

AGENTS OF YOUR DREAMS · EXP REALTY



FROM LISTED TO SOLD

# SELLER'S GUIDE

*Your complete roadmap to a confident O'ahu home sale*

**exp**  
REALTY



SCAN TO VISIT



# ASHLEY MURRAY

REALTOR-BROKER® RB-24313 · TEAM LEADER · SRES · MRP · CRA · NHCP · GRI  
TRAINED IN LIFE INSURANCE SOLUTIONS & FINANCIAL STRATEGIES

808.722.0786 | [ashley@agentsofyourdreams.com](mailto:ashley@agentsofyourdreams.com)

*"Everyone deserves a home, and every child deserves a place to live. My mission is simple – to match families with the homes that change their lives."*

Ashley is a hard-working, dedicated Realtor with a passion for investing — in you, in the future, and in Hawai'i. By building real relationships and bringing more homes to market, she helps families one by one while creating new avenues of wealth for her clients. Whether you're selling your first home or your fifth, Ashley holds your best interests in the highest regard, pairing deep island market knowledge with sharp negotiation and a genuine heart to help.

TOP 100 IN REAL ESTATE

HONOLULU MAG · BEST IN REAL ESTATE 2022

SRES · SENIORS SPECIALIST

MRP · MILITARY RELOCATION

ALOHA 'AINA NOMINEE 2020 · 2021 · 2025



# QUALIFICATIONS

## SPECIALTIES

Finding hidden deals, raising the value of assets, and educating clients are just some of the ways Ashley helps sellers across the world. She shares complimentary Financial Literacy Courses so clients can do what's best for their families' futures — because she cares about building legacies, not just closing deals.

## RECOGNIZED FOR

- Team Leader, The Agents of Your Dreams Real Estate Team
- Top 20% REALTOR® in Hawai'i - Rising Star, Real Producers Magazine 2022
- Honolulu Magazine Best in Real Estate — Finalist 2022
- Aloha 'Āina Excellence in Real Estate — Nominee 2020, 2021 & 2025
- VP, Keller Williams Young Professionals - 2020 & 2021
- 2-Time Growth Chairwoman - Agent Leadership Council 2021 & 2022
- As seen on KHON2 News

## CERTIFICATIONS & DESIGNATIONS

**SRES** — Seniors Real Estate Specialist

**GRI** — Graduate, REALTOR® Institute

**CRA** — Certified Residential Advisor

**eXp ExpressOffers** — Certified Agent

**MRP** — Military Relocation Professional

**NHCP** — New Home Certified Professional

**RB-24313** — Licensed REALTOR®-Broker

**Top 100** — Hawai'i Magazine Agents

PROVEN RESULTS

# BY THE NUMBERS

When you list with our team, you're backed by a track record — not a promise. Here's what working together looks like in real results.

34

**HOMES SOLD**

Closed transactions across O'ahu.

\$582K

**AVERAGE SALE PRICE**

Across a \$165K - \$1.63M price range.

7 yrs

**YEARS OF EXPERIENCE**

Full-time, full-service representation.

★ 5.0

**AVERAGE CLIENT RATING**

From 29 verified Zillow reviews.

*Sourced from Ashley's verified Zillow profile · figures reflect full team production.*

IN THEIR WORDS

# WHAT CLIENTS SAY



5.0 AVG RATING  
ACROSS 29 VERIFIED REVIEWS



*"Ashley was exceptionally a pleasure to work with through our home sale – her positive attitude made all the difference."*

– MALIA R. · AIEA



*"As a first-time homebuyer, I cannot recommend her highly enough – she made the complexities simple."*

– JUSTIN K. · HONOLULU



*"The best person to go to for a new home – especially VA. She made the whole process easy."*

– SHELDON · MILILANI



*"Ashley was awesome to work with. She answered every question and kept me informed through the whole process."*

– CHRISTOPHER B. · HONOLULU



*"Amazing to work with selling our family home – responsive, with access to so many people and resources."*

– JON J. · KANE'OHE



*"Ashley and her team were an amazing resource in helping me buy my first condo in Hawai'i."*

– CLAIRE T. · HONOLULU



*"Professional, responsive, knowledgeable – and an excellent negotiator every step of the way."*

– DAVID L. · WAIKIKI



*"I hit the jackpot. I found a condo I wanted to tour, took a chance – and never looked back."*

– KENJI M. · DIAMOND HEAD

Verified 5-star reviews from our team's Zillow profile - [zillow.com/profile/financefairly](https://www.zillow.com/profile/financefairly)

RESULTS THAT SPEAK

# PROVEN TRACK RECORD

A snapshot of recent O'ahu homes sold by our team — real results for real families.

