

FROM START TO
SOLD.

ALL THE DETAILS YOU NEED TO
SUCCESSFULLY LIST & SELL YOUR HOME.

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WELCOME

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable. When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. We'll outline the process and create a plan together, so you don't have to do any of the heavy lifting alone. From staging your home, to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

Kendra Madewell





EVERYTHING YOU WANT

is on the
other side
of sold.



HI, I'M KENDRA



Kendra Madewell

Kendra, a proud native of Northwest Arkansas, is a graduate of both Springdale High School and the University of Arkansas. Over the years, she has called San Antonio, Tulsa, and various cities across NWA home. Kendra is married to her high school sweetheart, and together they have two beautiful boys. After spending 10 years in the Walmart Corporate & Vendor world, Kendra decided to pursue her true passion: helping others achieve their dreams through buying and selling homes. She takes great joy in guiding her clients through the process, building meaningful relationships, and often becoming like family. Listing your home with Kendra is a decision you won't regret—there's no one who works harder, communicates more effectively, or respects the process like she does.

Why Hire Me?

With over \$25M sold in the last 18 months and ranking in the top 4% of Realtors in NWA, I know how to take your house to market in the most successful way.

When it comes to buying or selling a property, having the right real estate professional on your side is a true game-changer. I'm committed to being available when you need me—whether it's answering questions, taking calls, or showing properties—and I bring a depth of experience and expertise to guide you confidently through every step.

When it's time to bring your largest asset to market, it's essential to have a thoughtful, strategic plan tailored to your home. I personally craft a customized marketing approach for each listing and carefully review every detail to ensure nothing is overlooked.

My goal is to secure the best possible deal for you, and that often comes from leveraging my skill set, experience, and extensive network.

While my marketing is personalized, my process is streamlined and systemized—especially when it comes to paperwork—so you'll always know exactly what to expect next.





TAKE THE STRESS OUT OF

sold

WITH MY MODERN APPROACH TO MARKETING AND
A STREAMLINED SYSTEM FOR PAPERWORK

SUCCESSFUL SELLING PROCESS

Selling your home is more than a transaction — it's closing one beautiful chapter and stepping into the next. It's remembering the moments, milestones, and memories made inside those walls while getting excited for a new family to walk in and fall in love with it all over again.

With intentional marketing, a modern strategy, and a seamless process from listing to closing, my goal is to take the stress out of SOLD so you can focus on what comes next.

Because let's be honest... moving isn't just a change of address — it's the start of something exciting.



This is where we make a plan together...

LISTING CONSULTATION

Before we talk numbers, strategy, and next steps, I want to hear about what matters most — you.

Every home has a story, and every move has a reason behind it. During our consultation, I'll ask about your goals, your timeline, what you're excited about, and any questions or concerns you may have about the selling process. Thinking through these things ahead of time helps us create a plan that truly fits your family and your next chapter.

I'll come prepared with everything you need to feel confident moving forward — including a customized market analysis, a look at what's selling (and what's not) in your area, and a behind-the-scenes look at my marketing strategy designed to make your home stand out.

My goal is simple: to help you feel informed, supported, and excited every step of the way.



A few things to think about before we meet...

- What is your moving timeline?
- What do you hope to net from your home sale?
- What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!

-Kendra

A photograph of a kitchen interior. On the left, there are white upper and lower cabinets with brass-colored handles. A white countertop holds a white bowl and some kitchen utensils. In the background, a stainless steel refrigerator is visible. The floor is made of dark wood. A large, semi-transparent brown rectangle is overlaid in the center of the image, containing white text.

SETTING *the* RIGHT PRICE

You know what happens when you overprice your house? *Nothing. Nothing happens.* No showings get scheduled, no offers come in.

