KATI SPANIAK



THE SMART SELLER'S TIMELINE & PLANNER

TRUTH IN REAL ESTATE®

Sell Your Home for More Money, Stress-Free! Maintain Harmony in Your Home.



Stop!
Read This First!

Most sellers approach their home sale backward. They spend money on repairs first, then call an agent to list, and only then find out they over-improved for the neighborhood or listed during a "dead" month.

This Planner is a timeline and a map designed to stop you from burning equity.
12+ Months Out
6–12 Months Out
3–6 Months Out
0–3 Months Out

⚠️ The "Missing Data" Warning ⚠️

You will notice a recurring button on every page of this planner: **"Request a Hyper-Local TruthCertified™ Agent.**" Here is why: Real Estate data is not one-size-fits-all. A renovation that adds value in "The suburbs" might lose money on your specific street. Zillow gives you "Macro" data (City averages). My Planner requires "Micro" data (Neighborhood specifics).

To use this planner correctly, **you cannot use national averages. You need a Hyper-Local TruthCertified™ Agent to provide the inputs.** I have thousands of the best hyper-local agents in my network of top-tier agents who specialize in giving you the data you need, no-obligation.

It is free.
There is no obligation to list.
This will make you an Educated Seller.

Kati Spaniak - Truth in Real Estate®



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes



The Truth Most Sellers Find Out Too Late

The cost of hiring the "best" agent and the "worst" agent is usually the same – but you don't know until your transaction is over that you have the "best" or the "worst" agent.

If you hire someone who takes bad photos, misprices your home, and is a terrible negotiator, you pay a commission.

If you hire a top 1% agent who understands pricing, buyer behavior, and how to protect your equity, you most likely pay THE SAME commission.

Same cost. Very different result.

I've watched billions of dollars in real estate change hands. Sellers don't lose money because of the market—they lose it because of bad advice.

This planner exists to stop that.

I can give you the map (this planner).
I can teach you the strategy.
But I can't drive the car.

If you hand this plan to the wrong agent at the finish line, you still lose. That's why this planner points you to a **Hyper-Local TruthCertified™ Agent**—because real estate is local, and bad data costs real money.

Use this planner to become the smartest seller in your market.
Use the right agent to protect it.

Same commission. Different outcome.

Choose wisely. I'm here to help!

Kati

Kati Spaniak - Truth in Real Estate®

The Smart Seller Exit Strategy

Timeline and Checklist From Start to Finish

This Planner is for the seller who wants to understand the process, not just survive it. You already know you need a great agent to handle the negotiation and the contracts. Your job is to hand them a great product. This guide bridges the gap between 'Living in a home' and 'Selling an asset,' turning you into an incredibly educated seller that any high-performing agent would love to partner with.

More Than Two Years Prior to Moving

- Begin decluttering.
- Focus initially on sentimental items (photos, souvenirs, kids' drawings).
- Decide where items will go, especially if moving to a smaller place.
- Determine what you will absolutely take and what you will sell or give away.
- Start getting rid of large furniture you don't love or plan to take. Selling unwanted furniture is easier now as you have time.
- Consider major remodeling only if you plan to live in the home for at least two years.

24 Months Prior to Moving

- Start researching the market of your potential new location.
- Determine what is important in your new home.
- Look at the housing stock available in your target area (e.g., are smaller ranch homes available if that's what you want?).
- If your desired housing type isn't available, you may need to reassess your plans.
- Note the prices homes are selling for in your target area.
- Begin paying attention to comparable homes and their sold prices.

12 Months Prior to Moving

- **Talk to real estate agents - Ask me for a Hyper-Local Truth Certified™ Agent**
- Don't wait until your home is perfectly staged or decluttered to invite an agent; they look past the mess at the structure and updates.
- Having an agent visit early is beneficial because they can advise against unnecessary updates that sellers often overspend on.
- The agent can help you understand that how to price the home correctly for its current condition, rather than sinking money into remodels you won't recoup.



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes



The Book That Ends the Guesswork

You've just walked through the timeline. My book is the "why" behind every step.

This planner shows you when to move. My book shows you how to make the decisions that actually protect your equity — which upgrades pay you back, which ones drain your wallet for nothing, and how to price for your home's real condition instead of guessing. I wrote it for the seller who refuses to lose money because of bad advice.

Pre-Order Now — Just $34 (Shipping Included) and Unlock $600 in Bonuses Free

When you pre-order before the October 6 release, you don't just get the book —
you get the entire toolkit that makes it work:

Lifetime Access to Kati's Seller's Vault — $300 value

My searchable library of YouTube videos, recorded Q&A sessions, and exclusive content, organized by topic. Every question you'll have while prepping your home, answered.

My Private Facebook Group + Live Q&A Sessions — $50 value

Direct access to ask me your selling questions and connect with other sellers on the same journey.

The "What to Update?" 90-Minute Training Class — $250 value

My complete walkthrough of which updates give you a real return — and which ones are wasteful spending. This is the class that keeps sellers from over-improving.

Total bonus value: $600 — yours free with your pre-order

ProtectTheSeller.com • ProtectTheSeller.com • ProtectTheSeller.com •

Pre-Order at ProtectTheSeller.com

The Smart Seller Exit Strategy

Timeline and Checklist From Start to Finish

Six Months Prior to Moving

- This is "Game Time" – focus on heavy decluttering and getting rid of furniture you won't take.
- **Talk to real estate agents - Ask me for a Hyper-Local Truth Certified™ Agent**
- Prioritize giving furniture away over selling it to reduce stress.
- Consider removing area rugs, especially if they hide hardwood floors, are too bright, or distracting. Less is often more with area rugs, which should primarily "center" a room.
- Your agent can walk through and advise on items to keep, store, or remove.
- Consider painting.
- This timeframe involves the most work.
- *Important Option: If stress is a major concern and maximizing profit isn't the absolute top priority, you can choose to price the home correctly for its condition and skip some of the staging/updating work. Communicate this to your agent. Getting a potentially higher price often requires additional work.*
- Remember the goal: most money with least stress, not necessarily the highest price in the neighborhood.
- Have your agent arrange for professional exterior photos when the home looks its best seasonally (e.g., summer). These photos should be included at the end of the listing to avoid confusion about the listing duration, especially in different seasons. Agent should also reshoot exterior photos as seasons change.

Three Months Prior to Selling

- **You should have an agent by this point! Ask me for a Hyper-Local TruthCertified™ Agent**
- Your agent should be your partner and support system, available for questions and guidance. They provide resources and support.
- Begin talking to movers.

Four Weeks Prior to Selling

- This is the phase for detail work and the "heavy lift".
- Any broken items should already be fixed by now.
- Focus on touch-ups and ongoing cleaning.
- Continue decluttering and donating frequently. Doing this detail work now helps reduce stress closer to listing.
- Your agent will assist with final decluttering and staging, like styling shelves or rearranging furniture.



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes

The Smart Seller Exit Strategy

Timeline and Checklist From Start to Finish

Four Weeks Prior to Selling Continued

- Balance staging with the need to actually live in your home. Don't make it unlivable for your family by putting away all necessities. Keep daily items accessible.
- The goal is to show the home in its "best light" while maintaining your daily routine.
- Helpful Hint: Use a plastic bin near the couch to quickly stash miscellaneous items before showings; hide the bin. Buyers understand seeing neatly stacked boxes related to moving. Don't stress over small things like a hidden bin; prioritize a stress-free sale. Ask yourself if something is truly a reason a buyer won't purchase.

Two Weeks Prior to Selling

- Have the carpets cleaned.
- Have the windows washed (inside and out) – this makes a significant difference. Power wash the exterior before washing windows.
- Focus on landscaping and adding plants outside.
- Reconfirm the listing price with your agent. The improved condition from staging might justify a higher price than initially discussed. Agents may initially price conservatively based on experience but can increase it if the seller puts in the staging work. Staging significantly impacts the potential sale price.

One Week Before Listing

- You may feel nervous. Focus on coordinating showings, moving, and packing logistics.
- Your agent will likely schedule professional photos during this week.
- Do the final cleaning of less visible areas like inside closets (non-master bedroom) and drawers. Buyers don't typically inspect these areas thoroughly on the first showing, and agents rarely photograph them, so this can be done last. Don't spend excessive time on these early in the process.
- Consider announcing your listing to your network (friends, family, social media).
- The goal is to build excitement, not to allow viewings before the home is officially listed on the MLS. Discuss with your agent if this is appropriate for your market.
- Tag your agent and family, provide agent contact information. Selling off-market without testing the full buyer pool (MLS) might lead to regretting leaving money on the table.
- Review the agent's selling strategy: Go live date, showing procedures, lockbox details, feedback process, offer expectations, open house plans. Ask questions! Agents may forget to explain common steps.