34

HOMES SOLD

\$582K

AVG SALE PRICE

\$1.63M

TOP SALE

7

YEARS EXPERIENCE

★ RECORD SALE

\$1,630,000

LUXURY SFR · O'AHU

AIEA · SINGLE FAMILY

\$1,457,000

6 BD · 4 BA · 2,985 SF

WAI'ANAЕ · SINGLE FAMILY

\$752,500

4 BD · 3 BA · 2,472 SF

KAPOLEI · CONDO

\$739,000

2 BD · 3 BA · 1,203 SF

HONOLULU · CONDO

\$280,000

2 BD · 1 BA · 674 SF

WAI'ANAЕ · CONDO

\$185,000

1 BA · 515 SF

KANE'OHE · SINGLE FAMILY

\$910,000

4 BD · 3 BA · 2,140 SF

'EWA BEACH · SINGLE FAMILY

\$635,000

3 BD · 2 BA · 1,540 SF

MILILANI · TOWNHOME

\$498,000

3 BD · 2 BA · 1,120 SF

MAKAKILO · SINGLE FAMILY

\$845,000

4 BD · 2.5 BA · 1,820 SF

WAIHAWA · SINGLE FAMILY

\$680,000

3 BD · 2 BA · 1,360 SF

WAIPAHU · TOWNHOME

\$545,000

3 BD · 2 BA · 1,080 SF

Recent team sales from Ashley's verified Zillow profile.

## THE DIFFERENCE

# WHY SELLERS CHOOSE US

### LOCAL O'AHU EXPERTISE

We live and work here. Deep knowledge of island neighborhoods, pricing, and buyers gives your home an edge.

### EXP GLOBAL NETWORK

Backed by eXp Realty's cutting-edge technology and worldwide agent network for a fast, far-reaching sale.

### A FULL-SERVICE TEAM

From photography to closing coordination, our team handles every detail so you don't have to.

### HONEST NEGOTIATION

Sharp, transparent negotiation that consistently earns our sellers full asking — and often more.

### MARKETING THAT PERFORMS

Premium, luxury-grade marketing that gets your home noticed in any market.

### ALWAYS IN YOUR CORNER

Responsive, caring guidance that puts your interests first — from first hello to long after closing.

### PROVEN 5-STAR REPUTATION

A 5.0 rating across verified reviews — our sellers and buyers refer their friends and family, again and again.

### COMPLIMENTARY HOME VALUATION

Start with a free, no-obligation market analysis so you know exactly where your home stands today.

*"You're not just getting trusted, respected agents — you're getting local experts who are passionate about our community and the people who call it home."*



YOUR  
Property

---

Everything that follows is about one thing — getting the very best result for the home you've poured your life into.



# WHY SELL?

## QUESTIONS TO ASK YOURSELF

**Why do you want to sell your property?**

**Are you moving up to a larger home — or to a new neighborhood, school district, or island altogether?**

Your reasons may feel obvious, but it's worth weighing what each option means for your lifestyle, your opportunities, and your finances.

Being clear about your intentions for selling makes it far easier to land on the option that fits your financial, lifestyle, and real estate goals — and that clarity is exactly where we begin together.

## COMMON REASONS PEOPLE SELL

Upsizing for more space

Downsizing & simplifying

Job or military relocation

Tapping built-up equity

Retirement or lifestyle change

Investment or 1031 exchange

A change in family or life

Moving closer to 'ohana



# WHEN TO SELL?

You should **immediately** establish your timeframe for selling. For some sellers it's urgent; for others, there's no rush at all — and the right strategy looks different for each.

## IF YOU NEED TO SELL QUICKLY

We speed things up with a complete market analysis and a focused action plan built to hit your goals fast.

## IF THERE'S NO RUSH

We review current conditions thoroughly and pinpoint the most favorable window to bring your home to market.

Serious sellers want to sell as quickly as possible for the most money possible. Knowing the most effective plan of action *before* listing is what makes that happen — and that's the conversation we'll have together first.

WHAT DRIVES A SALE

# SALABILITY OF YOUR HOME

Four factors shape how quickly — and for how much — your home sells. We help you with all of them to build one clear strategy and negotiate the best price.

01

## PRICE POINT

Value is set by location, design, amenities, competing listings & the economy — not what you paid or spent on upgrades. Pricing for today's market drives maximum exposure.