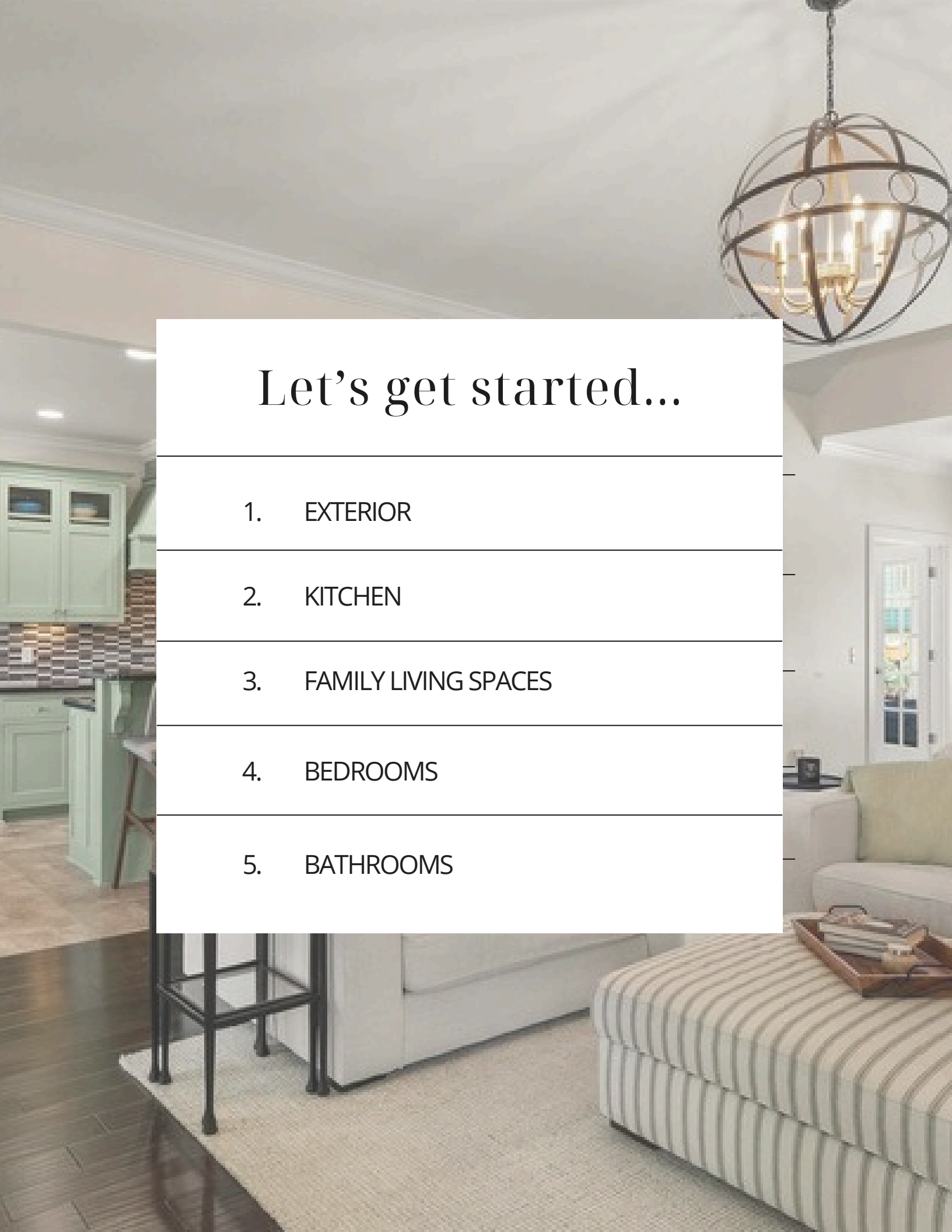
Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation we'll make sure your goals align with market conditions and make a plan together.

NOTES



DID YOU KNOW?

Cleaning &
prepping your
home to sell
can increase
its value by
3%-5%



Let's get started...

1. EXTERIOR
2. KITCHEN
3. FAMILY LIVING SPACES
4. BEDROOMS
5. BATHROOMS

Here's the plan...