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes

The Smart Seller Exit Strategy

Timeline and Checklist From Start to Finish

Go Live Date

- Congratulations, the home is on the market.
- This is when you will **feel the market's reaction**.
- ***Pricing Rule of Thumb:*** *Few/no showings in the first two weeks, or no offers after 15 showings, likely means the price is too high.*
- Discuss with your agent where they expect the price to land.

Under Contract

- Expect an offer within **30-45 days** in a solid market with correct pricing (varies by market).
- State-specific processes apply. Ask your agent about the steps in your state.
- **Buyer Inspection:** Typically occurs within 2-10 business days. The **seller must vacate** the home during the inspection (2-5 hours).
- Buyers may request **closing credits** based on inspection findings. Negotiate these with your agent or attorney.
- Understand your state's closing process: Are you in an "attorney state" (where attorneys handle contract negotiations and inspection credits) or a "title state" (where a title company primarily facilitates closing)?. A title company is always involved, selected by agent or attorney.
- Most buyers have a **mortgage contingency**, allowing them to withdraw if they can't get financing. Even with a pre-approval letter, final verification happens later. While potentially unfair, buyers at this stage usually intend to close unless unforeseen issues arise. Personal anecdote illustrates that mortgage issues can affect anyone, even experienced agents.

Closing

- Expect closing approximately **30-60 days** after going under contract. 30 days is quick, 60 days is longer.
- Closing dates over 90 days can be problematic because buyer mortgage locks typically expire around 90 days, potentially incurring fees for extensions. Discuss extended closing timelines with your agent upfront if needed.
- Expecting your buyer to allow you to “rent-back” after your closing? This is not typical. Talk to your agent to find out if this is something that happens frequently in your location.



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes



Is This You? (Be Honest...)

You're currently staring at 20 open browser tabs and an "outdated" bathroom, terrified that spending $10,000 on renovations will return $0 at closing—leaving you stuck in a loop of research while the market moves on without you.

Stop the Guesswork: Get a TruthCertified™ Agent

You don't need "fluffy" advice or another glossy postcard. You need contract strategy, negotiation leverage, and the objective truth. When you use my network, you don't just get an agent; you get a Board of Directors. You don't "lose" me. Lisa handles operations, I handle strategy. You get a second opinion on inspections, pricing, and tactics.

The Safest Referral in Real Estate:

Hyper-Local & Data-Vetted: We don't do "pay-to-play." We run a cold audit on backend data to find the top performer in your specific town.

Real Experience

I'm not a YouTuber who talks about real estate. I am a top 1% Broker who happens to be on YouTube.

Zero Cost to You

This service is free. We are only paid by the agent after you successfully close.

Exclusive Bonus: The Seller's Toolkit (FREE)

Request an introduction and get instant access to:

The Video Vault ($2,000 value): My entire library of searchable videos and transcripts.

Ready! Set! Sell! Masterclass ($249 value): Exclusive client-only content.

Live Monthly Q&A: Direct access to me and Lisa with your pressing questions.

[Get Your Introduction Within 48 Hours]

Request A Hyper-Local, TruthCertified™ Agent at TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Renovating more than 12 months out offers a strategic "Double Benefit": You get to enjoy the upgrade now, and cash out later. But this is high-risk territory. The fastest way to lose equity is to spend $50,000 on a kitchen in a neighborhood where the "Ceiling Price" limits your return to $20,000.

The **Known** Variable: You know the Contractor's Price.
The **Missing** Variable: You don't know the specific Micro-Market Return.

Do not pull the trigger based on a guess. You need to tread lightly here. The only way to know if that $50k is an investment or an expense is to have a Hyper-Local TruthCertified™ Agent validate the numbers before you demo.

THE "NO-BRAINERS" (High ROI, Low Expense)
Do these immediately. They cost very little but create massive "Perceived Value."

Curb Appeal & Exterior:

- Power Wash: Siding, patio, porch, driveway. (Dirt = Deferred Maintenance).
- Landscaping Cleanup: Trim trees/bushes off the house. Green up the grass.
- Fresh Mulch: A fresh layer creates high contrast in photos.
- Potted Plants: Add to front walk/backyard for color.
- Doorbell: Replace or fix.
- Gutters: Clean out gutters and downspouts.
- Roof Repair: Repair leaks/shingles (Do not replace yet—just repair).
- Decks: Re-stain or seal wooden decks.
- Fencing: Repair broken slats or gates.

Interior Polish:

- Declutter: Remove personal items. Maximize storage.
- Garage: Declutter and sweep.
- Paint: Neutralize colors. Fresh coat on walls.
- Lighting: Upgrade old fixtures. Update overhead lighting.
- Hardware: Update cabinet handles, doorknobs, and hinges.
- Carpet: Professional steam clean.
- Surfaces: Regrout tiles & refresh caulk in baths/kitchen.

Systems & Safety:

- HVAC: Service the system (Clean & Check).
- Safety: Check/Install Smoke and Carbon Monoxide detectors.
- Septic: Inspection and pumping (if applicable).
- Pest Control: Termite/Bug spray.

Fix ANYTHING that is broken!

NEED A HYPER-LOCAL TruthCertified™ AGENT?
I have a curated network of Top 1% Hyper-Local Agents I can provide to you...
free of charge.
TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

⚠️ **WARNING!** ⚠️

Unless you are doing these for your own enjoyment, these are risky. Request a "Renovation ROI Audit" from a TruthCertified™ Agent to see if your neighborhood supports these prices.

THE "FACELIFTS" (High Return, Moderate Expense)

These are usually safe bets, but styles vary by neighborhood. An agent can tell you "Stainless vs. Black" or "Carpet vs. LVP".

- Appliances: Upgrade kitchen appliances (Match the finish!).
- Landscaping: Fully landscape the yard (Sod, beds).
- Flooring: Replace carpet.
- Laundry: Update or add laundry room amenities/storage.
- Front Door: Replace with a modern style.
- Cabinets: Paint old cabinets (Professional spray, not DIY brush).
- Vanity: Replace outdated bathroom vanity.

THE "MAJOR REMODELS" (High Return, Expensive)

These transform the home, but they are expensive. You must verify the "Ceiling Price" of your local market before undertaking any of these remodels.

- Remodel Kitchen - $40k - $100k
- Remodel Bathrooms - $20k - $50k
- Finish Basement - $30k - $70k
- New Windows/Doors - $15k - $40k

THE "MARKET DEPENDENT" (Moderate Return, Moderate Expense)

- Flooring: Refinish hardwood floors.
- Roof: Full replacement (Only if end-of-life).
- Counters: Replace countertops (Quartz/Granite/Laminate?).
- Trim: Install crown molding.
- Fencing: Install new fencing.
- Electrical: Update the electrical panel.

THE "LIFESTYLE LUXURIES" (Low Return, Expensive)

Avoid these unless they are essential repairs or you want them for your own life. You most likely won't see a return.

- HVAC: Full system replacement (unless dead).
- Hardscaping: Redo cement walkways or Replace driveway.
- Expansions: Add/Upgrade Deck or Patio (if over-improved).
- Attic: Finish an attic.
- Energy: Solar panels (Often a liability).
- Irrigation: Update or add sprinkler system.
- Appliances: Upgrade to energy-efficient appliances.
- Soundproofing.



NEED A HYPER-LOCAL TruthCertified™ AGENT?

I have a curated network of Top 1% Hyper-Local Agents I can provide to you...

free of charge.

TruthInRE.homes



12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

THE "BASIC MAINTENANCE" (Low Return, Low Expense)
This is just maintenance. It won't increase your price, but it keeps the deal alive.

- Mold: Inspection and remediation.
- Fans: Install or upgrade ceiling fans.
- Efficiency: Weatherstripping.
- Chimney: Sweep and inspection.
- Lawn: Fertilize/Weed control.
- Plumbing: Replace sump pumps.

THE "INVISIBLE REPAIRS" (Low Return, Moderate Expense)
You won't get a return on these, but they might help sell the home.

- Water Heater Replacement
- Siding replacement
- Radon testing and mitigation.
- Attic insulation.
- Structural: Foundation inspection and repair.
- Fireplace: Clean or replace components.

NEED A HYPER-LOCAL TruthCertified™ AGENT?
I have a curated network of Top 1% Hyper-Local Agents I can provide to you...
free of charge.
TruthInRE.homes

IMPORTANT TO NOTE:
Contractors vs. Agents: Why You Need an unbiased opinion.
You are going to hear a lot of opinions on what you should fix.

