



Your guide to
selling your home

8 easy to follow steps to selling your home.



My commitment to you.

As your agent, my priority is to understand what matters most to you and create a personalized plan to achieve your goals. My concierge-style service goes beyond the basics, with hands-on guidance and full-service marketing designed to position your home at its highest potential and attract serious buyers. From our first conversation through closing, I'll be your advocate and trusted guide—keeping you informed, supported, and confident throughout the entire process.

Ginny

STEP 1

Seller Planning Meeting

- Preview the Home
- Timeline
- Repair/Update Recommendations
- Understanding the Process

STEP 2

Determine Price

- Comparable Market Analysis
- Market Conditions
- Mortgage Conditions
- Condition & Amenities

STEP 3

Prepare Property

- Declutter
- Staging
- Deep Clean

STEP 4

Listing Pre-launch

- Private Listing Network
- Professional Photography/Video
- Social Media Marketing

STEP 5

Listing is Live - Showings Begin

- Multiple Listing Service (MLS)
- Marketing
- Showings
- Offers

STEP 6

Contract to Close

- Inspection
- Appraisal

STEP 7

Prepare for your Move

- Transfer Utilities
- Buyers Final Walk Through

STEP 8

Closing Day

- Documents pre-signed



Our first meeting will be in your home.

For your convenience and peace of mind, I have a list of trusted vendors I work with regularly to provide any of the services you need.



STEP 1 Seller Planning Meeting

- Preview the Home
- Timeline
- Repair/Update Recommendations
- Understanding the Process

Preview the Home

Together we will tour your home while you explain any updates or improvements you have made.

Timeline

Every sale starts with your goals, and from there we'll build a personalized timeline that fits your needs. I'll guide you step-by-step on what to do, when to do it, so we can get your home on the market at the right time and with the strongest presentation.

Repair/Update Recommendations

We will suggest repairs/improvements that will help you leverage your highest ROI.

Understanding the Process

I will take the time to answer any questions or concerns you may have.

Most valuable updates

If you're open to making a few strategic updates, even small improvements can help boost your resale value and attract more buyers. Of course, selling as-is can be the right choice too - and I'll help you decide what makes the most sense based on your timeline, budget, and comfort level.

Kitchen – Refresh cabinets, update countertops, or add modern appliances.

Bathroom – Simple updates like new fixtures, fresh grout, and updated vanities can make a big difference.

Curb Appeal – A well-maintained lawn, fresh mulch, and a new front door mat create a great first impression.

Fresh Paint – A neutral, fresh coat of paint instantly brightens and modernizes any space.

Flooring – Replacing worn-out carpets or refinishing hardwood floors adds value and appeal.

Updated Lighting – Modern light fixtures and brighter, energy-efficient lighting can make your home feel more inviting and up-to-date.

Deep Clean Windows – Sparkling clean windows let in more natural light and make your home feel fresh and well-maintained.

STEP 2

Determine Price

- Comparable Market Analysis
- Market Conditions
- Mortgage Conditions
- Condition & Amenities

Together, we'll develop a pricing strategy that positions your home competitively - designed to attract strong buyer interest while protecting your value.

I will complete a Comparative Market Analysis (CMA), a report that takes into account all of the variables that may affect the value and marketability of your home. Here are some of the factors we consider.

Comparable Property Data

Similar homes currently on the market or under contract, as well as recent sales, help to determine your home's fair market value.

Market Conditions and Competition

Economic outlook, seasonal trends, and the number of competitive homes on the market can affect demand for your home.

Mortgage Conditions and Outlook

Current interest rates and anticipated movement up or down may affect the size of your buyer pool.

Your Home's Location and Features

We evaluate your home's location and standout features - such as lot size, layout, updates, condition, and overall curb appeal - to understand how buyers will perceive its value.



What my clients are saying . . .

"There is no one like Ginny Jackson in the business. Her lightning responsiveness, attention to every detail, connection to any possible contractor that you'll need, incredibly generous spirit with her time and experience, expansive knowledge of the market, preparation with staging, and - most importantly - her complete JOY in helping you make your home absolutely primed for the top dollar that you deserve. She's a wonder and just a pleasure to work with. Grab her if you can!" Sarah G. - Naperville

Determining fair market value.

