of selling the work. If you buy it, they do well, whether or not you ever get that money back. None of them are lying to you. They're just answering a different question than the one you're asking.

The driveway example

A concrete contractor looks at your cracked driveway and sees a $10,000 job. They'll tell you it looks terrible, and you'll agree, because it does.

An agent who knows your neighborhood knows that most of the driveways on your street are cracked, because of the way the soil shifts there. They also know that buyers in your price range care about the kitchen, and nobody is going to pay you more for a new driveway.

> **THE SAME DECISION, TWO WAYS**
>
> The contractor's advice costs you $10,000. The agent's advice saves you $10,000.

Your listing agent doesn't make a dime on your remodel. When it comes to what you should spend, they're the one person in the room with no financial stake in your answer.

> **MY RULE**
>
> Never ask the person who sells the hammer whether you need to build a house. Ask the person who sells the house whether the hammer is worth it.

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Choosing an Agent

The one decision that matters more than all the others put together.

Every repair, every paint color, every staging decision, all of it added together, matters less than which agent you hire. The hard part is that before you sign, you have almost no way to tell them apart, and a lot of the awards on their postcards can simply be paid for.

> **THE WHOLE PROBLEM, IN ONE LINE**
>
> The best marketer isn't always the best agent. They're just the one who's best at being seen. So please, don't pick your agent off a yard sign.

The five things I check before I'll refer an agent

This is my own checklist, and now it's yours. Run every agent through it in order. Your gut comes last on purpose, so by the time you listen to it, you're choosing between people who are already qualified.

01 **Professional experience.**
Enough recent sales of their own to have seen things go wrong before. Around thirty in five years is a real full-time agent, give or take depending on prices in your area.

02 **Marketing and online presence.**
Pull up three of their current listings on your phone. Are the photos professional? Does the description tell the story of the home? How they present their clients' homes now is how they'll present yours.

03 **Team support and communication.**
Do they have the people and systems to handle their business? If they take a sick day, does everything go quiet? A true professional runs a real business, and you should never have to chase them.

04 **Honesty and professionalism.**
How do they answer a bad review? Do they own their mistakes? Do they keep other clients' business to themselves?

05 **Your gut.**
Who makes you feel heard? Who would you want beside you when it gets hard?

The 5 types of real estate agents · each can be right for the right seller



Strategic
Sally



Neighborhood
Nora



Friendly
Frank



Deal-a-Day
Dan



Flat Fee
Fiona

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The Ten Questions to Ask Every Agent

A great agent welcomes all ten. A vague answer tells you something, too.

You don't need to become an expert before you sit down with someone. Your job is to ask good questions and pay attention to how they're answered. Ask every agent the same ten, in the same order, and write the answers down. When you sit down to compare them later, you'll be so glad you did.

01 **How much business do you actually do,** this past year and over your career? Is real estate your full-time work?
Their own numbers, not their office's.

02 **When are you available, how quickly will you get back to me,** and who helps me when you're out of town?

03 **What's your cancellation policy?**

04 **How does your commission work?** What do you charge, who pays the buyer's agent, and what happens if the buyer doesn't have one?

05 **Do you ever represent the buyer too,** and if so, how does that work?

06 **What do you think my home is worth?** What's the lowest a buyer might realistically pay, and the highest?
Ask for the comparable homes in writing, not a number off the top of their head.

07 **What's included in your commission,** and are there other costs I'll be responsible for?

08 **Who do you recommend for lenders, inspectors and contractors,** and do you receive anything for those referrals?

09 **What happens next** after I sign with you?

10 **How exactly will you market my home?**
Who takes the photos?

> **TALK TO TWO OR THREE AGENTS, NOT TEN**
>
> Too many opinions will leave you more confused than when you started. A first listing appointment usually runs 60 to 90 minutes, and it's perfectly fine to ask how much time to set aside. Afterward, ask each other who gave you real examples and numbers, who ran on personality, and who told you something you didn't want to hear.

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Meet Popular Paula

Most of her warning signs show up before she ever sits down at your kitchen table.

You already know her. **Popular Paula.** Her For Sale signs are all over town, and her name is on the banner at the kids' baseball field.