- Your contractor will say: "You should definitely add a sunroom. It adds square footage!"
- Your window salesman will say: "Triple-pane windows pay for themselves!"
- Your solar rep will say: "It increases property value instantly!"

Here is the problem: They are in the business of construction revenue. If you buy the product, they succeed—regardless of whether you ever make that money back.

A TruthCertified™ Agent sells equity. We are in the business of asset valuation. We don't make a dime on your renovation. **We are the only people in the room with no conflict of interest regarding your renovation budget.**

The "Driveway" Example: A concrete contractor sees your cracked driveway and sees a $10,000 job. They will tell you it looks terrible (and you agree). **A TruthCertified™ Agent** sees your neighborhood and knows that 80% of the homes have cracked driveways because of the local soil shifting. They know that buyers in your price point care about the kitchen ($10k value add), not the driveway ($0 value add).

The contractor's advice: **Costs you $10,000.**
The agent's advice: **Saves you $10,000.**

The Rule: *Never ask a person who sells the hammer if you need to build a house. Ask the person who sells the house if the hammer is worth the cost.*



Again! Stop!!

You might read this planner and think, "Okay... I can handle this myself."

I love that confidence. But let me be very clear. You cannot make smart, strategic decisions about your home **without someone seeing it in person and understanding your specific market.**

I've spent over a decade walking through homes, advising sellers, and helping them decide exactly where to spend — and not spend — their money. And even with all that experience, I would never tell someone what to fix without seeing the property and knowing the neighborhood.

Your home isn't generic. Your market isn't generic. The strategy shouldn't be either.
If you guess wrong on updates, pricing, or presentation, you're not risking a few hundred dollars.
You could be risking tens of thousands.

And please — don't just hire the agent you "know" or the one with the loudest social media presence.
Marketing noise does not equal skill. Testimonials do not equal strategy.

A Hyper-Local TruthCertified™ Agent is different.

They have proven experience. They understand your exact neighborhood.
They know what buyers are paying for right now. They don't guess — they know.

I've sold a lot of real estate. I know how this industry works. I know the shortcuts. I know the fluff.
And I refuse to match you with anyone who doesn't meet a very high standard.
If you're going to sell... do it strategically.

Request A Hyper-Local, TruthCertified™ Agent at TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

Updating your home might polish its appeal, but without a strategy, it can pour out your profits.

You don't want to flush your hard-earned cash down the drain. I've watched many homeowners invest thousands of dollars into the wrong upgrades. And then they find out that those upgrades don't get the best return. Don't be that person! I'll help you understand which improvements are worth your while and which ones to skip. This is probably my most important step to save people thousands of dollars, so don't skip this lesson on upgrades!

Whether you're sprucing up to sell or simply curious about where your home stands, understanding these five categories of the **Kati's Investment Matrix** can help you make smarter, more cost-effective decisions.

1. Restoration Required

First up is Restoration Required. This category is for homes that might feel a bit more like a haunted house than a dream home at first glance. We're talking about properties that need a complete overhaul — from aging plumbing and electrical systems to significant structural repairs. If your home falls into this category, it's crucial to focus on essential repairs (think disclosure items) rather than cosmetic updates. The goal here is to ensure the house is safe and functional without overspending, as the buyer will likely be an investor or someone prepared to undertake substantial renovations.

2. Concealable Condition

Next, we have Concealable Condition. This is a step up but still challenging. Your home might have a relatively updated kitchen or a recently updated bathroom, but the bones of the house, like the mechanical systems, are outdated, and there's noticeable wear and tear. If you're here, focus on deep cleaning and minor repairs that enhance the home's presentation. It's not about a major overhaul but about making the property appealing enough to show well without sinking money into significant updates that won't pay off.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

3. Surface Shine

Moving on to Surface Shine, the category that's a bit of a double-edged sword. Here, homes look great on the surface — think shiny new kitchen, stylish decor, and modern finishes. However, the essential systems and maintenance might have been neglected. It's tempting to think this home would fetch a high price, but savvy buyers will scrutinize the fundamentals during inspections. If you're in this category, be prepared for potential negotiations post-inspection, where buyers might request concessions for underlying issues.

4. Unpolished Potential

My favorite, Unpolished Potential, represents homes that have been well-maintained mechanically but might look a bit dated. These properties are a treasure trove of opportunity because they offer a solid foundation without the bells and whistles. If your home is here, small updates can yield significant returns. Buyers appreciate homes that are livable and well-cared-for, even if they're not the pinnacle of modern design. It's about maximizing potential without comprehensive renovations.

5. Modern Move-In

Finally, there's Modern Move-In, which is exactly what it sounds like: homes that are up-to-date in every aspect, from aesthetics to infrastructure. These homes are turnkey and are likely to attract buyers looking for a hassle-free move. However, achieving this category can be costly, and it's essential to balance the investment with realistic expectations of return. Not every upgrade will recoup its cost, but if done wisely, can make the selling process smoother and faster.



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes



12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

Still Don't Know What Category You are in?
So, which category does your home fall into? Identifying this can help you make informed decisions about how to approach pre-sale home improvements. Remember, not every home needs to reach the Modern Move-In status to sell well.

Use our **Kati's Investment Matrix** on the next page to give you the exact score so you can understand what category your home falls into!

This matrix is your go-to tool for figuring out how ready your home is for the market. It helps you zero in on updates that will give you the best bang for your buck, so you don't waste money on improvements that won't add value.

The matrix uses a simple scoring system: each part of your home is rated based on its age or condition, with scores from 1 (new/excellent) to 5 (old/poor).

After you've scored everything, just add up the totals to see which category your home falls into. This will help you decide which improvements to tackle first. Remember, this isn't about whether your home will sell or not—every home will sell. It's more about figuring out how much money you should invest in your home if you're thinking of moving in the next few years.

Keep in mind that this range is based on my experience working with thousands of sellers.

It's meant to guide you, but it's not the final word. Use your best judgment!



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Kati's Investment Matrix

So, which category does your home fall into?

Identifying this can help you make informed decisions about how to approach pre-sale home improvements. Remember, not every home needs to reach the Modern Move-In status to sell!

Circle the age/condition of the item. Add up the total number of points. Results are on the next page.

If you want to take this quiz online and have the score automatically calculated, click here or go to InvestmentMatrix.app

Component	1 Point	2 Points	3 Points	4 Points	5 Points
Furnace	1 - 5 Years or N/A	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
A/C	1 - 5 Years or N/A	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Windows	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Kitchen	1 - 10 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Master Bathroom	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Other Bathrooms	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Paint	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Furniture	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Age of Home	1 - 10 Years	11 - 20 Years	21 - 30 Years	31 - 40 Years	41 Years +
Roof	1 - 5 Years	6 - 10 Years	11 - 15 Years	16 - 20 Years	20 Years +
Cleaning Frequency	Weekly		Monthly		Infrequently
Seller's Market?	Yes		Unsure		No
Foundation	Excellent		Fine		Poor
Layout of Home	Excellent		Good		Poor
Location	Excellent		Good		Poor
Deferred Maintenance	None		Some		A Lot
Outdoor Space	Excellent		Some		None
Landscaping	Excellent		Some		None
Floors	Hardwood	Luxury Vinyl Plank	Tile	Carpet	Vinyl
Is There a Reason Someone Wouldn't Buy Your home?	No. It's perfect.		Maybe. Not Sure.		Yes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

Please indicate your results here:
TOTAL POINTS = _____
OUR CATEGORY IS _____

Restoration Required: 81-100 points

Significant repairs and updates needed. Focus on essential repairs, safety improvements, and major updates.

- Budget: 1-3% of home value
- Reasoning:
  - Homes in this category often require only basic updates to address essential repairs and safety concerns.
  - The goal is to spend minimally on necessary repairs to make the home livable and functional without over-investing.
  - Fixing disclosure items, essential repairs, and deep cleaning.
- Focus:
  - Essential repairs for disclosure items (e.g., roof leaks, electrical issues)
  - Deep cleaning and decluttering
  - Basic safety and functionality improvements
- Avoid:
  - Any updates; these buyers are focused solely on price and profit potential.

Concealable Condition: 61-80 points

Some visible issues, moderate updates needed to conceal flaws and enhance marketability. Focus on paint, minor repairs, and cosmetic touch-ups.

- Budget: 2-5% of home value
- Reasoning:
  - Homes in this category need minor updates to improve presentation without extensive renovations.
  - The investment focuses on fixing visible issues and making minor cosmetic improvements that can significantly enhance the home's appeal.
  - This percentage allows for modest updates, like painting and minor repairs.
- Focus:
  - Minor cosmetic updates (e.g., fresh paint, new hardware)
  - Repair obvious issues (e.g., broken fixtures)
  - Cleaning and decluttering
- Avoid:
  - Spending on cosmetic upgrades; these buyers want to update themselves

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

Surface Shine: 41-60 points

Good cosmetic appeal but may have underlying issues. Requires some investment to keep buyers interested. Focus on deferred maintenance, staging, and aesthetic improvements.