01

Kitchen

- Clear off all counters, everything from plants, paper towels and toasters
- Remove all personal accessories
- Tidy pantry

02

Family Room

- Remove all personal accessories
- Declutter, including furniture if needed
- Remove all pillows

03

Bedroom

- Remove 30% of items in closets
- Remove all personal accessories
- Replace bright bedding with neutral tones if possible

04

Bathrooms

- Clear all counters of products
- Remove all personal accessories
- Replace bright towels & rugs with white ones

05

Backyard

- Tidy all toys, pack away as many as you can
- Trim all bushes & mow any lawns
- Rake any gravel

06

Front Entry

- Sweep front porch + add welcome mat
- Plant potted flowers
- Trim and mow regularly

07

Throughout

- Wipe down all blinds
- Touch up any drywall or paint

08

Final Clean

Prior to photos and videos, I recommend having a professional cleaning crew come in to give the home a good deep clean. A deep clean communicates that the home has been well cared for and increases the home's value to buyers.

Now we're ready....

A SUCCESSFUL SALE ISN'T

a process,
it's a
partnership



PRE-LIST TO DO LIST

BEDROOM

KITCHEN

BEDROOM

FAMILY ROOM

BEDROOM

PRIMARY BEDROOM

PRIMARY BATHROOM

Home Facts & DATES



NOW IT'S TIME FOR PHOTOS



Homes listed with professional photography sell 32% faster



The work you put into getting the home ready will greatly improve your photoshoot



68% of consumers say that great photos made them want to visit the home



Professional Photography

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.

A photograph of a modern interior space, likely a hallway or living area. The floor is made of light-colored wood. A large, patterned rug with dark, irregular shapes on a light background is partially visible. On the right, there is a light-colored wooden cabinet with two large, oval-shaped rattan doors. A large, vibrant abstract painting with orange, red, and white tones hangs on the wall above the cabinet. A potted plant with green leaves is placed next to the cabinet. In the background, a doorway leads to another room with a colorful patterned curtain. The text "THE GOAL:" is written in white, uppercase letters, followed by "a house that feels like home" in a large, white, serif font.

THE GOAL:
a house
that feels
like home

GOING TO MARKET

Homes perform best when they go to market on *Thursdays*. In order for your home to go to market on Thursday, all cleaning and photos need to be taken 2-4 days prior.

The photos and videos will then be edited and used to build the following marketing materials:

- *Your home only website*
- *Neighborhood direct mail pieces*
- *Social media posts & ads*
- *Open house materials*



Three Step Marketing Process

When taking a home to market, it's imperative to have an immersive marketing strategy. This means your ideal buyer is seeing your home multiple times in multiple mediums. This 3-Step approach allows for buyers across all generations to see the details of your home.

01

MAILERS

I know, most agents will tell you these are a waste of time and money, but my data tells me otherwise. This is where we let all the neighbors know about your home.

02

SOCIAL

They see a postcard in the mail and then a reel pops up talking about the same house. Then a Facebook ad...finally, buyers are clicking on the link to your personal website, where they can take a full digital tour.

03

OPEN HOUSE

Which invites them to the Open House so they can see what you have to offer in real life. Since they've already seen the photos and videos, this buyer is highly invested in your home.