02

## PROPERTY CONDITION

Condition directly influences both your selling price and how quickly it sells. Small, smart improvements often return outsized results.

03

## MARKET CONDITIONS

The market is always shifting. We'll walk through the pros and cons of listing under today's conditions so you move with confidence.

04

## MARKET EXPOSURE

Exposure is the key to selling quickly for top dollar. Our marketing plan gets the most qualified buyers through your door in the least time.

*"We help you with all four — so your home is positioned to sell quickly and for the best possible price."*

## PRICED TO SELL

# PRICING STRATEGY

To effectively price — and ultimately sell — your home, we:

- Research and build a pricing strategy that maximizes excitement the moment you go live.
- Conduct a detailed, custom market analysis.
- Weigh the unique characteristics, amenities, and location of your home.
- Blend our market expertise with your goals around timing and outcome.

**A home priced at market value attracts more buyers than one priced above it.**

Competitive pricing draws more potential buyers and increases your chances of an expedited sale.

## WE PRICE LIKE AN APPRAISER — HOW & WHY

### 1 • Start with the comps

We begin from recent, verified closed sales of homes like yours — the same evidence a licensed appraiser relies on, never an automated estimate.

### 2 • Adjust line by line

We adjust up or down for real differences — square footage, condition, upgrades, lot, and view — to land on a defensible market value.

### 3 • Why it matters

A price grounded in appraiser logic draws serious buyers and clears the buyer's lender appraisal — so your sale doesn't fall apart before closing.

**4x**

A new listing gets nearly **four times more online visits** in its first week than a month later — when most price reductions happen. (Wall Street Journal)



WHAT'S IT WORTH?

# HOME EVALUATION

"What will my house sell for in today's market?" It's the first question most sellers ask. Our dynamic market shifts with local, regional, and national conditions — so you need professionals who study what's actually sold in your neighborhood. This is critical.

## FACTORS THAT DETERMINE A HOME'S WORTH

- Living area above grade & total bedrooms
- Recent renovations, upgrades & updates
- Lower-level development & extra suites
- Number of garage & parking stalls
- Quiet vs. busy street; cul-de-sac
- Views, green space & proximity to neighbors

## HOW WE PRICE YOUR HOME TO SELL

### DATA, NOT GUESSWORK

A full analysis of what's actually sold near you in the last 90 days — never an automated guess.

### PRICED TO COMPETE

We price at — or just under — true market value so launch day draws multiple buyers, and competition bids the price up, not down.

### AVOID THE OVERPRICE TRAP

Overpriced homes go stale and sell for less after price cuts. Right-pricing sells faster — and for more.

*Ask us for a complimentary, no-obligation market analysis of your home — scan the QR on the cover to get started.*



MAKE IT SHINE

# PREPARING YOUR HOME

A little preparation inside and out helps us secure the highest price for your home. Here's where to focus.

## EXTERIOR

- Keep the lawn immaculate; prune, weed, and plant flowers.
- Clean and align the gutters; pressure-wash siding.
- Repair loose or damaged roof shingles and caulking.
- Re-seal the driveway and keep the garage door closed.
- Apply a fresh coat of paint to the front door.

## INTERIOR

- Clean every room and remove clutter; clear counters and closets.
- Consider a professional cleaning service while on market.
- Re-surface strongly colored walls in a neutral shade.
- Check and repair cracks, leaks, and signs of dampness.
- Repair damaged plaster, paint, tile, and broken window panes.

Up to 5%

**Staged homes** can sell for more — and spend far less time on market — than comparable non-staged homes.

3–10%

**Move-in-ready, updated homes** command more than similar homes left in poor condition.

*Figures are industry averages (NAR / RESA); actual results vary by home and market.*

## HAVE READY FOR BUYERS & LENDERS

Appliance manuals · renovation receipts · all keys & garage remotes · prior surveys · utility provider list & average costs · alarm instructions · any HOA documents, assessments, and covenants.

An aerial photograph of a resort pool area with a curved pool, palm trees, and a sandy beach with people and umbrellas. The text is overlaid on the top left of the image.

WORLD-CLASS EXPOSURE

# YOUR MARKETING PLAN

With **95% of buyers searching online**, exposure is everything. Here's how we put your home in front of the right buyers — everywhere they're looking.

## PRO PHOTOGRAPHY & VIDEO

Architectural photos and walk-through video that make your home look its absolute best.

## MLS & SYNDICATION

Listed on the MLS, Zillow, and every major syndication site, plus featured on our website.