- Budget: 3-7% of home value
- Reasoning:
  - This category involves homes that appear cosmetically updated but may have underlying maintenance issues.
  - Spending slightly more on cosmetic updates and staging can enhance the home's appearance and marketability.
  - Focus is on improving cosmetics & addressing deferred maintenance
- Focus:
  - Cosmetic updates (e.g., painting, flooring)
  - Staging to highlight the home's best features
  - Address deferred maintenance issues
  - Improve overall presentation and appeal
- Avoid:
  - Over investing in trends, as these buyers expect to renovate significantly.

Unpolished Potential: 31-40 points

High potential for value increase with cosmetic updates. Newer mechanicals but outdated aesthetics. Focus on cosmetic updates, curb appeal, and staging.

- Budget: 5-10% of home value
- Reasoning:
  - Homes in this category have a lot of potential for value increase with cosmetic updates and staging.
  - Investment in this range can transform the home's appeal, making it attractive to buyers looking for move-in-ready homes with modern touches.
  - The focus is on significant cosmetic enhancements and creating an appealing environment for potential buyers.
- Focus:
  - Kitchen and bathroom minimal updates
  - Staging
  - Landscaping and curb appeal improvements
- Avoid:
  - Extensive remodels, as these buyers are more interested in updating to their own taste over time as your home is in excellent condition and "livable"

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

Modern Move-In: 20-30 points

Excellent condition, minimal updates needed. Features are modern and market-ready. Focus on maintenance, minor touch-ups, and showcasing features.

- Budget: Up to 5% of home value
- Reasoning:
  - These homes are already updated and require minimal investment to maintain their current appeal and functionality.
  - The investment focuses on maintaining systems, enhancing presentation, and minor touch-ups to showcase the home at its best.
- Focus:
  - Maintenance and minor touch-ups
  - Enhance presentation with accessories and staging
  - High-quality photos for marketing
  - Ensure all systems are in excellent condition
- Avoid:
  - Leaving any deferred maintenance issues unaddressed, as they expect perfection.

Example Calculations:

$300,000 *Home Value*

- Restoration Required: $3,000 - $9,000
- Concealable Condition: $6,000 - $15,000
- Surface Shine: $9,000 - $21,000
- Unpolished Potential: $15,000 - $30,000
- Modern Move-In: Up to $15,000

$500,000 Home Value

- Restoration Required: $5,000 - $15,000
- Concealable Condition: $10,000 - $25,000
- Surface Shine: $15,000 - $35,000
- Unpolished Potential: $25,000 - $50,000
- Modern Move-In: Up to $25,000



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes

12+ Months From Selling?

Should You Spend the Money to Remodel? What is Your ROI?

Smart Upgrades - What Pays Off and What Doesn't

Kati's Investment Matrix

$800,000 Home Value

- Restoration Required: $8,000 - $24,000
- Concealable Condition: $16,000 - $40,000
- Surface Shine: $24,000 - $56,000
- Unpolished Potential: $40,000 - $80,000
- Modern Move-In: Up to $40,000

Why These Percentages Make Sense

Let's talk about why these percentages are important. They're all about balancing cost and return on investment (ROI). Spend too much, and you might not get your money back. Spend too little, and your home might not attract buyers. It's a fine line!

Avoiding Over-Improvement: No one wants to over-improve their home beyond neighborhood standards because that can actually hurt your ROI. These guidelines help you avoid putting too much money into upgrades that won't pay off.
Focus on High-Impact Areas: The percentages encourage you to focus on high-impact areas like kitchens, bathrooms, and curb appeal. These are the spots that really catch buyers' eyes and boost your home's value.

These percentages are based on industry standards, real estate professional advice, and studies on home improvement ROI. They're here to give you a solid framework for making smart decisions about updating your home when you are thinking about selling your home!

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes



Most People Just Give You the Phone Number of An Agent. We Give You a Board of Directors.

Why This Is the Safest Referral in Real Estate You don't lose me. When you hire one of our Hyper-Local TruthCertified™ Agents we stay involved. We become your Board of Directors.

You will be invited to our **LIVE client-only monthly Q&A.** Stuck on inspections, pricing, or strategy? You get a second opinion from me. Lisa (my daughter) who handles operations. I handle strategy.

Full access to MY Video Vault ($2000 Value). Ask for a referral and I unlock my entire Seller's Library for FREE... hundreds of videos, full transcripts. This will make you more educated!

Get free access to my **Ready! Set! Sell! Masterclass ($249 value).** This content is not for sale. It's only available to clients who use my network of Hyper-Local TruthCertified™ Agents.

Real experience. Not influencer advice. I'm a top 1% broker who's **sold nearly half a billion in real estate** and **worked with thousands of sellers in real life.** I'm not on YouTuber who happens to be a real estate agent. I'm a successful **top 1% broker who happens to be on YouTube.**

This is a free service to you! You don't pay me. We only get paid by the agent after closing if you sell. I've referred thousands of sellers to thousands of agents nationwide. Every agent is hand-selected. We go hyper-local to find the best agent in your town.

These agents don't pay to be in my network. In most cases, we reach out cold because **they're simply the best.** Period. I run a real audit—pulling actual backend data and personally vetting every agent. No pay-to-play. No random names. Clear reasons for every recommendation.

Get an introduction within 48 hours!

Kati Spaniak - Truth in Real Estate®



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes

6-12 Months From Selling?

What's Your Selling Strategy?

It's time to stop thinking about "updating" and start thinking about strategy. By Month 6, your plan must be locked in. If you and your partner are not aligned on the answers below, you will spin your wheels, waste money on the wrong fixes, and stunt your traction.

INSTRUCTIONS: Sit down with your partner/decision-maker. Answer these questions separately, then compare.

Section A: You should be able to answer these now.
Section B: If you cannot answer these, you are flying blind.
You need a Hyper-Local TruthCertified™ Agent Partner to give you the data.

SECTION A: THE ALIGNMENT AUDIT (Psychology & Logistics)
These questions determine if you are emotionally ready to sell.

The "Why" & The "Where":

- Where exactly are we moving?
- Is our move contingent on selling this home first?
- If "Yes": Do we have a plan for a "Bridge Loan" or a "Rent-Back" if the timelines don't align perfectly? (Check with an agent if this is feasible in your specific market. Many times, if you don't have "income" you cannot get a mortgage)

The "Pain Point" Rank:

Rank these 3 priorities in order (1 = Most Important, 3 = Least):

[___] Highest Price (I will wait longer/deal with hassle to get top dollar).
[___] Speed (I need to be out by a specific date, even if it costs me 2%).
[___] Stress-Free (I want zero stress/privacy; I don't want 50 showings).

The "Plan B" Protocol:

If the market shifts and we don't get our price in 30 days, what is the plan?

[ ] Drop the price immediately.
[ ] Rent it out.
[ ] Take it off the market and stay.

The "Showings" Tolerance:

- Are we okay with "Open Houses?"
- Do we want our showings accompanied by the agent?
- Will we allow showings all the time?

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

6-12 Months From Selling?

What's Your Selling Strategy? (Continued)

SECTION B: Strategy & Finance

How Much Do You Want for Your Home?

What price do we want to list our home at? $_____

What price do we WANT to sell our home for? $_____

What price will we not sell lower than? $_____

What is our Zillow Estimate? $_____

What is our estimated Appraised Value? $_____

What is our Market Value? $_____

Do you know which one of these numbers is irrelevant to a buyer?
(Hint: It's usually the first four).

Absorption Rate: _____

The Absorption Rate is the objective truth about how fast homes are selling in your specific neighborhood. This will show you if it's a buyer's or seller's market.

- What it is: The percentage of available homes that sell in a single month.
- The Math: Homes Sold in 30 Days ÷ Total Active Listings = Absorption Rate

The "Comp" Analysis:

- Do we know the List Prices of the homes in our neighborhood?
- Do we know the Sold Price vs. List Price Ratio? (i.e., Did the neighbor list for $600k and sell for $580k, or $620k?)

The "Getting It Ready" Budget:

- How much cash are we willing to spend to prep the home? $_____
- The ROI Check: If we spend $5,000 on new carpet, will it increase the list price by $5,000, $10,000, or $0?