“

PROFESSIONAL FLEXIBLE DEDICATED *EXPERT*

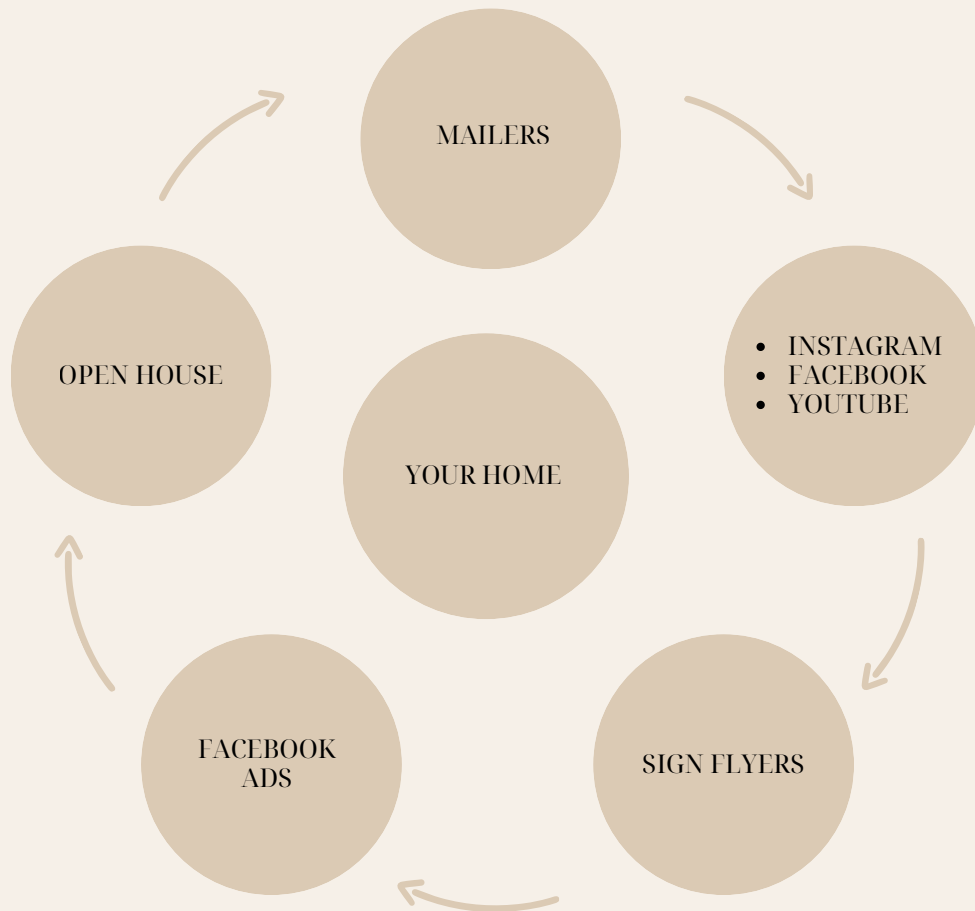
I truly cannot speak highly enough of Kendra and the exceptional service she provided in helping me sell my home. Faced with a tight timeline and what felt like an overwhelming challenge, Kendra stepped in and made the impossible possible. Her professionalism, flexibility, and consistently upbeat attitude were a breath of fresh air throughout the entire process.

From unexpected hurdles to last minute surprises, Kendra handled everything with grace and determination. She kept me informed with regular updates and worked tirelessly, often late into the night, going far beyond what anyone would reasonably expect from a realtor.

Thanks to her dedication and expertise, my home sold and closed in an incredible three weeks. I genuinely could not have done it without her. If you are looking for a realtor in NWA, I wholeheartedly recommend Kendra!



The 7-11-4 Rule



Studies show that in order for consumers to make a buying decision they need to spend 7 hours of time, with 11 touch points from at least 4 different platforms to feel comfortable pulling the trigger. This is why immersive marketing is an absolute MUST when going to market.

Perhaps 7 hours feels aggressive, but buying a home is often one of the biggest decisions consumers make, so we want to make it easy for them to spend 7 hours on YOUR HOME. This is how we do it.

TIMELINE

COMING SOON

- Sign is placed in yard
- No showings until open house
- Generates Interest

POSTCARD CAMPAIGN

- Local Postcards
- Coming Soon, Open House, Just Listed, Under Contract, Sold

CLEAN & PREP

- Begin packing, remove 30% of items in closets
- Remove all clutter
- Remove personal photos

SOCIAL DEPLOYED

- All social pieces created
- Long form video, 3-4 reels and designer style photos