## SOCIAL MEDIA

Instagram & Facebook posts and stories for coming-soon, just-listed, and open-house buzz.

## EMAIL CAMPAIGNS

Targeted blasts to our database, affiliate networks, and sphere of qualified buyers.

## OPEN HOUSES & SIGNAGE

Professional yard signage, takeaway flyers, and strategically promoted open houses.

## COMING-SOON & JUST-LISTED

Callout campaigns to highly qualified buyers to build demand before and at launch.

## STAGING GUIDANCE

Room-by-room prep recommendations and pro staging referrals so every photo and showing shines.

## 3D TOURS, FLOOR PLANS & DRONE

Immersive 3D walkthroughs, measured floor plans, and aerial drone footage for standout listings.

## LUXURY PRINT COLLATERAL

Magazine-quality brochures, just-listed mailers, and feature sheets for high-touch and luxury buyers.

## BUYER-AGENT OUTREACH

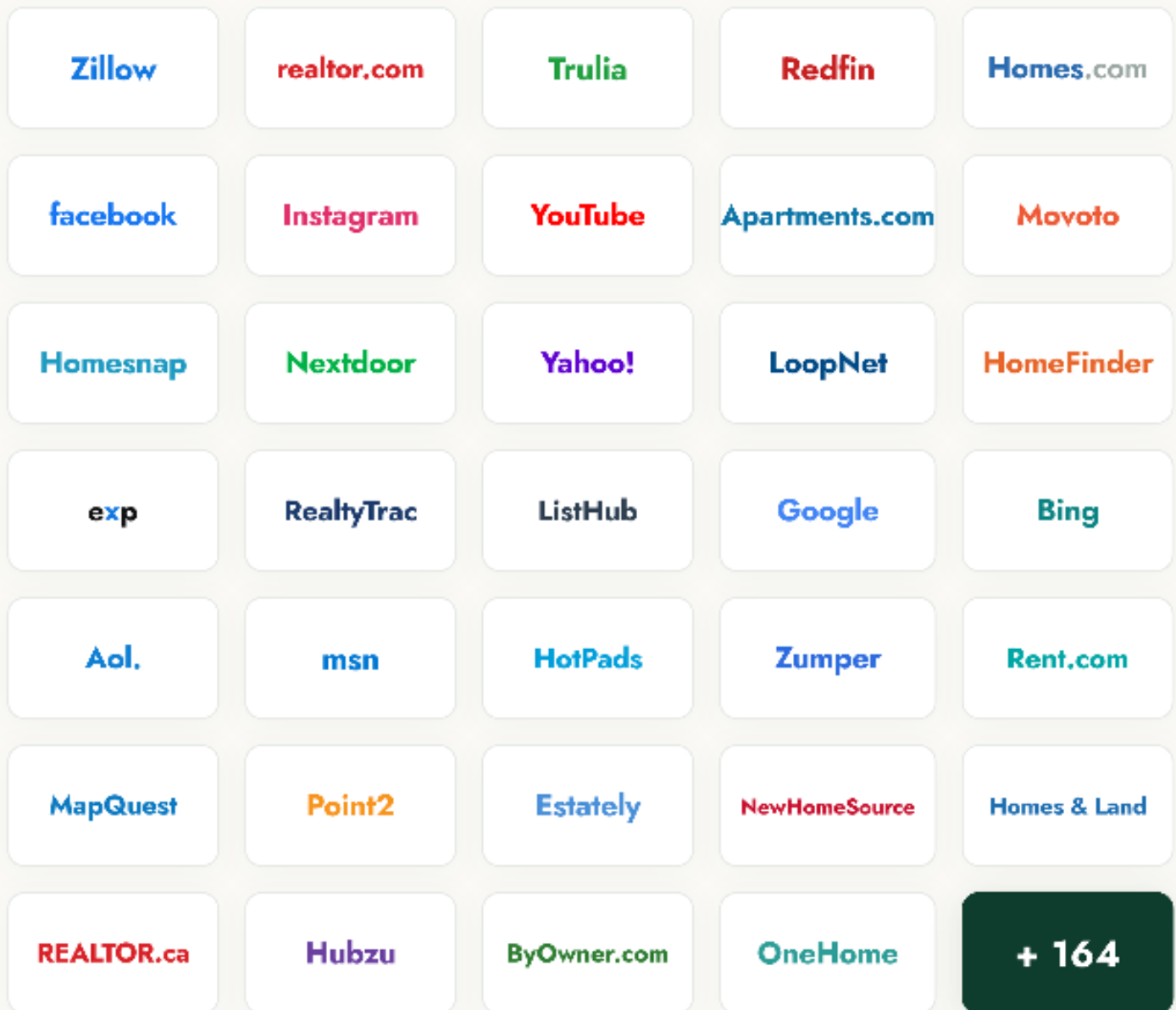
Direct promotion to top local agents with active, qualified buyers already looking in your area.