The "Aesthetic" Specifics:

- Do we need to paint the house?
- The Question: What is the specific paint SKU (Color/Brand) that is currently trending in our price bracket?
    - White" isn't an answer. Is it Chantilly Lace or Alabaster? Picking the wrong white makes a house look dated. Use my paint guide first and confirm with your agent.

The "Vetting" Criteria:

How will we decide which agent helps us sell?

[ ] "Who our friend recommends"

[ ] "Whoever says the highest price."

[ ] "Whoever can show me the data on their last 12 months of List-to-Sale ratios."

[ ] "Whoever has sold the most homes."

[ ] "Whoever has sold the most homes in our neighborhood."

[ ] "Whoever has a team."

[ ] "Whoever will cut their commission."

[ ] "We aren't sure."



The Book That Ends the Guesswork

You've just walked through the timeline. My book is the "why" behind every step.

This planner shows you when to move. My book shows you how to make the decisions that actually protect your equity — which upgrades pay you back, which ones drain your wallet for nothing, and how to price for your home's real condition instead of guessing. I wrote it for the seller who refuses to lose money because of bad advice.

Pre-Order Now — Just $34 (Shipping Included) and Unlock $600 in Bonuses Free

When you pre-order before the October 6 release, you don't just get the book —
you get the entire toolkit that makes it work:

Lifetime Access to Kati's Seller's Vault — $300 value

My searchable library of YouTube videos, recorded Q&A sessions, and exclusive content, organized by topic. Every question you'll have while prepping your home, answered.

My Private Facebook Group + Live Q&A Sessions — $50 value

Direct access to ask me your selling questions and connect with other sellers on the same journey.

The "What to Update?" 90-Minute Training Class — $250 value

My complete walkthrough of which updates give you a real return — and which ones are wasteful spending. This is the class that keeps sellers from over-improving.

Total bonus value: $600 — yours free with your pre-order

ProtectTheSeller.com • ProtectTheSeller.com • ProtectTheSeller.com •

Pre-Order at ProtectTheSeller.com

6-12 Months From Selling?

What's Your Selling Strategy? (Continued)

SECTION C: The Vetting Process - One Choice, Two Very Different Paths.
There are two ways to find an agent. One requires you to act like a private investigator and a data analyst. The other allows you to act like the CEO of your own home. Which path are you on?

PATH A: The "Do-It-Yourself" Vetting
Use these questions if you are interviewing agents on your own. *Warning: You must verify their answers against actual MLS backend data, as "marketing fluff" is common.*

DIY Vetting Checklist
Don't just listen—verify. Use this list to track the "homework" you need to complete for every agent you interview:

- How many homes have they sold in their career? In the past five years? Did they actually sell those homes, or did their brokerage?
- How many listings did they sell last year and how many buyers did they work with?
- What is their Average Days on Market and List to Sales Price?
- Visit their current listings. Are the photos professional or iPhone photos?
- Send a "test" text at 6 PM on a Tuesday. How long does it take to get a reply?

Pro Tip: If this list feels like a second job, remember: I've already done this for you. My Hyper-Local TruthCertified™ agents have been screened and we have double checked this already.

The Track Record Audit:

- Are you full-time or part-time?
- What is your actual list-to-sale price ratio over the last 12 months?
- Describe a time you were fired by a client. What happened?
- Who is your toughest competitor, and why do they win against you?
- How do you justify your commission?
- How do you manage the conflict of interest if you represent the buyer too?
- Do you have a teammate who handles the transactional work?
- If you're out of town, who is my point of contact?
- Do you personally accompany showings, or do you use a lockbox or assistant?
- Can I cancel this contract at any time if I'm unhappy, without a withdrawal fee?
- What is your specific process for following up with buyers?
- How many homes have you sold in my specific school district in the last six months?
- What is the marketing you do?
- What is your plan if we don't have an offer within the first 14 days?



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

6-12 Months From Selling?

What's Your Selling Strategy? (Continued)

PATH B: The TruthCertified™ Referral

When you use my vetted network, I've already performed a deep-data audit on their production, reputation, and ethics. **You can skip the interrogation and focus on the only things that matter:**

- Do I like this person? Do I trust them to be in my home and around my family?
- Do I agree with their specific plan?
- Do I agree with their pricing strategy?
- Do I like the way they have presented themselves to me?
- Do I feel comfortable with this person representing me in the public?

The Shortcut: Why spend 10 hours interviewing and fact-checking when I've already done the "Real Audit" for you?

Remember, these are the things that you get when I find you a Hyper-Local TruthCertified™ Agent:

- You will be invited to our **LIVE client-only monthly Q&A.**
- Full access to my full **Video Vault** ($2000 Value). The includeds hundreds of videos, full transcripts and answers to all of your questions.
- Get free access to my **Ready! Set! Sell! Masterclass** ($249 value). This content is not for sale.
- **This is a free service to you!** You don't pay me. We only get paid by the agent after closing if you sell.
- I've referred thousands of sellers to thousands of agents nationwide. **Every agent is hand-selected.** We go hyper-local to find the best agent in your town.
- **Real experience.** Not influencer advice. I'm a top 1% broker who's sold nearly half a billion in real estate and worked with thousands of sellers in real life. I'm not on YouTuber who happens to be a real estate agent. I'm a successful top 1% broker who happens to be on YouTube.
- These agents don't pay to be in my network. In most cases, we reach out cold because they're simply the best. Period. I run a real audit—pulling actual backend data and personally vetting every agent. **No pay-to-play. No random names.** Clear reasons for every recommendation.
- Get an introduction within **48 hours!**



NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

Staging on a Shoestring - Prep for Perfect Showings!

Fake It. Take It. Make It.
Your first showing happens online! That's right—before buyers even step through the door, they're already forming an opinion based on what they see in photos. If your home doesn't stand out in those images, you could miss out on thousands.

But don't worry! There are easy, affordable ways to make your home look irresistible for that all-important first impression. With a few strategic updates and clever staging, you can "fake it" by making it look stunning without breaking the bank, "take it" by grabbing buyers' attention with great photos, and "make it" by turning those views into offers so that you make the money!

Why Bother Staging Your Home?
Staging your home can make a world of difference when it comes to selling quickly and for top dollar. Here's why:

- Sell Faster: Staged homes typically sell quicker than those that aren't spruced up. When buyers can envision themselves in a space, they act fast.
- Get Better Offers: A well-staged home looks well-cared-for, which can lead to higher bids from buyers.
- Make a Stellar First Impression: Most house hunting starts online, and homes that are staged simply look better in photos and listings.
- Connect on an Emotional Level: A beautifully staged home can tug at the heartstrings of potential buyers, making them more likely to make an offer.

Home Staging 101: The Golden Rules
Staging doesn't mean just paying to bring in furniture. It's so much more than that! Follow these simple steps to make your home stand out:

- Deep Clean Like There's No Tomorrow - Buyers notice everything. A spotless, clean home creates a great first impression and shows that your home has been well cared for. Make regular deep cleaning a priority during the selling process.
- Declutter to Impress - Cut the clutter! Store away personal items and keep surfaces clear. This allows buyers to see the space itself and imagine how they would make it their own.
- Furniture Placement is Key - The way your furniture is arranged can make rooms feel bigger, more functional, and inviting. Thoughtful placement shows off your home's potential and versatility.
- Dress It Up - Add stylish, neutral decor for the final touch. A few well-placed pieces of decor can warm up your space without making it feel too personal, helping buyers connect with the home emotionally.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes



Is This You? (Be Honest...)

You refresh the Zestimate daily, oscillating between hope that the high number is real and rage because you know an algorithm can't see the love you put into this house.

Stop the Guesswork: Get a TruthCertified™ Agent

You don't need "fluffy" advice or another glossy postcard. You need contract strategy, negotiation leverage, and the objective truth. When you use my network, you don't just get an agent; you get a Board of Directors. You don't "lose" me. Lisa handles operations, I handle strategy. You get a second opinion on inspections, pricing, and tactics.

The Safest Referral in Real Estate:

Hyper-Local & Data-Vetted: We don't do "pay-to-play." We run a cold audit on backend data to find the top performer in your specific town.

Real Experience

I'm not a YouTuber who talks about real estate. I am a top 1% Broker who happens to be on YouTube.

Zero Cost to You

This service is free. We are only paid by the agent after you successfully close.

Exclusive Bonus: The Seller's Toolkit (FREE)

Request an introduction and get instant access to:

The Video Vault ($2,000 value): My entire library of searchable videos and transcripts.

Ready! Set! Sell! Masterclass ($249 value): Exclusive client-only content.

Live Monthly Q&A: Direct access to me and Lisa with your pressing questions.

