

J. FRANKLIN LLOYD

The Endurance REALTOR®

Going the Extra Mile
to Get You Sold.

THE
SELLER
SUCCESS
Roadmap



A 9-STEP GUIDE
TO SELLING YOUR HOME
WITH CONFIDENCE



EXCLUSIVE VIDEO SERIES
Scan each QR code
to watch the video
for each step!



PRESENTED BY

J. Franklin Lloyd

The Endurance REALTOR®



847-757-0007



RealtorJFLloyd.com



Wheaton, Illinois

THE 9-STEP HOME SELLING ROADMAP



A CLEAR PROCESS. PROVEN RESULTS.

From our first meeting to closing day and beyond, here's what you can expect when you sell your home with **J. Franklin Lloyd**.

J. FRANKLIN LLOYD
The Endurance REALTOR®



EXCLUSIVE VIDEO SERIES

Scan the QR code on each page to watch a short video that explains each step in detail.



EXPERIENCE. MARKETING. RESULTS.

My proven process, powerful marketing and local expertise are all focused on one thing – getting your home **SOLD!**

GOING THE *Extra Mile* TO GET YOU SOLD.

STEP 1

DECIDE TO SELL YOUR HOME



You've made a great decision.
Let's create a plan.

J. FRANKLIN LLOYD
The Endurance REALTOR®

OVERVIEW



Deciding to sell your home is a big step, and I'm here to guide you every step of the way. Whether you're upsizing, downsizing, relocating, or starting a new chapter, I'll help you create a plan that aligns with your goals and timeline.

WHAT TO EXPECT



UNDERSTAND YOUR WHY

We'll talk about your reasons for selling and what you want to achieve.



TIMING & FLEXIBILITY

We'll review the best time to sell and build a timeline that works for you.



SET YOUR GOALS

From price to possession date, we'll define what success looks like.



I'M YOUR ADVOCATE

I'll provide honest advice and a clear path forward so you feel confident in your decision.

“

A successful sale starts with a **clear plan** and the **right partner** by your side.

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Think about your reasons for selling.
- ✓ Consider your ideal timeline.
- ✓ Identify what's most important in your next move.
- ✓ Gather any questions or concerns you have.
- ✓ Let's sit down and create your custom selling plan.



Watch the Video!

Scan the QR code to watch a short video that explains Step 1 in detail.



SCAN TO WATCH



PRO TIP

The more prepared we are from the start, the smoother and more profitable your sale will be.

I'm here to make the process simple, strategic, and successful.



READY TO TAKE THE NEXT STEP?

Let's schedule a free consultation to discuss your goals.

STEP 2

MEET WITH YOUR REALTOR®



We'll discuss your goals and create a **winning strategy**.

J. FRANKLIN LLOYD
The Endurance REALTOR®



OVERVIEW



Our first meeting is all about **you**. I'll take the time to understand your goals, answer your questions, and explain how I'll market your home and get you the best results.

WHAT TO EXPECT



GET TO KNOW EACH OTHER

We'll talk about your goals, timeline, and what success looks like for you.



HOME EVALUATION

I'll review your home, location, and unique features to understand its full potential.



MARKET INSIGHTS

You'll get a clear snapshot of the current market and what to expect.



WINNING STRATEGY

We'll create a custom marketing plan to attract the right buyers and maximize value.



NEXT STEPS

I'll outline the process, timeline, and what we'll need to do to move forward.

“

Great results start with great **communication** and a **solid plan** built around **you**.

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Share your goals and ideal timeline.
- ✓ Let me know about any updates or improvements.
- ✓ Provide details about your property.
- ✓ Share any concerns or questions you have.
- ✓ Be open — the more I know, the better I can help!



Watch the Video!

Scan the QR code to watch a short video that explains Step 2 in detail.



SCAN TO WATCH



PRO TIP

The more information you share up front, the more targeted and powerful our marketing will be.

I'm here to listen, guide, and help you every step of the way.



READY TO TAKE THE NEXT STEP?

Let's create a plan that gets your home sold for top dollar!



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STEP

3

MARKET ANALYSIS, PRICING & STRATEGY



We'll analyze the market and price your home to **attract the right buyers.**

J. FRANKLIN LLOYD
The Endurance REALTOR®



OVERVIEW



Pricing your home right is one of the most important steps in a successful sale. I'll provide a detailed market analysis to determine the best price and strategy to maximize your results.

WHAT TO EXPECT



COMPARABLE SALES

I'll review recent sales of similar homes in your area.



MARKET TRENDS

You'll get insights on current market conditions and buyer activity.



BUYER DEMAND

We'll look at what buyers are looking for and what's in demand.



PRICE STRATEGY

I'll recommend a competitive price to attract buyers and maximize value.



MARKETING PLAN

We'll create a custom plan to showcase your home and reach the right buyers.

“

The right price creates **more interest, more offers,** and the **best possible sold price.**

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Provide recent upgrades and improvements.
- ✓ Share utility costs and average monthly expenses.
- ✓ Provide any surveys, inspections, or appraisals.
- ✓ Let me know about your timeline and goals.
- ✓ Trust my expertise — I'll handle the numbers!