The Right Price

It's essential to determine your home's fair market value and set a compelling listing price.

Here's why:

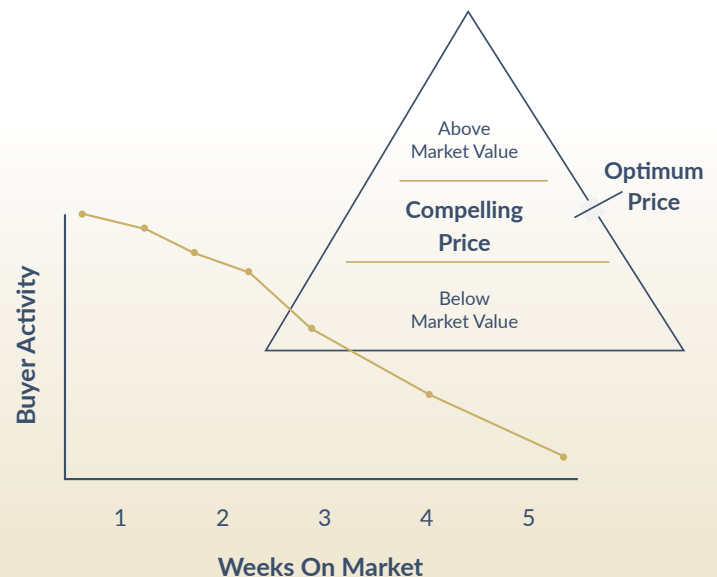
- Compelling pricing offers you the best chance to get the best return in the least amount of time.
- Overpricing a home reduces initial interest and often lengthens market time.
- Aggressive pricing reduces profit potential and limits your options if your home doesn't sell quickly.

The Right Time

The first 30 days your home is on the market are critical and usually yield your best offer.

Here's why:

- New properties create a sense of excitement.
- Activity generally decreases over time as buyers become familiar with your listing.
- Buyers become wary of properties that "sit" on the market and start looking for price reductions.



STEP 3 Prepare Property

- Declutter
- Staging
- Deep Clean

We want your home to truly shine when buyers walk through the door. Our proven preparation process is designed to help you attract the widest pool of buyers possible, which can directly impact both your final sale price and how quickly your home sells.

Declutter/Staging

We offer a complimentary staging consultation to help your home show its best. Our staging experts will provide personalized recommendations, ranging from simple decluttering and styling tips to strategic furniture placement so your home feels inviting, polished, and easy for buyers to picture themselves in.

Deep Clean

A deep clean is one of the most important steps before going on the market. This goes beyond everyday cleaning and includes detailed attention to areas like windows, baseboards, vents, cabinets, drawers, and appliances. Kitchens and bathrooms should feel spotless and fresh, and floors and carpets should be thoroughly cleaned and refreshed. If needed, we can recommend trusted professional cleaners to make sure your home is show-ready from top to bottom.

BEFORE



AFTER



STEP 4 Listing Pre-launch

- Private Listing Network
- Professional Photography/Video
- Social Media Marketing

It's time to create some buzz - let's build anticipation and excitement for your home. Our goal here is to give your property maximum exposure in the marketplace.

Private Listing Network

One to two weeks prior to listing we will begin pre-marketing your home on the PLN.

Professional Photography/Video

Professional photography and video are essential to showcasing your home at its very best. Our expert photographer will capture high-quality images, create engaging video tours, and when appropriate use drone footage to highlight your property's features and the surrounding area. The result is a strong first impression online that draws in more buyers and motivates them to schedule a showing.

Social Media Marketing

Social media marketing is a powerful tool for promoting real estate listings and reaching a wider audience. We leverage platforms like Facebook and Instagram to showcase your property. We create a strong online presence that attracts potential buyers and drives interest in your home.



STEP 5 Listing is Live - Showings Begin

- Multiple Listing Service (MLS)
- Marketing
- Showings
- Offers

Multiple Listing Service (MLS)

Your home will be live on the MLS and broadcast to thousands of other sites such as Zillow, Trulia, Realtor.com, etc.