[Get Your Introduction Within 48 Hours]

Request A Hyper-Local, TruthCertified™ Agent at TruthInRE.homes

3-6 Months From Selling?

Staging on a Shoestring - Prep for Perfect Showings! (Continued)

The Most Important Staging Tip: Paint!
Wondering what the single most important staging update is? Paint! A fresh coat of paint can completely transform your home, making it look clean, inviting, and ready for buyers. Not only does it freshen up your space, but it's also one of the most affordable updates that guarantees a return on your investment when you sell.

Why Paint Matters - First Impressions Count
Your home's first showing is online, and buyers are making snap judgments based on those photos. A fresh, neutral paint color can make your home stand out in those listings and give buyers the confidence that they won't need to make immediate changes after moving in. Neutral, move-in-ready colors eliminate one of the biggest buyer objections: "I don't like the paint, and I need to change it."

Lighting Changes Everything
Colors can look completely different depending on the lighting throughout the day. That's why I always recommend testing paint in a small area and taking a look at it multiple times a day.

Get It Right the First Time
Remember, painting is one of the simplest yet most impactful updates you can make before selling your home. Choosing the right shade can mean the difference between a quick, high-dollar sale and lingering on the market. Stick to these tried-and-true neutrals, and your home will shine!

Top Paint Colors for Selling Your Home
Gone are the days of cold, stark grays—greige (a mix of gray and beige) has taken over as the go-to color for creating a welcoming atmosphere. To help you choose the perfect color, I've partnered with Samplize to offer large peel-and-stick samples. These samples make it easy to see how each color will look in your home before committing to one.



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

Best Timeless Paint Colors When You Sell Your Home!

Whites & Neutrals:

- White Dove (Benjamin Moore): A soft, warm white with a hint of greige, ideal for living rooms, kitchens, and trim.
- Chantilly Lace (Benjamin Moore): A bright, crisp white—perfect for trim, ceilings, and modern spaces.
- Alabaster (Sherwin-Williams): A warm, inviting off-white that brings serenity to bedrooms, bathrooms, and kitchens.
- Paper White (Benjamin Moore): A cool, modern white with subtle gray undertones, perfect for minimalist interiors and small spaces like bathrooms.

Grays & Greiges:

- Revere Pewter (Benjamin Moore): A classic warm gray with slight green undertones, great for open floor plans and living rooms.
- Collonade Gray (Sherwin-Williams): A warm gray with beige undertones, ideal for kitchens and living rooms, pairing well with both warm and cool accents.
- Balboa Mist (Benjamin Moore): A soft, warm light gray for bedrooms and foyers.
- Agreeable Gray (Sherwin-Williams): A universally loved warm greige that works beautifully in nearly any room, from open-concept spaces to living areas.
- Edgecomb Gray (Benjamin Moore): A soft greige for living rooms & kitchens.

Cool Grays:

- Classic Gray (Benjamin Moore): A light cool gray with a hint of warmth, great for small spaces or bedrooms.
- Repose Gray (Sherwin-Williams): A cool gray with soft blue undertones, perfect for bedrooms and bathrooms where a calming, sophisticated look is desired.
- Silver Chain (Benjamin Moore): A cool medium gray with subtle blue undertones, ideal for dining rooms and living spaces with a modern vibe.
- Stonington Gray (Benjamin Moore): A true cool gray with blue undertones, perfect for sleek, polished kitchens, dining rooms, or offices.
- Gray Owl (Benjamin Moore): A light, cool gray with blue and green undertones, creating a fresh, modern look in bathrooms and kitchens.

Unique Neutrals:

- Moonshine (Benjamin Moore): A cool light gray with a hint of green, perfect for airy bedrooms and bathrooms.
- Accessible Beige (Sherwin-Williams): A versatile beige with gray undertones that changes with the light, making it ideal for any room in the home.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

Fake It! Take It! Make It!

Ready to get your house all set for showings? Don't forget to use our Staging and Inspection Preparation Checklist. It's a real game-changer that'll help you add those finishing touches to your home, making sure your showings are prepped to perfection!

Exterior and Yard

- Manicure the lawn, trim shrubbery, bushes, and trees.
- Apply fertilizer or greening agents to lawn and plants.
- Edge sidewalks and driveways for a neat appearance.
- Remove weeds from flowerbeds, rocks, and concrete cracks.
- Refresh rock and mulch beds, adding more if necessary.
- Power wash driveways, sidewalks, and patios.
- Repair holes and cracks in outdoor surfaces.
- Remove stains from driveways and sidewalks.
- Paint or stain fences and decks as needed.
- Arrange outdoor furniture neatly; store away clutter.

House Exterior

- Inspect gutters, downspouts, siding, windows, and shutters.
- Clean and paint exterior surfaces as needed.
- Repair or replace broken windows, doors, and screens.
- Check the roof for missing or damaged shingles; repair as necessary.
- Touch up paint on house numbers, mailboxes, and doorbells.

Front Porch

- Ensure the area is welcoming and clean.
- Paint the door and trim if necessary.
- Sweep and tidy the porch area.
- Place a new doormat for a fresh look.
- Add potted or hanging plants for decoration.
- Install warm and bright light bulbs appropriately

Interior General

- Deep clean the entire home, including windows and screens.
- Clean carpets, vinyl, and ceramic floors.
- Repair wall and ceiling damages, including holes and water stains.
- Ensure pet and smoke odors are eliminated.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

Fake It! Take It! Make It!

Kitchen and Baths

- Thoroughly clean countertops, appliances, and fixtures.
- Declutter countertops; store small appliances out of sight.
- Clean tile grout and re-caulk where necessary.

Lighting and Closets

- Replace all light bulbs with high-wattage versions for brightness.
- Organize closets, removing out-of-season clothing and clutter.
- Add extra, empty hangers and organize shoes neatly.

Attention to Details

- Tighten loose doorknobs and fix leaky faucets.
- Lubricate squeaky doors or drawers.
- Clean and ensure all switches and outlets are functioning.

Garage and Storage

- Dispose of unwanted items; organize the remaining neatly.
- Organize tools and equipment; clean appliances.

Heating and Cooling

- Clean the fireplace
- Service the HVAC - furnace/air conditioner, and replace filters if needed.
- Ensure the water heater is clean and presentable.

Home Inspection Preparation

- Replace any burnt-out bulbs; ensure all lights work.
- Test smoke and carbon monoxide detectors; replace if necessary.
- Ensure utilities are on, including pilot lights.
- Provide access to attic, basement, and electrical panels.
- Repair any exterior damage to siding or foundation.
- Inspect and repair roof and clean gutters.
- Secure handrails and fix locks on doors and windows.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

The Decluttering How-To Starter Kit

Don't Just Declutter... Give Direction
Decluttering is more than getting things out of your house, your basement, or your closets. **Real decluttering brings clarity... for you and for your family.**

This section is for those of you who feel stuck, overwhelmed, or unsure where to even begin. You want to lighten the load, but you also want to make sure your children aren't left trying to figure it all out on their own. This will give you the direction you've been missing and help you create true peace of mind for yourself and your kids.

Most people spend decades building a home, collecting memories, and holding onto things that mattered in different seasons of life... but they almost never leave their kids any guidance about what to actually do with it all.

When the time comes, your children are left guessing and overwhelmed, stressed, and afraid of making the wrong decisions. This section fixes that. It walks you through exactly what your kids need from you now, not later, so they can honor your wishes, avoid conflict, and handle your home and belongings with confidence and clarity.

This is one of the most loving gifts you will ever give your family.
They don't. Your adult children want clarity, not stuff.

They want to avoid the guilt, the fights, the guessing, and the "What would Mom want?" drama that happens when no one has direction.

This list solves all of it.

This is not a will.

This is not an estate plan.

This is the practical list... the one your kids will actually use when they're standing in your home trying to make decisions fast, emotional, and under pressure.

You create this once, put it in one spot, and you give your family the single biggest gift you can give them.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

The Decluttering How-To Starter Kit

Start your decluttering journey by THINKING rather than DOING! Spend some time on thinking about where you want your stuff to go rather than making it go somewhere. This will help you start your journey slowly.

LIST ONE: Create the "Keep This" List
This is the list your kids desperately need, because without it, they're guessing.
Write down the things that matter to you, and why:

- Special photos
- Heirlooms
- Jewelry
- Letters
- Military items
- Family artifacts
- Anything with a real story

Your kids cannot know what's important unless you tell them. What to write:

- The item
- Why it matters
- Who you want it to go to
- Whether it should be kept, digitized, or displayed
- This turns a confusing box of "stuff" into clear direction.

