

THE PEORIA HOME SELLER PLAYBOOK 2026 EDITION

How to sell smart, price right, and
maximize your move in today's market.

Melissa Stevenson

24+ Years Experience | 1,000+ Clients Served

Love Where You Live



REALTOR/BROKER

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Should You Sell Now or Wait?

Many homeowners wonder if now is the right time to make a move. The truth? It depends on your goals, not headlines.

You may be in a strong position if:



You've built equity



You need more space



You want less maintenance



A job or lifestyle change is coming



You'd like to cash out



You're curious what your options are

**The best time to sell
is when it helps your life
move forward.**





YOUR HOME VALUE

What is your home really worth?

Online estimates can be wildly off.

Real value depends on:

-  Location
-  Condition
-  Updates and Improvements
-  Lot size/ setting
-  Layout & Functionality
-  Current Competition
-  Buyer demand
-  Timing

A home is worth what a ready, willing, and able buyer will pay in today's market.



7 LOW COST WAYS TO BOOST BUYER APPEAL



Before



After

Easy Wins Before You List

1. Fresh mulch + tidy landscaping
2. Clean windows
3. **Declutter surfaces**
4. Neutralize odors
5. Bright light bulbs everywhere
6. Touch-up paint
7. Deep clean kitchen + baths





PRICING MATTERS MORE THAN EVER

Avoid These Common Mistakes:

- Pricing based on emotion
- Pricing above current competition
- “Testing the Market” too high
- Ignoring early feedback
- Chasing the market down later

The first 7 - 14 days on the market are critical.

Proper pricing creates urgency, traffic, and stronger offers.



Understanding Seller Closing Costs

Common costs may include:

Mortgage payoff balance

Title-related fees

Transfer taxes (if applicable)

Agreed broker compensation

Prorated taxes

Possible repair credits or concessions



Every situation is different. I provide custom net sheets so you know your numbers before you list.



How I Market Homes in 2026



Exposure Creates Opportunity

My strategy may include:

- Professional photography
- Social media reels + posts
- MLS exposure
- Email database marketing
- Agent-to-agent networking
- Pricing strategy adjustments
- Showing feedback analysis
- Negotiation guidance from start to close
- Virtual Staging

Marketing is more than photos - it's strategy



Need to Buy and Sell?

This is one of the biggest stress points for homeowners, but it can be managed with a plan.

Options may include:

1. Sell first
2. Buy first
3. Extended possession after closing
4. Contingent purchase strategy
5. Bridge solutions



Timing matters. Strategy matters more.



Experience Matters

Peoria area native.

24+ years in real estate.

1,000+ clients served.

Trusted local network.

Strong negotiator.

Clear communicator.

Relationship driven.

Real advice. Real strategy.

I care deeply, communicate clearly,
and provide trusted expertise.

Peoria Area Association of Realtors 2026 Realtor of the Year

Keller Williams Revolution 2025 Realtor of the Year



Love Where You Live



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Serving the Greater Peoria Area

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Curious What Your Home Could Sell For?

I'd be happy to provide a complimentary:

Personalized price opinion

Net proceeds estimate

Prep recommendations

Timing strategy session



Book Your Free Seller Strategy

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