Marketing

We'll launch a full-service marketing campaign designed to maximize exposure and attract the right buyers. This includes targeted social media promotion, email marketing to local agents, and a custom property website you can easily share. We'll also host open houses to drive traffic, build momentum, and create urgency—helping your home stand out and generate strong offers.

Showings

Buyers agents will schedule showings via Showingtime, Baird & Warner's Appointment Center tool for flawless scheduling on your terms.

Offers

Hooray—you received an offer! Now what?

I'll help you measure the pros and cons of any offer, including which parts are solid and which components are unreliable. I'll guide you through all the elements of the offer(s) and help you negotiate secure and favorable terms.

STEP 6

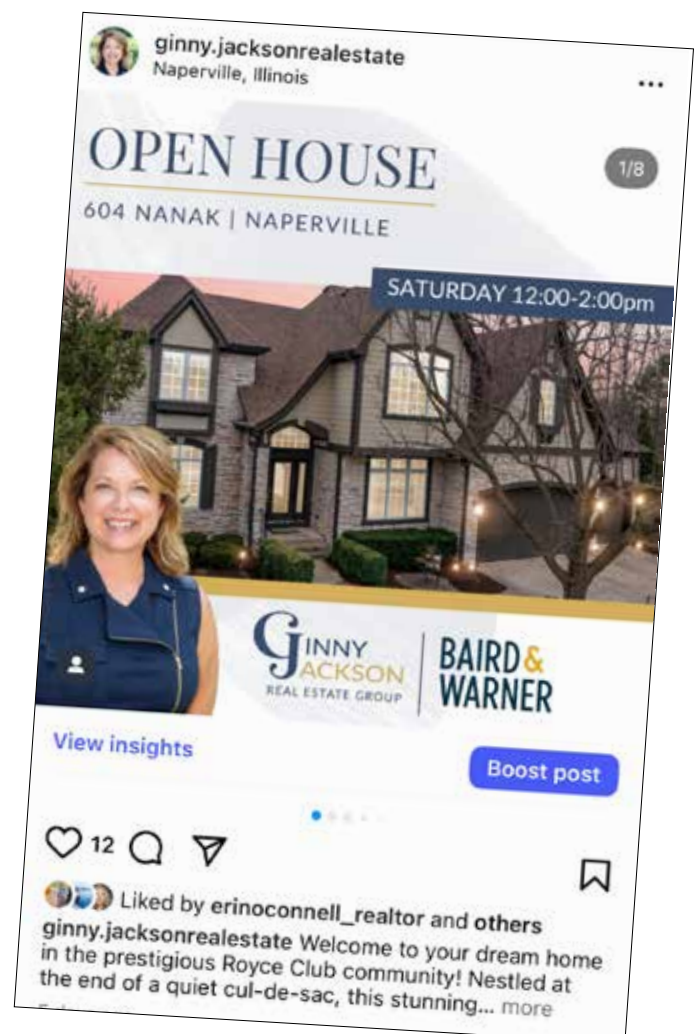
Contract to Close

- Inspection
- Appraisal

Many milestones will be reached during this phase (approx. 30 days). I will make sure all contingencies (inspection/appraisal/finance) are met within the time limits provided in the contract and coordinate all aspects of the sale to ensure a smooth transaction.

Inspection - Buyers will have five business days to conduct an inspection and communicate any requests after signing the contract. I will help navigate any inspection issues. Additionally, I will help facilitate any estimates or repairs that may be required.

Appraisal - If the buyer is taking a mortgage on the home, an appraisal will take place shortly after the inspection. I will meet the appraiser at your home with prepared comps and a list of improvements to substantiate the selling price. I will be in touch with the buyer's lender to ensure all critical deadlines are met, and financing is progressing.



3 step marketing plan

My marketing plan is built to maximize exposure so your home attracts more buyers—and sells for the most amount of money, in the least amount of time, with the least amount of hassle.