LIST TWO: Create the "Let It Go" List
Write down the items you want gone without guilt. Your kids need permission to let this go.:

- Furniture nobody wants
- Collections (dolls, plates, books, figurines)
- Old papers
- Holiday décor
- Clothing
- Old appliances
- Old tools

Say it clearly:
"You don't need to keep this. Donate it, throw it out, do whatever you want. I don't want it to be a burden." This removes 90% of the guilt they feel.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

The Decluttering How-To Starter Kit

LIST THREE: Create the Sentimental Story List
Your kids want your stories, not your belongings. For each meaningful item, add:

- A quick description
- Where it came from
- Who was involved
- Why it mattered
- What you'd like them to do with it

This prevents the heartbreaking moment when an important keepsake gets tossed because nobody knew the story. It also stops the opposite… your kids keeping everything out of fear of making a mistake.

LIST FOUR: The "Important Documents" Map
Your family needs to know exactly where things are. List the location of each:

- Will / trust
- Deed
- Mortgage statements
- Insurance policies
- Car titles
- Bank accounts (but NOT passwords)
- Safe-deposit box location + key
- Life insurance information
- Pension / Social Security details
- Medical POA / living will
- Password list (location only)

LIST FIVE: The "House Knowledge" List
Your home has secrets… and your kids won't know any of them. Write down:

- Where the water shut-off valve is
- Where the circuit breaker is
- HVAC age and service notes
- Roof age
- Major updates (what year, what company)
- Septic/well info, if relevant
- HOA contact info
- Which contractors you trust
- What updates you think need to be completed before selling
- Which real estate agent would you like to sell your home?

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you… **free of charge.**
Request My Local Partner at TruthInRE.homes

3-6 Months From Selling?

The Decluttering How-To Starter Kit

1. Start With Easy Areas
- Junk drawers
- Expired food
- Medications
- Old towels and linens
- Cleaning supplies
- Under-sink areas
- Duplicate kitchen items

2. Use the 10-Minute Rule
- Set a timer for 10 minutes
- Pick one small space
- Declutter until the timer stops
- Repeat as needed

3. Declutter One Category at a Time (Choose ONE and finish before moving on)
- Shoes
- Mugs/glasses
- Toiletries
- Office supplies
- Books
- Holiday décor

4. Set Up the Four Piles
- KEEP
- DONATE
- TRASH
- SELL

Rule: If you hesitate, put it in DONATE.

5. Handle Sentimental Items Last

When you get there:
- Take a photo of the item
- Record a 10–20 second story
- Label the item
- Place it in a “Legacy Box”
- Note who it goes to (optional)

6. Declutter in Waves (Do not attempt everything at once.)
- Wave 1: Easy items
- Wave 2: Light-attachment items
- Wave 3: Sentimental and harder items

7. Use Bonus Systems to Speed Up
- 5-by-5 Rule: Remove 5 items/day, 5 days/week
- One-In, Two-Out: For every new item, remove 2
- Staging Shelf: Put “maybe” items on a shelf for 6 months
- Body Double: Have someone sit with you while you work
- Digitize: Scan photos, letters, cards
- Paper Slide Method: Sort papers 2 inches at a time

8. Clear Storage Areas First (This creates space to store the items you keep.)
- Garage
- Basement
- Attic
- Closets
- Cabinets

9. Prepare the House for Selling
- Minimize furniture
- Reduce closet contents to 50%
- Empty floors and corners
- Remove heavy décor
- Store or donate bulky items

10. Create Your Direction List
- List what should be kept
- List what can be donated
- List what can be thrown away
- Label meaningful items

NEED A HYPER-LOCAL TruthCertified™AGENT?

I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**

Request My Local Partner at TruthInRE.homes



Is This You? (Be Honest...)

You're exhausted by the conflicting advice—one friend says "stage everything," another says "sell as-is"—and you just want the objective truth.

Stop the Guesswork: Get a TruthCertified™ Agent

You don't need "fluffy" advice or another glossy postcard. You need contract strategy, negotiation leverage, and the objective truth. When you use my network, you don't just get an agent; you get a Board of Directors. You don't "lose" me. Lisa handles operations, I handle strategy. You get a second opinion on inspections, pricing, and tactics.

The Safest Referral in Real Estate:

Hyper-Local & Data-Vetted: We don't do "pay-to-play." We run a cold audit on backend data to find the top performer in your specific town.

Real Experience

I'm not a YouTuber who talks about real estate. I am a top 1% Broker who happens to be on YouTube.

Zero Cost to You

This service is free. We are only paid by the agent after you successfully close.

Exclusive Bonus: The Seller's Toolkit (FREE)

Request an introduction and get instant access to:

The Video Vault ($2,000 value): My entire library of searchable videos and transcripts.

Ready! Set! Sell! Masterclass ($249 value): Exclusive client-only content.

Live Monthly Q&A: Direct access to me and Lisa with your pressing questions.

[Get Your Introduction Within 48 Hours]

Request A Hyper-Local, TruthCertified™ Agent at TruthInRE.homes

0-3 Months From Selling?

It's Go Time!! Price it Right!

Your price is not what you believe. It's what your buyer believes.

This can be tough for sellers to grasp. Setting your price too high could be a costly blunder. Seriously, I've seen folks **lose a ton of money overpricing** their home by just $25,000 too high. Don't let this be you.

It's vital to grasp that the right price isn't just a number you desire; it's what the buyer is willing to pay. This concept is where many sellers stumble, risking thousands in potential profit. Overpricing, even by just $25,000, can lead to significant losses. Click here to watch a video on this that explains this concept.

Appraised Value vs. Market Value: What Most Don't Get
The distinction between appraised and market value is pivotal, yet it's what many sellers fail to understand. Here's the breakdown:

- **Appraised Value:** This is the valuation an appraiser gives your home, primarily used by banks to ensure the loan amount requested by a buyer is justified. It's based on cold, hard data — square footage, age, condition, and recent sales of comparable homes.

- **Market Value:** This is where things get more subjective. It's what a buyer is actually willing to pay for your home, influenced by its unique qualities, the current market demand, and emotional appeal. Market value can fluctuate more than appraised value, responding to how buyers value your home's specific features and the overall market mood.

You need an experienced agent in your home who can give you two very different numbers... your appraised value and your true market value.

If you don't know both before you list, you're guessing—and guessing can mean sitting on the market for months and leaving serious money on the table.

I can connect you with a Hyper-Local TruthCertified™ agent who knows how to break down both numbers clearly, honestly, and without fluff.



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

0-3 Months From Selling?

It's Go Time!! Price it Right!

Want to know exactly how much money you'll walk away with when you sell? You need **a net sheet.** That's the only way to see your real costs and your true take-home number—before you list.

If you don't know how to do this yourself, any experienced agent should be able to fill it out for you. This varies state by state, so don't just ask the Internet. 🙂 **Ask me for a Hyper-Local TruthCertified™ Agent if you need help with this!**

Fill in these numbers:

DESCRIPTION	SELLER CHARGE	SELLER CREDITS
Sale Price	$_____	$_____
Estimated Mortgage Payoff	$_____	
Tax Prorations	$_____	
Transfer Tax	$_____	
Owner's Title Insurance	$_____	
Closing Fee	$_____	
Real Estate Agent Fees	$_____	
Listing Agent Commission	$_____	
Buyer's Agent Commission	$_____	
Title Search	$_____	
Lien Search	$_____	
HOA Transfer Fee	$_____	
Special Assessment	$_____	
Attorney's Fees	$_____	
Post Closing/Electronic Doc Fee	$_____	
Misc. Charges	$_____	
Misc. Credits	$_____	$_____
Release Fee	$_____	
TOTAL:	**$_____**	**$_____**
Cash TO/FROM Seller:		**$_____**

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

0-3 Months From Selling?

Final Touches!!

At the very end of this process, the goal isn't perfection—it's polish. These final touches are what separate a home that looks fine from one that feels right. Buyers decide how they feel within seconds, and those feelings start long before they read a single feature description. This is the moment to slow down, look at your home through a buyer's eyes, and remove anything that distracts from comfort, clarity, and care. These details don't cost much, but they matter more than almost anything you did earlier.

Final Touches: The Sensory Audit
Before photos or showings, your home must pass the sensory test:

Light
Replace all bulbs with 3000K soft white LEDs. No mixing warm and cool light. Consistent lighting makes rooms feel calm, clean, and cohesive.

Smell
No plug-ins. No cover-ups. Your house should smell like… nothing. Clean air is the goal.

Sight
Have windows professionally washed—inside and out.
Carpets cleaned.
Closets edited and clean (buyers absolutely look).

Final Check
Review your contract.
Ask questions.
Sign it with confidence.

