

Seller's Guide



JADEN BARR
REALTOR ®

FROM LISTED TO SOLD



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WHO YOU'RE HIRING

We help you sell for the right price, on the right terms.



Hi, I'm Jaden Barr, and I'm here to make selling your home feel a whole lot simpler.

Whether you're relocating, upsizing, or just ready for a change, my job is to help you understand your options, price your home right, and feel confident every step of the way.

I'll help you prepare your home for market, build a marketing plan with real exposure, negotiate on your behalf, and handle the details from listing day to closing.

Selling a home is a big deal, but it doesn't have to feel overwhelming. I'm here to keep things straightforward, protect your bottom line, and get you the best possible price and terms.

kw CHESTERFIELD (573) 789-4282 jadenbarr@kw.com
KELLER WILLIAMS REALTY



200+ FAMILIES SERVED

Helped 36 families buy and sell homes across the St. Louis area in 2026



\$12M+ SOLD IN 2026

In real estate transactions closed across the St. Louis area in 2026 alone.



100% REFERRAL-BASED

Nearly all of my business comes from past clients and their referrals — the best measure of a job well done.





CLIENT TESTIMONIALS

Meet some of our happy clients



SELLER CLIENT

"Jaden is a 1st rate agent. His knowledge of the market paid off with tremendous dividends on our sale. He gave sound advice on what upgrades would produced the largest return on investment and what upgrades would not pay off. Our home had 13 interested buyers during the open house event that was held the first day on the market. We ended up with 12 offers within 24 hours and sold the home well over asking price. I would highly recommend using Jaden Barr!"



SELLER CLIENT

"Jaden was an absolute pleasure to work with when selling and buying our home! He is knowledgeable, communicative, efficient, and brought us very qualified buyers. There are many agents out there who are pushy to get the deal done selfishly, but with Jaden- you can rest assured that he will always have your best interest in mind and he will remain your advocate and teammate every step of the way when either buying OR selling! You will not regret choosing Jaden as your agent. Thank you Jaden!!!"



SELLER CLIENT

"We've worked with Jaden Barr twice—first when we bought our home and again four years later when we sold the same property. Jaden is honest, dependable, and always goes above and beyond for his clients. He knows the St. Louis market extremely well and helped us write a competitive offer when buying. When it came time to sell, he made our listing stand out and brought in great interest right away. We couldn't have asked for a better agent and highly recommend Jaden to anyone looking to buy or sell."

I'm so grateful to work with amazing clients like you! Scan the code below to read more reviews or leave one of your own on Zillow.



HOME SELLING ROADMAP

A HOME SELLER OVERVIEW



THE CONSULTATION

GETTING TO KNOW YOUR GOALS

WHY BEHIND THE MOVE

What's really motivating the move? The true reason shapes the whole strategy.

TIMELINE

When do you need to be out, and when's your ideal closing date?

PRICE / NET PROFIT

What number do you need to walk away with? We'll map your real net profit before we list.

HOME IMPROVEMENTS MADE

What updates or repairs have you made? These matter to buyers and appraisers.

HOW WE WIN TOGETHER

I bring the strategy and market expertise — you bring the goals and home details.



"It's my priority to understand your goals before we ever put a sign in the yard."

MARKETING PLAN & EXPOSURE

When we list your home, you get the reach of the #1 brokerage in the market — more agents, more eyes, and access to our Private Listing Network of 200+ buyers before we ever go live on the MLS.



MAXIMUM EXPOSURE

- ✓ Professional photography and video that make your
 - ✓ home stand out
 - ✓ Win the “online beauty contest”
 - ✓ Listed on the MLS and major real estate sites like Zillow and Realtor.com
 - ✓ Targeted social media campaigns to reach active local buyers
 - ✓ Open houses and broker previews to build early buzz
- Featured to our Private Listing Network before hitting the open market

PROFESSIONAL PHOTOGRAPHY

High-resolution photos and video that make your home the one buyers stop scrolling for.

DIGITAL & SOCIAL REACH

Targeted campaigns across social media and major listing sites put your home in front of active buyers.

PRIVATE NETWORK ACCESS

Your home gets exposure to our brokerage's Private Listing Network of 200+ buyers before it's public.



GETTING THE HOME READY FOR MARKET

Walk through your home as if you were buying it all over again.



Before we list, take a slow walk through your home with fresh eyes — the way a buyer would see it for the very first time.

Notice what catches your attention, good or bad: the scuff on the wall by the door, the cluttered counter, the overgrown bushes out front. Buyers notice these things in the first thirty seconds, and first impressions are hard to undo.

You don't need a full renovation to make a strong impression. The highest-return improvements are almost always the simplest ones — and that's exactly what we'll focus on together before your home hits the market.

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CLEAN & DECLUTTER

A deep clean and clear counters make every room feel larger, brighter, and more move-in ready.



CURB APPEAL

A light landscaping freshen-up and tidy front entry set the tone before a buyer even walks in.



PAINT TOUCH-UPS

Fresh paint on scuffed walls and trim is one of the cheapest ways to make a home feel brand new.



TEAM BEHIND THE SCENES

Role	Name	Company
Home Prep Team	Handyman, Painter, Electrician, HVAC, Plumber, Landscaping	
Title	Dawn Johler	Integrity Title
Transaction Coordinator	Jessica Humphreys	Swift Closings
Operations	Cayli Pfitzer	JB Real Estate Team
Staging		Stage to Move
Cleaner		The Maids

WHY THIS MATTERS

Every person on this list is someone I trust and work with regularly. When you work with me, you get their responsiveness and expertise too — you'll never be left guessing who to call.





NEXT STEPS

Here's How We Get Started

Once you're ready to move forward, here's what happens next. Each step builds on the last, so by the time we're live on the market, everything is already in place.

1. LISTING AGREEMENT

This puts our working relationship in writing and officially puts me to work marketing and selling your home.

2. SELLER'S DISCLOSURE

You'll disclose what you know about the home's condition — required by law and protects you from issues down the road.

3. BUILD YOUR PRE-MARKET PLAN

We'll line up photography, prep work, and marketing so your home launches strong from day one, not just eventually gets noticed.





MY PROMISE TO YOU

My promise to you: the right price, the right terms, at the right time. Days on market is the enemy - I'll price it right, prepare it right, and market it right the first time, so it sells for what it's worth without sitting.



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