Pricing

- Evaluate your home's condition and amenities
- Prepare reliable Comparative Market Analysis
- Establish fair market value for your home

Preparation

- Complimentary staging consultation
- Suggest recommendations for repairs and improvements that will enhance the marketability of your home, maximize its appeal and insure it competes favorably with other homes on the market
- References for local professionals to help with any cleaning, landscaping or needed repairs
- Before your home is publicly listed on the MLS and syndicated across the top real estate search websites, I can start generating interest among motivated buyers through our powerful private listing platform
- Professional photography - I will meet the photographer at your home on the day of photos

- Drone photography (If necessary)
- Floor plan photos
- Create videos of your home for listing and online marketing
- Coming Soon social media posts
- Marketing materials prepared (brochures, post cards, etc.)

Promotion

- Create a list of your home's best features, updates, and improvements—along with key selling points we can highlight both in the home and throughout your online listing.
- For Sale sign placed on property
- Place live on the Multiple Listing Service (MLS) on Thursday or Friday
- Syndicated to thousands of real estate websites (Zillow, Realtor.com, Trulia, etc.)
- Your property's own website is activated
- Notify agents in my office and region about your property via email blast
- Just Listed social media posts
- Hold open houses for additional exposure to buyers and their agents (at sellers discretion)
- ShowingTime activated (for agents to schedule showings)



What my clients are saying . . .

I would recommend Ginny a thousand times over!! My husband and I have moved several times with his job . We have bought and sold ten homes . We moved here about five years ago from abroad. We ended up using Ginny to sell that home and buy the one we are in now for the last year and half . I had the best experience by far with Ginny out of all of the realtors I have ever used! It was such a great and easy process with her and she was so nice and pleasant to work with. What I loved so much about it was I just felt so informed all along the way about the process on both ends of selling and buying our home. The whole process was just so easy! Ginny has a great team of people she works with. She sent a lady over to give suggestions to declutter and help stage our home which was so helpful. And the home photos turned out great! We really liked the lawyer that she suggested we use for closing . Ginny knows a lot about Naperville, all about the great neighborhoods and is really in the know with everything in the area . If I hadn't used Ginny as my realtor, I most likely wouldn't have gotten the home we have now. I wasn't the only one that wanted this house and am forever grateful for Ginny fighting for me to help make it happen." Jennifer S. - Naperville

STEP 7

Prepare for your Move

- Transfer Utilities
- Buyers Final Walk Through

Transfer Utilities

Five to seven days prior to your move be sure to transfer the utilities out of your name.

Buyers Final Walk Through

The buyers will conduct a final walk-through of the property with their agent on the day of closing. They will make sure any agreed items are left, everything else is removed, and the home is in good condition.



STEP 8

Closing Day

- Documents pre-signed

Closing Day

You will likely have already pre-signed your closing documents at your attorney's office, so you get to celebrate today. Buyers will head to the title company to sign all documents and transfer money. You will receive an update from your attorney once the closing is complete.

I am committed to continuing our relationship beyond your home's sale and will be your go-to source for anything as you transition and begin your next chapter!



What my clients are saying . . .

"Everyone knows an agent they want to recommend to you, but I wanted to make sure I chose a true professional. After reading through many recent reviews from sellers and checking out some articles about the top teams in Naperville, I interviewed a couple of realtors. I had a tight timeline I wanted to meet, and Ginny had the most get-it-done attitude right from the start. She made staging suggestions on the fly, recommended some inexpensive, easy improvements, and had the names of contractors who could get them done for me. Her advice on how to get the most return on investment was priceless. When it came time to list, Ginny spruced up my home with some beautiful decor and hired a photographer who made it look even more fabulous than it did when I saw it for the first time and fell in love. Her pricing suggestion was spot-on. Because of Ginny's marketing, my house was the #2 local home in showings for its opening weekend and #1 was another of Ginny's! listings. Ginny knows what she is doing, knows her market - and knows how to sell a home in Naperville!" Stacey C. - Naperville

What my clients are saying . . .