So you invite her over. She arrives twenty minutes late, phone buzzing, and she can't find the comps she meant to bring. Then she spends the next hour telling you about your neighbors, including the lowest number the couple down the street will take.

She promises the numbers by Wednesday. Wednesday comes and goes. On Saturday you see her at the ballfield, and she laughs. *"I'll get those to you next week."*



Popular Paula is made up. Her habits are real.

Paula may be a lovely person. Her habits still cost her sellers money: missed showings, fewer offers, and a bottom line the buyer heard about before you did.

The 7 warning signs

1. **Her reviews.** What they tell you, and what they leave out.
2. **What she posts.** How she'll treat your business.
3. **What she says in the bleachers.** And what she'll say about you.
4. **How easy she is to reach.** Before she has your listing.
5. **Her process.** What should happen before she sets foot in your home.
6. **Your price, too soon.** A number before she's seen the home.
7. **What arrives after.** The promise that tells you everything.

THE FREE CLASS

7 Warning Signs of a Real Estate Agent Who Will Cost You Money

I'll walk you through all seven, the five types of agents, and what to say to a friend or neighbor in real estate when you decide not to hire them.

7WarningSigns.com

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THE TRUTH IN REAL ESTATE® MATCHMAKING METHOD

The right real estate agent for your home is out there. We'll find them for you.

You'll know a professional the minute you meet one. The problem is, they're rarely the first agent who reaches you. Tell us about you and your home, and we'll find the one agent who's best for you, matched to your home and to how you like to work.

SCAN WITH YOUR PHONE'S CAMERA

Let us find your agent.

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ONE

Tell us about you and your home.

Your home, your timing, your plans after the sale, and how you like to work.

TWO

Our team finds your agent.

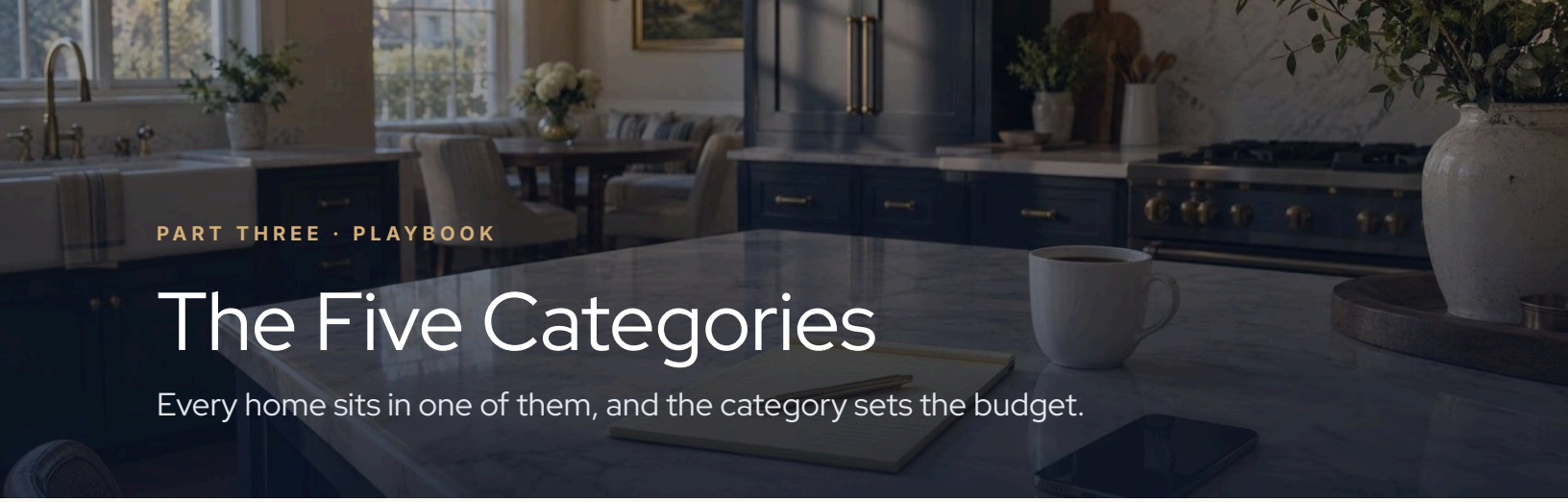
We look at who has sold homes like yours where you live, and how they treated those sellers.