## REAL-TIME SELLER UPDATES

MAXIMUM EXPOSURE

# YOUR LISTING, EVERYWHERE

The moment your home goes live, it syndicates automatically to **198+ websites** — every major portal, search engine, and app buyers actually use. No posting to one site at a time; we put your home in front of all of them at once.



198+

national & global real estate portals, search engines, brokerage sites, and social networks — updated in sync, so your listing is always live, accurate, and everywhere buyers are looking.

## STEP BY STEP

# THE PROCESS

### 01 DISCOVERY & RESEARCH

We tour your home, share insights, and develop initial marketing strategies.

### 02 LISTING APPOINTMENT

We discuss value, review expectations, sign documents — then you're ready to list!

### 03 PRE-LAUNCH

Photography, signage, lock boxes — everything is prepared for launch day.

### 04 LAUNCH DAY

Your home goes live online, a yard sign goes up, and marketing rolls out.

### 05 BUYER PROSPECTING

Consistent exposure across platforms continues until we reach a sales agreement.

### 06 SALES AGREEMENT

Once an offer is made, we review all terms and conditions and respond as needed.

### 07 INSPECTIONS

The buyer hires an inspector and may request repairs. We negotiate on your behalf.

### 08 LOAN COMMITMENT

The buyer's loan is underwritten and the appraisal is performed and verified.

### 09 CLOSING PREPARATION

Lender requirements are met, closing is scheduled, and the buyer does a final walk-through.

### 10 CLOSING

Documents are signed, keys are exchanged, and your proceeds are received!

*"Ten steps, one focus — keeping you informed and protected from our first hello to the closing table."*

# YOUR SELLING TIMELINE

Selling moves through six milestones in a set order — **each one must be completed before the next can begin**. How long it takes depends on your home, the market, and the buyer; the week ranges below are only a guide, not a guarantee.

- 1 CONSULTATION & PRICING · STEP 1**  
We tour your home, review comps, and agree on a pricing strategy and timeline.
- 2 PREP & PHOTOGRAPHY · STEP 2**  
Repairs, staging, and professional photos & video — everything ready for launch day.
- 3 GO LIVE & MARKET · STEP 3**  
Listing hits the MLS, syndication sites, and social — plus open houses and buyer outreach.
- 4 OFFERS & NEGOTIATION · STEP 4**  
We present every offer and negotiate the best price and terms on your behalf.
- 5 UNDER CONTRACT · STEP 5**  
Inspections, appraisal, and the buyer's loan are completed while we track every deadline.
- 6 CLOSING DAY · STEP 6**  
Documents are signed, keys are exchanged, and your proceeds are wired. Congratulations!



WHAT YOU CAN EXPECT

# AGENT RESPONSIBILITIES

## EXPERT GUIDANCE

- Research comps & complete a competitive market analysis to set the right list price.
- Recommend repairs & staging to make your home more attractive to buyers.
- Guide you toward informed decisions and a satisfactory sale.
- Present & respond to every offer promptly, negotiating the best price and terms.

## LOYALTY

- You are our priority — your interests come above all others.
- Keep your personal information strictly confidential.
- Ensure you are fully informed at every step.

## ACCOUNTING

- Track receipt of all earnest money deposits.
- Receive & deliver all documents in a timely manner.
- Review final settlement statements with you.

## RESPONSIVENESS

- Act in good faith at all times.
- Adhere to your instructions and concerns.
- Return calls & emails promptly.
- Closely track dates & deadlines.

*"From your first question to the closing table, our job is to protect your interests and keep you informed — always."*

## BEHIND THE SCENES

# EVERYTHING WE HANDLE

A home sale runs on more than **100 behind-the-scenes tasks** — from the first title search to door-knocking the neighborhood and hosting open houses. Here's what our team manages start to finish, so the only thing you have to do is hand over the keys.