"Ginny did an outstanding job. The family is all many states away and she took care of everything. She sold the furniture and items worth selling. Ginny found a consignment shop to take the collectibles for resale. She took care of junk dealers who cleaned out the rest of the house. Ginny set up Getting the house staged Which made a wonderful and quick sale over the asking price! The house never looked that good ever! Ginny went above and beyond when the air-conditioning broke down. She found a repair company and made sure there was someone there to take care of it so that everything would run smoothly for the open house. I am so pleased that Ginny was the one we chose to be our realtor! You will be totally pleased with her as your realtor to take care of everything." **Bill B. - New Jersey**



Sellers timeline

Initial Meeting

Sign Paperwork

Staging

Photos	Monday/Tuesday week prior to listing
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Video	Monday/Tuesday week prior to listing
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Private Network/Coming Soon	1-2 weeks prior to listing
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Sign Installations/Window Sign	1-2 weeks prior to listing
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Review Drafted Listing	2 days prior to listing
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List Date	Typically on Thursdays
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Open House	TBD pending seller preference
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Accepted Contract Date

Earnest Money Due Date	Typically 2-5 business days after offer acceptance
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Earnest Money Details	Wire or check
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Attorney Review/Inspection	First 5 business days after offer acceptance
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Inspection Date	Within first 5 business days after offer acceptance
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Buyer Loan Application Due Date	Within first 10 business days after offer acceptance
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Homeowner Insurance	Within first 10 business days after offer acceptance
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Appraisal	TBD typically right after home inspection
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Survey Of Property	Attorney will order prior to closing
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Change Utilities	Week prior to closing
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Clear to Close	Typically 5-7 days prior to closing
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Final Walk Thru	Day of or day before closing
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Closing

Preparation checklist

Exterior

- Remove chipped paint; replace with a fresh coat
- Fix loose trim and fencing
- Clean gutters and downspouts
- All exterior lighting is clean and in working condition
- Inspect chimney for cracks and damage
- Turn on porch and outdoor lighting

Yard

- Mow, trim grass
- Prune all overgrown trees and shrubs
- Weed flower beds, replace dead plants
- Put down fresh mulch
- Add flowers to brighten walkway/front door

Deck/Patio

- Paint or stain worn areas on wood decks
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees
- Clean all deck rails and make sure they're secure; replace missing slats or posts
- Clean outdoor furniture

Front Door

- Polish or replace the door hardware
- Clean the glass on the storm door
- Make sure the doorbell operates

Entry

- Clean entryway floors and area rugs
- De-clutter entry and entry closet

Windows

- Clean all windows inside and out
- Replace cracked windowpanes and any broken seals
- Screens should be clean and secure replace any with holes

Kitchen

- Countertops, grout, and sinks are clean and stain free.
- Fix dripping faucets
- Organize pantry and cabinets so they appear clean, neat and spacious
- Make the refrigerator and freezer free of odors
- Clean the oven and cook-top thoroughly
- Grind lemon in the disposal to add a fresh smell

Living/Family/Dining Room

- Remove heavy drapery, clean blinds
- Clean rugs/carpets
- Position furniture to showcase the size of the room
- Put away remotes, toys, hobby, magazines and books

Bathrooms

- Make sure sinks, tubs, showers and countertops are clean
- Repair any leaky faucets
- Replace any missing or cracked tiles or grout
- Make sure all fixtures, including heat lamps and exhaust fans, are operating
- Purchase a new shower curtain and display new white towels on towel bars
- Store all supplies such as toilet paper, shampoo bottles and cleaners, out of sight
- Remove garbage cans and rugs

Basement

- Check for water penetration or dampness; call for professional repairs if necessary
- Get rid of musty odors
- Clean furnace, change filter
- Make storage area neat and organized
- Make sure stairway handrail is secure

Throughout

- Clean all floors, carpets, walls and trim
- Replace light bulbs, and old lighting
- Empty trash
- Remove family photos, valuables and prescription drugs
- Use natural air fresheners or candles such as lemon, vanilla or eucalyptus to add a fresh scent
- Tidy and declutter all closets
- Store all pet supplies out of sight. Remove pets while having a showing
- Open shades, curtains and turn on all lights

I'm backed by
Baird & Warner

**BAIRD &
WARNER**

CHICAGOLAND'S OLDEST & LARGEST INDEPENDENT REAL ESTATE COMPANY

Serving Sellers & Buyers for 170 years and counting.