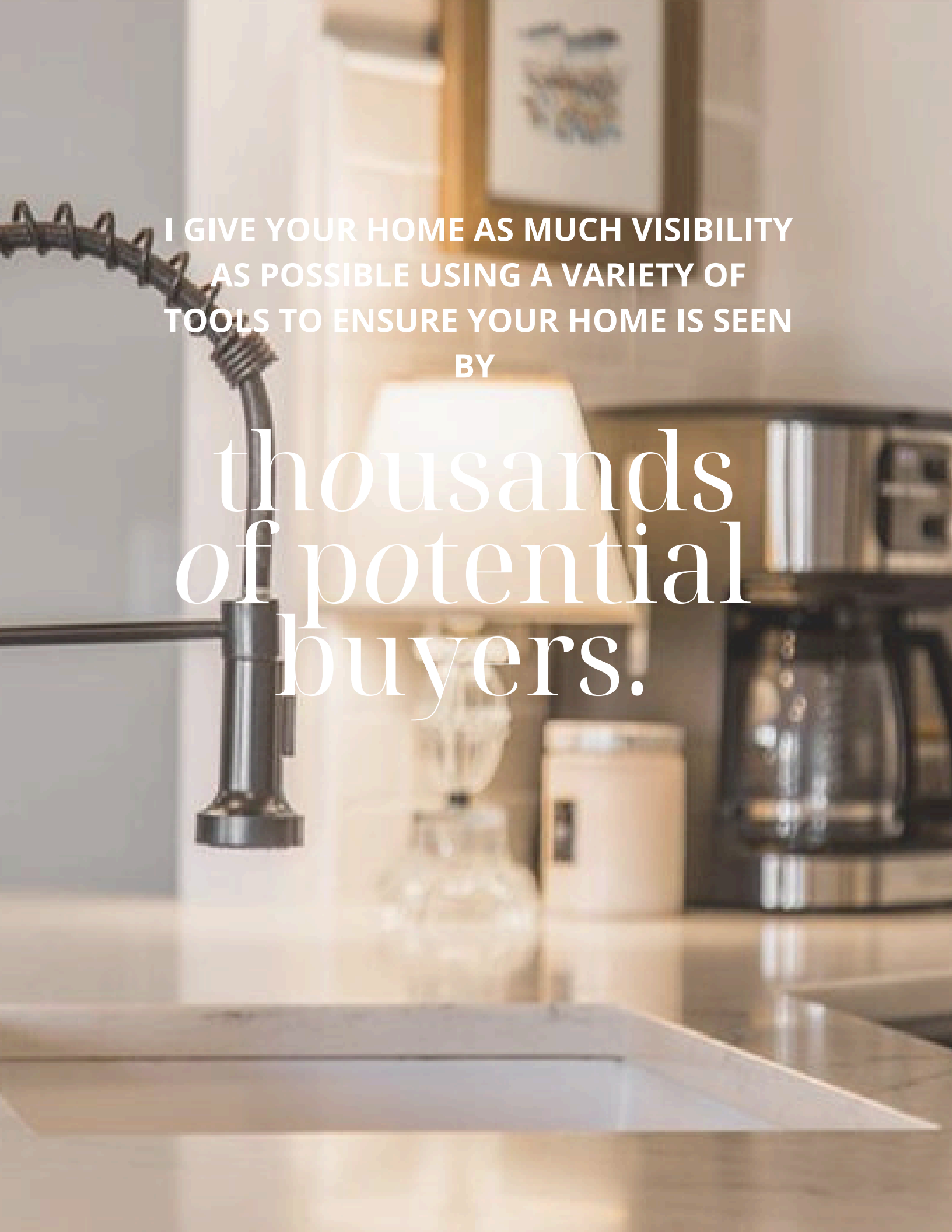
PHOTO & VIDEO

- Content shoot day
- Full photos of home
- Full immersive video

OPEN HOUSE

- Opening weekend
- Open House Sunday

Some strategies do not apply to every listing. We will work together to determine what is needed specifically for your home.



I GIVE YOUR HOME AS MUCH VISIBILITY
AS POSSIBLE USING A VARIETY OF
TOOLS TO ENSURE YOUR HOME IS SEEN
BY

thousands
of potential
buyers.