### LISTING PREPARATION

- ✓ Comparative market analysis & pricing strategy
- ✓ Order & review the title search for liens
- ✓ Advise on repairs, staging & pre-inspection
- ✓ Arrange pro photography, video & floor plans
- ✓ Write & proof the MLS listing
- ✓ Compile disclosures, HOA & permit records

### OFFERS & NEGOTIATION

- ✓ Present & explain each offer
- ✓ Verify financing & proof of funds
- ✓ Negotiate price, terms & contingencies
- ✓ Manage multiple-offer scenarios
- ✓ Prepare & review every contract
- ✓ Safeguard your bottom line

### MARKETING & EXPOSURE

- ✓ Syndicate to Zillow, Realtor.com & 100+ sites
- ✓ Run social media & email campaigns
- ✓ Produce flyers, signage & mailers
- ✓ "Coming soon" & "just listed" buyer blasts
- ✓ Door-knock & network the neighborhood
- ✓ Feature on [agentsofyourdreams.com](https://agentsofyourdreams.com)

### ESCROW & TRANSACTION

- ✓ Open escrow & track all deadlines
- ✓ Coordinate inspections & appraisal
- ✓ Handle repair requests & credits
- ✓ Liaise with lender, title & escrow
- ✓ Monitor the loan to final clearance
- ✓ Head off problems before they grow

### SHOWINGS & OPEN HOUSES

- ✓ Schedule & host open houses
- ✓ Coordinate & confirm private showings
- ✓ Screen for pre-approved, qualified buyers
- ✓ Field all agent & buyer inquiries
- ✓ Collect & share showing feedback
- ✓ Follow up with every prospect

### CLOSING

- ✓ Review your settlement statement
- ✓ Coordinate the final walkthrough
- ✓ Confirm signing & recording
- ✓ Verify your proceeds are wired
- ✓ Deliver keys & celebrate

*Your job is simple: live your life. Ours is to handle the other hundred things.*

TAILORED TO YOU

# CHOOSE YOUR LISTING PACKAGE

Every package includes full-service marketing and transaction coordination. Choose the level of exposure and white-glove service that fits your home and your goals.

	Silver	Gold	Platinum
Custom Marketing Strategy	●	●	●
Expert Home Preparation	●	●	●
Professional Photography	●	●	●
Coming-Soon Marketing	●	●	●
Open House & Broker's Open	●	●	●
Agent Database Calls & Outreach	●	●	●
Transaction Coordination	●	●	●
Email Marketing to Database	●	●	●
Up-to-Date Progress Updates	●	●	●
Yard Sign & 2-Sided Flyer	●	●	●
Social Media Posts (Facebook & Instagram)	●	●	●
Just-Listed Email Blast to Agent Network	●	●	●
Custom Property Website		●	●
Professional Video & Reel		●	●
Premium Listing Placement (Zillow & Realtor.com)		●	●
Staging Consultation & Services			●
3D Tour, Floor Plan & Drone			●
Pre-Event Professional Cleaning			●
<b>YOUR COMMISSION</b>	<b>5.5%</b>	<b>6%</b>	<b>7%</b>

# SELLER FAQ

## **How much does it cost to sell?**

Typical costs include the agent commission, closing/escrow fees, conveyance tax, and any agreed repairs. We'll give you a clear net-proceeds estimate up front — no surprises.

## **How long will it take to sell?**

It varies by price, condition, and market — but most of our listings go under contract within a few weeks. See "Your Selling Timeline" for the full rhythm.

## **Do I need to make repairs or renovate first?**

Not always. We'll recommend only the improvements that meaningfully raise your sale price — and skip the ones that won't pay off.

## **Should I price high to leave room to negotiate?**

Usually no. Homes priced at market value attract more buyers and stronger offers: overpricing tends to lead to longer days on market and price cuts.

## **Can I sell while I shop for my next home?**

Absolutely. We coordinate timing, contingencies, and possession dates so your sale and your next move line up smoothly.



# THE BOTTOM LINE

Real estate is complicated. That's where we come in.

At the closing table, our goal is for you to feel that selling your home exceeded every expectation — so from our first hello to close, we work hard to make that happen.

When you choose our team, you're not just getting trusted, respected agents — you're getting local experts who are passionate about serving our community and the people who call it home.

**LET'S GET STARTED.**



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OWNER · AGENTS OF YOUR DREAMS REAL ESTATE TEAM LLC

808.722.0786 | [ashley@agentsofyourdreams.com](mailto:ashley@agentsofyourdreams.com)  
[agentsofyourdreams.com](http://agentsofyourdreams.com)



BROKERED BY EXP REALTY RB-21841 · 6600 KALANIANA'OLE HWY #114 · HONOLULU, HI 96825