Baird & Warner brings serious advantages to the table. I'm looking forward to putting all of them to work for you.

Baird & Warner has been inventing and reinventing the real estate business in Chicagoland. Their reputation for integrity and generations of experience mean that I have access to the tools, systems and support I need to deliver the very best service to you. I'm empowered to be a better real estate professional at Baird & Warner. I am proud to work in the Naperville office of Baird & Warner. Our office has been the #1 in sales volume and #1 in units sold in our area for the past ten years. This means we buy and sell more real estate in our area than any other real estate company.



SCAN FOR
MY WEBSITE

The true Baird & Warner difference is that we have so many advantages built into the whole process - making buying your home easier, smarter, and more seamless at every step.



TOP OFFICE PRODUCER

SALES & UNITS - FOUNDER'S CLUB

The Ginny Jackson Group

Ginny Jackson - Erin O'Connell - Bill Ghighi



\$46.6M

2025 SALES
VOLUME

77

UNITS SOLD
IN 2025

#1

IN OFFICE
VOLUME

at Baird & Warner
Naperville

- ★ TOP 1% MORTGAGE SALES + UNITS
- ★ TOP 1% TITLE SALES + UNITS
- ★ TOP OFFICE PRODUCER MORTGAGE SALES + UNITS
- ★ #1 IN CLOSED MORTGAGE VOLUME IN THE COMPANY WITH \$9 MILLION
- ★ #2 IN THE COMPANY IN CLOSED MORTGAGE UNITS WITH 17
- ★ #2 IN THE COMPANY IN CLOSED TITLE VOLUME AT \$17.5 MILLION
- ★ #2 IN THE COMPANY IN CLOSED MORTGAGE UNITS WITH 30
- ★ #3 IN THE COMPANY IN CLOSED RESIDENTIAL SALES VOLUME
- ★ #10 IN THE COMPANY IN CLOSED RESIDENTIAL SALES UNITS WITH 76.5
- ★ TOP 1% TITLE VOLUME + UNITS
- ★ TOP OFFICE PRODUCER TITLE VOLUME
- ★ TOP OFFICE PRODUCER SALES VOLUME
- ★ 70% EPIC CAPTURE RATE

BAIRD & WARNER
REAL ESTATE | MORTGAGE | TITLE | INSURANCE

A quick introduction.



For the past 30 years, I have lived and raised my family in Naperville. Through the years, I have come to know and appreciate this town in so many ways - as a newlywed, a mom of 5 children, and now an almost empty nester. I love sharing my knowledge and enthusiasm about living in this community with others.

I enjoy spending as much time as possible outdoors in my free time. Whether running, biking, or walking on Naperville's many outdoor paths, hanging out in my backyard swimming, or spending evenings by the fire pit, this is what fills my soul. I love to travel, and some of my favorite places include the Virgin Islands, St. John and Virgin Gorda, Greece, France, and Vienna. I was born and raised in Michigan, and I continue to enjoy our annual trips with extended family to Northern Michigan every summer for lake life and winter for snow sports.

Education

Bachelor's Degree, Elementary Education, Elmhurst College

Before my career in real estate, I spent time in education. Having this background, my approach to real estate is with the heart of a teacher. My natural strengths from teaching have been a great crossover to my real estate career. My clients benefit from this because they thoroughly understand the process and can therefore make confident decisions.



Experience

Entrepreneur - Mystoryblankets.com

As a stay-at-home mom, I built a successful online business creating personalized embroidered baby blankets. Over 18 years, I crafted more than 7,000 security blankets for babies worldwide! Through this experience, I honed my marketing skills, mastered social media, and learned the value of exceptional customer service.



Baird & Warner Real Estate

I am proud to have been a part of Baird & Warner since 2017. The Naperville office buys and sells more real estate than any other company in the area, I am honored to work aside some of the most professional agents in the industry.