THREE

Meet your agent.

One name, with the reasons, not a list of five strangers calling you.

It's free for you. If your agent sells your home, they pay us a referral fee out of their commission.



PART THREE · PLAYBOOK

The Five Categories

Every home sits in one of them, and the category sets the budget.

Here's something I see all the time. A couple gets a $15,000 quote for a replacement, and they're ready to sign until I walk in and say, whoa, you're not going to get that money out, let's just see what happens. Their home sells right away, and they don't have to give the buyer a single dollar in credit.

What you should spend depends on where your home is starting from. You can't know your number until you know your category, and not every home needs to reach Modern Move-In to sell well.

1. Restoration Required

Homes that feel more like a haunted house than a dream home at first glance: aging plumbing and electrical, real structural repairs. Focus on the essential repairs and the disclosure items, and skip the cosmetic updates. Your buyer is most likely an investor or someone ready for a big renovation.

2. Concealable Condition

A step up, with an updated kitchen or bath, but the bones of the house and the mechanical systems are older and there's noticeable wear. A deep clean and minor repairs will help it show well, without sinking money into updates that won't come back to you.

3. Surface Shine

This one can fool you. It looks great on the surface, with a shiny new kitchen and modern finishes, but the systems and maintenance underneath have been neglected. Buyers will find it at inspection, so be ready to negotiate on those items.

4. Unpolished Potential

My favorite. Homes that have been well cared for mechanically but look a little dated. They have a solid foundation without the bells and whistles, and a few well-chosen updates can make a real difference in how buyers see them.

5. Modern Move-In

Exactly what it sounds like: up to date inside and out, and ready to move into. Getting here can be expensive, so be realistic. Done wisely, it makes the sale smoother and faster.

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Your Category, Your Budget

Your budget is a percentage of what your home is worth.

Restoration Required · budget 1 to 3%

Essential repairs, safety and disclosure items, and a deep clean. **Skip the cosmetic updates.** These buyers care about price and profit.

Concealable Condition · budget 2 to 5%

Paint, new hardware, fix what's obviously broken, then clean and declutter. **Skip the upgrades.** These buyers want to make it their own.

Surface Shine · budget 3 to 7%

Cosmetic touches and staging, plus the deferred maintenance underneath. **Don't chase trends.** These buyers expect to renovate.

Unpolished Potential · budget 5 to 10%

Light kitchen and bath updates, staging, landscaping and curb appeal. **Skip the big remodel.** It's already livable, and buyers will update to their own taste.

Modern Move-In · budget up to 5%

Maintenance, minor touch-ups and excellent photography. **Leave no deferred maintenance behind.** These buyers expect perfection.

> **READ THIS ONE TWICE**
>
> The budget goes **up** as the condition gets better. Please don't pour money into a home the buyer plans to gut, because they'll tear out whatever you do. Spend it on the home that's a few decisions away from great. That's what puts it in front of buyers ready to pay for a home they can move right into.

> **SPEND TO GET IT SOLD**
>
> The renovation percentages you see published are survey opinions, not what happened at anybody's closing. Paint and a deep clean don't pay you back a percentage. They're the difference between buyers walking in and buyers scrolling past. Before you spend a dollar, ask yourself whether an agent who has walked through your home, and who isn't selling you the work, told you to do it.

> **WHERE TO SCORE IT**
>
> My Investment Matrix quiz scores twenty things about your home and tells you your category, free, at **TruthInRealEstate.com/FreeStuff**. These ranges come from my experience with thousands of sellers, so use them as a guide.

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Before the Photos

Your first showing is online.

Buyers see your home on their phone long before they ever walk through your front door, so work through this list before the photographer comes, and again every couple of weeks while you're listed. None of it is glamorous, and all of it shows up in the pictures.