LISTED TO SELL

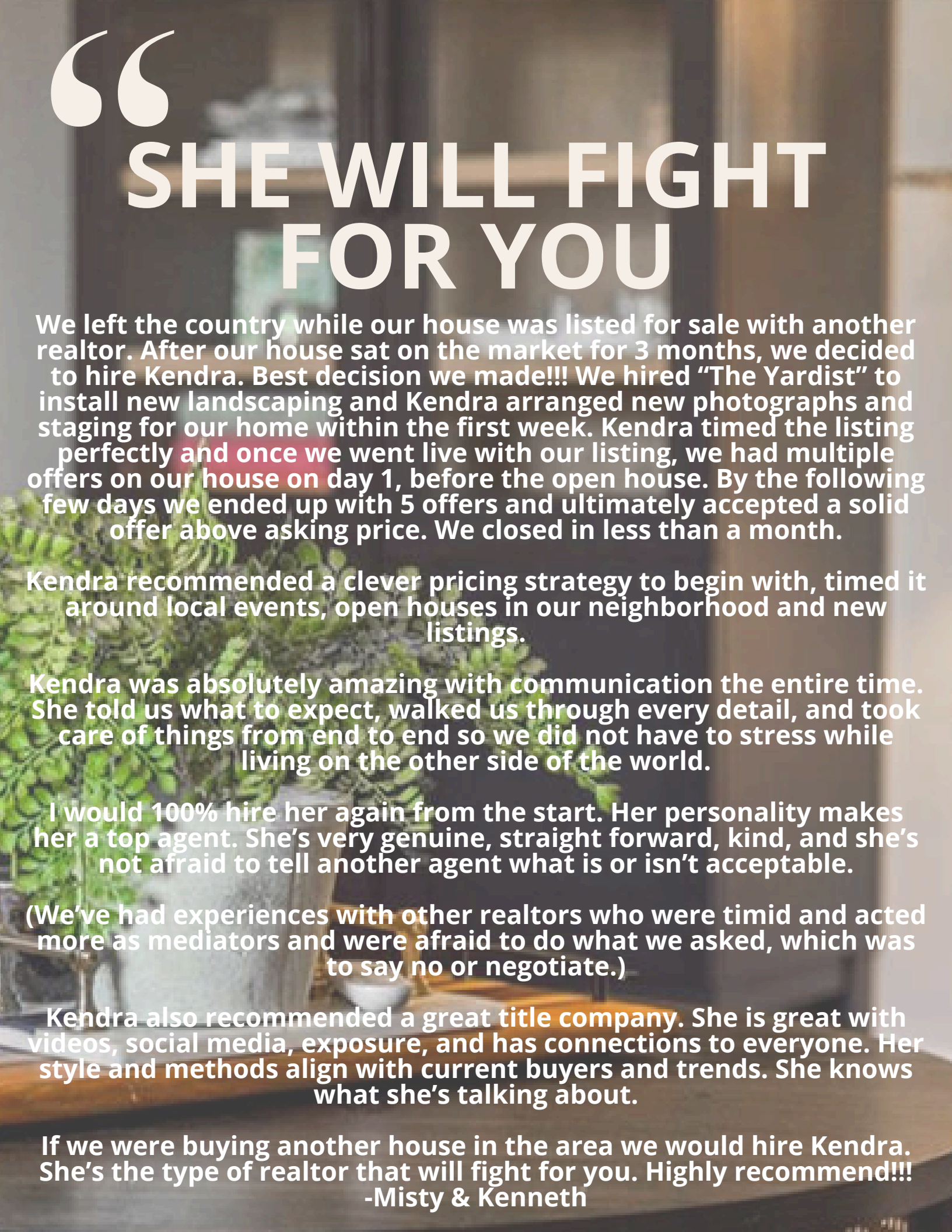
The way buyers find homes has completely changed — and your marketing strategy should change with it.

Today's buyers aren't waiting for a newspaper ad or hoping to stumble across the perfect house. They're online, scrolling, saving, sharing, and deciding which homes are worth seeing before they ever step through the front door.

That means your home's first impression starts long before a showing — it starts with the photos, the story, the strategy, and how we position your home in front of the right buyers.

While I absolutely cover the essentials — professional MLS exposure, syndication across major real estate platforms, and tracking performance behind the scenes — that is just the foundation.

My goal isn't simply to put your home online. It's to create a marketing plan that makes buyers stop scrolling, picture themselves living there, and take action.



“

SHE WILL FIGHT FOR YOU

We left the country while our house was listed for sale with another realtor. After our house sat on the market for 3 months, we decided to hire Kendra. Best decision we made!!! We hired “The Yardist” to install new landscaping and Kendra arranged new photographs and staging for our home within the first week. Kendra timed the listing perfectly and once we went live with our listing, we had multiple offers on our house on day 1, before the open house. By the following few days we ended up with 5 offers and ultimately accepted a solid offer above asking price. We closed in less than a month.