This is the finish line. These are the last 5% details that influence the first impression—and first impressions are where the money is made.

NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you… **free of charge.**
Request My Local Partner at TruthInRE.homes



The Book That Ends the Guesswork

You've just walked through the timeline. My book is the "why" behind every step.

This planner shows you when to move. My book shows you how to make the decisions that actually protect your equity — which upgrades pay you back, which ones drain your wallet for nothing, and how to price for your home's real condition instead of guessing. I wrote it for the seller who refuses to lose money because of bad advice.

Pre-Order Now — Just $34 (Shipping Included) and Unlock $600 in Bonuses Free

When you pre-order before the October 6 release, you don't just get the book —
you get the entire toolkit that makes it work:

Lifetime Access to Kati's Seller's Vault — $300 value

My searchable library of YouTube videos, recorded Q&A sessions, and exclusive content, organized by topic. Every question you'll have while prepping your home, answered.

My Private Facebook Group + Live Q&A Sessions — $50 value

Direct access to ask me your selling questions and connect with other sellers on the same journey.

The "What to Update?" 90-Minute Training Class — $250 value

My complete walkthrough of which updates give you a real return — and which ones are wasteful spending. This is the class that keeps sellers from over-improving.

Total bonus value: $600 — yours free with your pre-order

ProtectTheSeller.com • ProtectTheSeller.com • ProtectTheSeller.com •

Pre-Order at ProtectTheSeller.com

Other Resources



Since you've downloaded my planner, you now have access to my **Sell Your Home with Kati Spaniak Facebook Group.** This is your go-to spot to ask me anything about selling your home, buying a new one, prepping your home for sale, or finding the right agent—all completely free and with no strings attached.

My Facebook Group is your ultimate resource in managing your home as one of your biggest assets.

So, don't be shy! Ask your questions, and join the conversation. You're on your way to becoming the savviest homeowner on your block!

These are some of the most popular questions that people ask me. You are not alone! Feel free to jump into the conversation in our community by clicking here!

- Should I replace this light fixture?
- My house has been on the market for 90 days, why isn't it selling?
- What is the best floor to replace my ugly carpet?
- I'm thinking about remodeling my kitchen, what should I do first?
- How much should I spend on remodeling my bathroom?
- How can I determine the best asking price for my home?
- Should I replace my carpet?
- Should I paint my cabinets?
- What should I do about my roof? Replace it?
- How do I buy and sell a home at the same time?
- What should I expect from my agent during showings?

Click here or use the QR code to join my
Sell Your Home with Kati Spaniak Facebook community

Facebook.com/groups/katispaniak

Real Stories From Real Sellers

Sellers Who Have Found TruthCertified™ Agents Through Us

"I contacted Kati and got a wonderful agent. We had 3 offers in 3 weeks! My new agent got me $11,500 over asking and guided me every step of the way. Her referral literally saved my sale." — Carla

"I filled out the form and was matched with an agent who listed my condo $130,000 HIGHER than the first Realtor I met... and we got a cash offer within a week!" — Linda

"We listed our home on Thursday with Kati's referral. Four showings and an open house later, we had multiple offers and went under contract at full price. Your reference was a game changer." — Marty

"We got 6 offers, including one with a $100K non-refundable deposit. This was absolutely the right agent for us — thanks to Kati's referral." — Megan

"Your help with finding the right realtor for us has been a blessing. Another agent told us to repaint and wait months. Your referral said we didn't need to. Within 7 days we had an offer $111,000 over asking." — Joy

"We interviewed more than 3 agents, but the three Kati recommended were hands down the best. We loved all of them and couldn't decide!" — Lori

"We met with all three groups Kati referred and were genuinely impressed. The only hard part was choosing. Her system made this so much easier." — Barbara

"I asked Kati for recommendations. Both agents reached out immediately—one spent almost three hours with us. Her direction saved us so much time and stress." — Robin

"Without Kati's referral, we NEVER would have found our amazing agent. We are forever grateful." — Dave & Judy

"Your referral was absolutely perfect for us. We met today and loved her. Professional, educated, and exactly what we needed. It took so much stress off us." — Donna

"Best idea right now is to let Kati find agents in your area. Our agent never would've crossed our path without her. My life is so much less stressful because of Kati." — Meg

"The agent you suggested has been great. I finally feel confident after weeks of overwhelm." — Kathy



NEED A HYPER-LOCAL TruthCertified™AGENT?
I have a curated network of Top 1% Hyper-Local Agent Partners who will pull these specific numbers for you... **free of charge.**
Request My Local Partner at TruthInRE.homes

You now have the Roadmap

But do you want the Instruction Manual for exactly how to execute every step?

When you ask for one of my Hyper-Local TruthCertified™ Agents you are going to also get access to full my **"Instruction Manual (Seller's Valut)"** which includes all the education you need in order to get the highest price for your home.

Exclusive Bonus: The Seller's Vault (FREE)

The Video Vault ($2,000 value): My entire library of searchable videos and transcripts.
Ready! Set! Sell! Masterclass ($249 value): Exclusive client-only content.
Live Monthly Q&A: Direct access to me and Lisa with your pressing questions.

Stop the Guesswork: Get a TruthCertified™ Agent

You don't need "fluffy" advice or another glossy postcard. You need contract strategy, negotiation leverage, and the objective truth. When you use my network, you don't just get an agent; you get a Board of Directors. You don't "lose" me. Lisa handles operations, I handle strategy. You get a second opinion on inspections, pricing, and tactics.

The Safest Referral in Real Estate:

Hyper-Local & Data-Vetted: We don't do "pay-to-play." We run a cold audit on backend data to find the top performer in your specific town.

Real Experience

I'm not a YouTuber who talks about real estate. I am a top 1% Broker who happens to be on YouTube.

Zero Cost to You

This service is free. We are only paid by the agent after you successfully close.

[Get Your Introduction Within 48 Hours]

Request A Hyper-Local, TruthCertified™ Agent at TruthInRE.homes

About Kati Spaniak



Kati Spaniak is a nationally recognized real estate leader and one of the most trusted voices for homeowners looking to protect and maximize their home's value.

Through her YouTube channel, Sell Your Home, she delivers clear, honest guidance that cuts through industry noise and helps sellers make smarter decisions. The channel has grown to more than 70,000 subscribers, with over 8 million views and 600,000 hours of watch time. Kati's work has been recognized by **HousingWire, which named Sell Your Home one of the top ten real estate YouTube channels in the country.**

In just the past year, Kati has **referred thousands of sellers** to thousands of agents nationwide. She attributes this success to her ability to attract over 20,000 downloads and opt-ins for her free eBook, The Seller's Playbook.

This resource has helped her build a community of thousands who trust and value her insights on the real estate market, strategies for selling homes, and, most importantly, finding agents they can truly rely on.

She has cultivated a **dedicated Facebook group** of thousands where followers seek her daily advice on preparing their homes for sale. Her "Ready! Set! Sell! Masterclass," created to guide homeowners step-by-step to how to get their home ready to sell was purchased and viewed by hundreds in its debut, demonstrating her ability to connect and deliver results.

Beyond YouTube, Kati is one of the nation's top real estate professionals, with **nearly half a billion in sales volume and hundreds of successful transactions.** As a prominent leader in Chicago's competitive market, she has been affiliated with leading brokerages, including eXp Realty, Keller Williams, and @properties. Her accolades include a top-three finish as Suburban MVP by Chicago Agent Magazine and the Icon Instructor of the Year title by eXp Realty. She is currently an eight-time Icon at her current brokerage eXp Realty.

Kati is also the author of "How to Build a Rock Star Real Estate Team Without Going Crazy," a sought-after trainer, and a speaker who has inspired agents and homeowners alike with her candid, actionable approach. Her leadership extends nationally, as she heads a team of agents serving clients across all 50 states.

Kati is currently working on her new book, "Sell Your Home Without Blowing Up Your Life.". This book is expected to be out October 6, 2026.

Her purpose and mission are clear: to empower homeowners and revolutionize the real estate industry by promoting integrity, transparency, and accountability. Kati's vision is to create a world where property owners feel confident, informed, and supported, ensuring their most valuable asset performs at its best while fostering trust and success for all parties involved. Through her innovative work, she continues to shape a more service-focused and results-driven real estate landscape, leaving an indelible impact on homeowners and the industry.



Copyright © 2026 by Kati Spaniak
All rights reserved.

No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, addressed "Attention: Permissions Coordinator," at the address below.

Contact Information:
Kati Spaniak
eXp Realty
1363 Shermer Lane, Northbrook IL 60062
10752 Deerwood Park, Suite 100, Jacksonville FL 32256
team@katispaniak.com
KatiSpaniak.com