Clean, and I mean clean

- Scrub the grout, and recaulk anything cracked or discolored.
- Wipe the baseboards, light switches and door frames.
- Clean inside the oven, and pull the refrigerator out to clean behind it.
- Wash or replace the shower curtains and bath mats.
- Sinks, tubs and counters spotless, and windows inside and out.

Clear

- Nothing on the counters that isn't beautiful or necessary.
- The front of the refrigerator completely bare.
- Family photos put away.
- Closets no more than two-thirds full.
- A third of the furniture gone, starting with the biggest pieces.
- Rugs up unless they're helping, cords hidden, and trash cans out of every photo.

Light

- Every bulb working, and all of them the same color.
- Every blind and curtain open.
- Every light on when the photographer is there.

Outside

- Beds edged and mulched, and dead plants gone.
- Cars off the driveway, with hoses, toys and trash cans out of sight.
- The front door clean, and the doorbell working. If the doorbell's broken, a buyer starts wondering what else is.

> **THEN TRY THIS**
>
> Walk out to the end of your driveway and come back in like you've never been here before. You'll notice the smell, the dead plant, the yellowed switch plate, so take care of those too. And if nobody's keeping it this way once you're listed, hire a cleaner every week or two. It's money well spent.

> **FREE, AND UPDATED AS TRENDS CHANGE**
>
> My current staging paint colors, by brand and code, and the Five Lists to make before you declutter a single thing. You'll find both at **TruthInRealEstate.com/FreeStuff**.

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The Pricing Playbook

Your price is the single biggest decision you'll make.

The market will tell you within about two weeks whether you got your price right. So before you go live, I want you to sit down with your agent and put three numbers in writing, along with where each one came from.

1. The market analysis	What your agent's written market analysis says your home is worth, with the comparable homes attached.
2. The list price	What you're listing it for. If it's different from the first number, both of you should be able to say exactly why.
3. Your floor	The lowest number you'd say yes to. Decide it now, and not the night an offer comes in.

And while you're filling those in, think about all the other numbers floating around: your Zillow estimate, your appraised value, what you paid, what the neighbors got. **Do you know which of those numbers a buyer cares about?** Usually none of them. A buyer only cares what your home is worth compared with every other home they could buy this week.

My rule for the first few weeks

Very few showings in the first two weeks

means the price is off. That's when the most motivated buyers see your home for the first time, and if nobody is even coming to look, it's almost always the price.

Around fifteen showings and no offers

means the price needs to come down. Fifteen groups of people liked it enough to walk through, and not one of them wrote an offer. They're telling you what they think it's worth.

> **MAKE THE HARD DECISION EARLY**
>
> Agree with your agent, in writing, on what you'll do if the showings are thin or the offers don't come, and when your first price adjustment would be. Two weeks in, when you're tired and the feedback is thin, you won't want to make that call. A true professional will bring it up with you before you ever have to ask.

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FROM LISTED TO SOLD

Our free help earned their trust. Then they asked us to find their agent.

Sellers we've helped, in their own words.

"

After watching your videos for a couple of months and downloading your playbook, we hired the best agent and team, who had the best advice to prepare the home and price it. We got thirty thousand more than we thought we could, sold in eight days, had very good contract negotiations, and moved away.

Doug & Linda

> "Kati's Seller's Playbook and videos were incredibly helpful, especially when deciding what to fix (and what not to fix) before listing. Having a clear plan from the start reduced so much stress."
>
> **Liz**

> "I am so grateful for the information you provided and the referral to the terrific realty team... The combination was dynamite!"
>
> **Kathleen**

> "So not only do I appreciate and am thankful for this group, the Seller's Playbook, and the videos, but am looking forward to putting all this great info to work with one of the Spaniaks' referrals! Saved me so much time and stress already!"
>
> **Rich**

> "A simple thank you doesn't feel like enough, but please know how much we appreciate your free resources and excellent referrals. They were instrumental in our success."
>
> **Tommy**

> "The video classes you've sent me are extremely helpful. Especially the one about the questions to ask agents, and why... My confidence grows when I know I have heard the truth."
>
> **A seller we helped**

These are real sellers describing their own experience. Nothing here is a guarantee of any sale price, timeline, or outcome. Every home and every market is different, and individual results vary.