Kendra recommended a clever pricing strategy to begin with, timed it around local events, open houses in our neighborhood and new listings.

Kendra was absolutely amazing with communication the entire time. She told us what to expect, walked us through every detail, and took care of things from end to end so we did not have to stress while living on the other side of the world.

I would 100% hire her again from the start. Her personality makes her a top agent. She’s very genuine, straight forward, kind, and she’s not afraid to tell another agent what is or isn’t acceptable.

(We’ve had experiences with other realtors who were timid and acted more as mediators and were afraid to do what we asked, which was to say no or negotiate.)

Kendra also recommended a great title company. She is great with videos, social media, exposure, and has connections to everyone. Her style and methods align with current buyers and trends. She knows what she’s talking about.

If we were buying another house in the area we would hire Kendra. She’s the type of realtor that will fight for you. Highly recommend!!!

-Misty & Kenneth

...yes, an Open
House is totally
necessary

HERE'S WHY



It's not JUST about the Open House, but everything that happens around the Open House

It's important to know that only 4% of houses are sold from an Open House, so why would this be worth your time?

An open house isn't just about unlocking the front door — it's about creating opportunity.

Every time your home is showcased, it creates a fresh wave of attention, both online and in person. Buyers can see photos all day long, but there is something different about walking through a home, feeling the layout, imagining their morning coffee in the kitchen, or picturing their family making memories there.

And we don't forget about one of your biggest resources — your neighbors! They already love where they live, they want an amazing new neighbor, and they want to see your home sell for top dollar. By making it easy for them to share your home with friends, family, and their own networks, we create even more conversations around your listing.

Because at the end of the day, the easier your home is to see, share, and fall in love with... the easier it is for the right buyer to say "this is the one."

OFFER PRESENTATION

Offer presentations happen any time we receive an offer or offers. We'll get together as a team to review the offers with you side-by-side so we can compare them and decide on which one to accept or counteroffer.

In a multiple offer situation, we'll review them all at once. This strategy is ideal because it allows us to compare offers from different buyers at once, rather than receiving them one by one over time.





CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition of the Agreement of Sale that needs to occur in order for the transaction to keep moving forward. As the buyer, there are many contingencies that they can choose to include in your contract.

Passing this period, if everything looks good at this point, there are just two more stages before closing: a title search and transfer of ownership.

By working closely with me and other industry experts, you'll be better able to understand what contingencies are all about, when they're most likely to be necessary, and what you can do to make sure you're in the best position possible for dealing with contingencies when they arise.

COMMON CONTINGENCIES

01

Inspection Contingency

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

02

Financing Contingency

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

03

Appraisal Contingency

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their loan amount.

04

Home Sale Contingency

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

This is it, the big day!

Closing day is here — the finish line! 🎉

I know there is a lot happening today, but don't worry, I've walked through this process many times and I'll be right here with you. You'll sign quite a few documents (some exciting... some not so much 😊), but everything has a purpose and nothing should be a surprise because we will have already reviewed what to expect.

A woman with long, wavy brown hair is smiling and holding up a set of keys. She is wearing a light-colored, possibly white, top. The background is blurred, suggesting an indoor setting with large windows.

“

I couldn't have asked for a better realtor! Kendra guided us through every step of the process with confidence and care. Her knowledge of the area is *unmatched!*

What You **CAN EXPECT**

I know this journey is about so much more than numbers, contracts, and getting from one closing table to the next — it's about your family, your goals, and the next chapter you're working toward.

Real estate has a lot of moving pieces, and while I can't promise there won't be a few bumps along the way, I can promise you won't navigate them alone. My job is to anticipate challenges, remove as much stress as possible, and find solutions before problems become roadblocks.

You can expect consistent communication, honest conversations (even when it's not just what you want to hear), creative problem-solving, and someone who is fully invested in helping you get where you want to go.

From the first conversation to the final signature — I'm in your corner.

A handwritten signature in black ink that reads "Kendra". The script is fluid and cursive, with a large, stylized 'K' and a trailing flourish.

TIMELINE

READY TO SELL?

Kendra Madewell

Real Estate Agent



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