Awards & Achievements

- Top of 1% of all agents in sales at the Naperville office
- Top 1% of all agents in Naperville
- Top 1% of agents in entire MLS area
- 5 Star Google and Zillow Agents

2025 Ginny Jackson Group Team Highlights

- Over \$45 Million in Real Estate Sales
- Help Over 75 Families Buy or Sell Their Homes

Meet our Ginny Jackson Real Estate Team.



GINNY JACKSON - RENE, PSA, SRS, SSF, ABR

Your Trusted Real Estate Advisor

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ERIN O'CONNELL - RENE, ABR

Your Trusted Real Estate Advisor

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BILL GHIGHI - RENE, PSA

Your Trusted Real Estate Advisor

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MELISSA NOTO - GRAPHIC DESIGNER

Marketing, Social Media Specialist
& Transaction Coordinator

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Ginny Jackson - Principal Agent

Ginny began her career in education, where she built the communication and guidance skills that now set her apart in real estate. She later launched and ran an online custom baby blanket business, sharpening her strengths in marketing, client service, and creating a seamless customer experience. Known for her calm, clear approach, Ginny ensures her clients understand the process and feel confident in every decision they make. She has lived in Naperville for over 30 years with her husband, five children, and her pup, Ruby.

Erin O'Connell - Real Estate Agent

Erin became a real estate agent after three years of listing and transaction coordination for our team. She has an enthusiastic attitude and an ability to build strong relationships with the people around her. Erin's background in customer service and sales, mixed with her passion for excellence make her a great advisor for her clients. She is a lifelong learner and uses every opportunity to continue her education in real estate. Erin lives in Naperville with her husband, two beautiful daughters and her golden retriever Murphy.

Bill Ghighi - Real Estate Agent

Bill has been with Baird & Warner for his entire real estate career. Before real estate, Bill was a high school teacher and coach at Neuqua Valley High School, where he developed key skills in planning, communication and collaboration. His time as a Designated Managing Broker sharpened his leadership and market knowledge, helping him guide others to success. He is married to Kate, and they have three children: Brock, Baker, and Kailey.

Melissa Noto - Marketing, Social Media

Melissa has been a graphic designer for almost 30 years. Upon completion of art school she worked at several different marketing agencies, pivoting her career in 2001 to a freelance graphic designer to be able to raise a family. She has been helping a variety of clients for the past 24 years as a freelancer assisting Ginny Jackson for the past 8 years. As of recently Melissa has joined the Ginny Jackson Group as the Marketing, Social Media Specialist & Transaction Coordinator. Melissa has lived in Bolingbrook for 24 years with her husband and two boys.



Sellers' homework

Address: _____

	Year (updated/replaced/original/N/A)	More Info/Comments
EXTERIOR		
Fence		
Roof		
Gutters		
Windows		
Driveway		
Deck/Patio		
Siding		
Landscaping		
Garage Door/Opener		
Home Security System		
Ring Door Bell		
Sprinkler System		
INTERIOR		
Kitchen Updates		
Refrigerator(s)		
Dishwasher		
Garbage Disposal		
Oven Built In		
Range		
Microwave		
Primary Bedroom		
Primary Bathroom		
Additional Bathrooms		
Washer/Dryer		
Basement Finished		
Additions		
UTILITIES		
Furnace		
Humidifer		
Air Conditioning		
Water Heater		
Sump Pump		
Back Up		
Radon Mitigation		
Thermostat		
ADDITIONAL		

Sellers' notes

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What my clients are saying . . .

"We were so happy we chose Ginny Jackson to be our realtor. We could not have managed on our own. She walked us through every step of the way. There were so many details that she took care of. Ginny was always available to take my calls, and there were many. She never seemed to be bothered and was always cheerful and calm. Ginny helped stage my house. She had helpful suggestions on what would help sell our house. I loved that she even checked in often to see how I was doing. Ginny was very knowledgeable on every question I had. She had great referrals for people who could take care of removing unwanted furniture or things too heavy for us. Our house sold in just a couple of days. Ginny was a great negotiator. Yes, I would recommend her!" **Janet R.** - Naperville