Rather have us find your agent?

Scan, or go to TruthInRealEstate.com. It's free for you.

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WHERE TO GO FROM HERE

Three Ways to Keep Going

And the one thing our team does for you, free.

Read the book, plus $600 in bonuses

Sell Your Home Without Blowing Up Your Life is the full version of everything here. When you sign up on my free stuff page, it comes with $600 in bonuses: my **Seller's Vault**, the **"What to Update?" class** and live Q&A in my private Facebook group.

TruthInRealEstate.com/FreeStuff

Watch the Free Class

7 Warning Signs of a Real Estate Agent Who Will Cost You Money. The five types of agents, all seven warning signs, and what to say to a friend or neighbor in real estate when you decide not to hire them.

7WarningSigns.com

Ask me about your home

My private Facebook group is where homeowners post real questions about real homes. Should we fix this? Is this price right? Our agent said this, is that normal? I answer them myself, and it's free.

SellYourHome.Group

THE TRUTH IN REAL ESTATE® MATCHMAKING METHOD

When it's time to choose, you don't have to do the looking yourself.

Lisa and I have hand-vetted thousands of agents. Our 30-plus-point system looks at who has actually sold homes like yours, where you live, and how they treated those sellers. Then we find the one true professional who's best for the two of you. You don't pay us anything. If your agent sells your home, they pay us a referral fee out of their commission.

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THE CLOSE

Everything Else Is Free Too

Use the same email you used for this, and the whole library opens.

Because you downloaded my Playbook, everything below is already open to you. It's all free, and I've grouped it by how far out you are, so just take the two or three that fit where you are right now.

A year or more out

You have the most valuable thing there is: time.

- **Declutter Your Home: The Five Lists.** Make these five lists before you throw a single thing away. Most people start in the wrong place, and I don't want that to be you.
- **The Investment Matrix.** The quiz version of Part Three. It tells you how much to spend on updates and staging before you sell.

Less than a year out

Get the house ready, in the right order.

- **My Current Staging Paint Colors.** The exact shades, by brand and code, with the room each one belongs in. Updated as trends change.

Less than six months out

Now it matters who you hire.

- **The Free Class.** 7 Warning Signs of a Real Estate Agent Who Will Cost You Money.
- **The Ten Questions Every Seller Should Ask Their Agent.** A great agent welcomes all ten. A vague one tells you something too.

If you have the book

Print it, write in it, bring it to every meeting.

- **The Protect the Seller Workbook.** The companion to *Sell Your Home Without Blowing Up Your Life*, with room to write down every decision in this playbook.

Any time at all

Ask me about your own house.

- **My private Facebook group.** Real questions about real houses. I answer them myself.

It all lives in one place: **TruthInRealEstate.com/FreeStuff**



Get the book, plus $600 in bonuses

Sell Your Home Without Blowing Up Your Life is the whole method in order, plus the reasoning and what it cost the sellers who got it wrong. Sign up on my free stuff page and the book comes with $600 in bonuses: the **Seller's Vault**, the **"What to Update?" class** and live Q&A in my private Facebook group. **TruthInRealEstate.com/FreeStuff**

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WHO'S BEHIND THE FREE HELP



Kati Spaniak

I've spent more than 15 years selling homes and training the real estate agents who sell them. It started on YouTube, where I began making videos to show sellers what goes on behind the scenes. Sellers watched, then they downloaded this Planner, and before long the emails were all asking the same question: "Can you help me find an agent like you?"

I've sold over $500 million in homes, was named eXp ICON Instructor of the Year, and served as president of the North Shore-Barrington Association of REALTORS®. I wrote the bestselling book *Sell Your Home Without Blowing Up Your Life*, and my YouTube channel was named one of the top ten real estate channels in the country by HousingWire.



Lisa Spaniak

Director of Operations, Truth in Real Estate®. Lisa leads our Matchmaking Team, which has matched over $2 billion in real estate referrals. She built our matchmaking process side by side with me, and she reads every seller's answers herself. If an agent doesn't meet her standard, she won't send them to you.

11M+	85K+	$500M+	$2B+
YouTube views	subscribers	in homes sold	in referrals

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