Watch the Video!

Scan the QR code to watch a short video that explains Step 3 in detail.



SCAN TO WATCH



PRO TIP

Homes priced right from the start sell faster and for more money. Let's get it right the first time!

Data-driven decisions lead to better offers and a smoother sale.



READY TO TAKE THE NEXT STEP?

Let's create a pricing strategy that gets your home **SOLD!**



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STEP

4

PREPARE YOUR HOME



J. FRANKLIN LLOYD
The Endurance REALTOR®

We'll prepare your home to make the best impression.

OVERVIEW



First impressions matter. I'll guide you through simple but effective steps to prepare your home, highlight its best features, and help it stand out to buyers — online and in person.

WHAT TO EXPECT



CLEAN & DECLUTTER

A clean, clutter-free home helps buyers focus on what matters.



REPAIRS & TOUCH-UPS

We'll tackle minor repairs and updates that make a big impact.



STAGING & PRESENTATION

I'll share staging tips to help your home show its full potential.



CURB APPEAL COUNTS

We'll make sure the outside looks just as inviting as the inside.



MARKET READY

Your home will be positioned to attract more buyers and strong offers.

“

Buyers decide how they feel within seconds. **Let's make sure they fall in love.**

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Declutter and organize each room.
- ✓ Deep clean your home from top to bottom.
- ✓ Make needed repairs (plumbing, paint, fixtures).
- ✓ Consider staging or rearranging furniture.
- ✓ Boost curb appeal — tidy landscaping, add flowers.
- ✓ Follow my personalized preparation checklist.



Watch the Video!

Scan the QR code to watch a short video that explains Step 4 in detail.



SCAN TO WATCH



PRO TIP

Buyers aren't just buying your home — they're buying a lifestyle. Let's help them imagine it in yours.

A little preparation today leads to a big return tomorrow.



READY TO TAKE THE NEXT STEP?

Let's work together to get your home market-ready and SOLD!



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STEP

5

MARKETING & SHOWINGS



I'll market your home and showcase it to **qualified buyers**.

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The Endurance REALTOR®



OVERVIEW



Once your home is ready, I'll launch a powerful marketing plan to get it in front of the right buyers. My goal is to create maximum exposure and generate strong interest quickly.

WHAT TO EXPECT



PROFESSIONAL PHOTOS

High-quality photos that highlight your home's best features.



VIRTUAL TOURS & VIDEOS

Immersive tours that give buyers a complete view online.



ONLINE EXPOSURE

Your home will be listed on the MLS, top real estate sites, and social media.



TARGETED MARKETING

I'll reach motivated buyers through digital ads and my network.



SHOWINGS & FEEDBACK

I'll schedule showings, provide great service, and keep you updated.

“

More eyes on your home means **more opportunities** to get the **best offer**.

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Keep your home clean, tidy, and show-ready.
- ✓ Be flexible with showing times.
- ✓ Secure pets and personal items during showings.
- ✓ Leave during showings if possible.
- ✓ Provide feedback — I'll share buyer impressions.
- ✓ Trust the process — exposure leads to offers!



Watch the Video!

Scan the QR code to watch a short video that explains Step 5 in detail.



SCAN TO WATCH



PRO TIP

The more people who see your home, the better your chances of getting multiple offers and top dollar.

*Great marketing creates the crowd.
The right price closes the deal.*



READY TO TAKE THE NEXT STEP?

Let's keep the momentum going and get your home **SOLD!**

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STEP 6

RECEIVE AN OFFER & NEGOTIATE



I'll help you review the offer, negotiate the best terms, and keep your goals front and center.

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The Endurance REALTOR®



OVERVIEW



When offers come in, I'll guide you through each one, explain your options, and negotiate the best possible terms. My goal is to protect your interests and secure the strongest deal for you.

WHAT TO EXPECT



REVIEW OFFERS

I'll break down each offer and explain the details in plain language.



COMPARE TERMS

We'll evaluate price, contingencies, financing, timeline, and more.



NEGOTIATE STRATEGICALLY

I'll negotiate on your behalf to improve terms and maximize value.



PROTECT YOUR INTERESTS

I'll help you avoid pitfalls and make sure your needs are met.



RESPOND WITH CONFIDENCE

We'll respond quickly and strategically to keep things moving.

“

It's not just about the highest offer — it's about the **best terms for your situation and goals.**

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Review all offers with me — don't make decisions alone.
- ✓ Share any non-negotiables and your must-haves.
- ✓ Consider the full picture, not just the price.
- ✓ Be responsive so we can negotiate effectively.
- ✓ Trust my expertise — I'm fighting for your best outcome!



Watch the Video!

Scan the QR code to watch a short video that explains Step 6 in detail.



SCAN TO WATCH



PRO TIP

The best deals are built on more than price. The right terms today lead to a smoother closing tomorrow.

A smart negotiation today leads to a successful closing tomorrow.



READY TO TAKE THE NEXT STEP?

Let's keep the momentum going and get your home **SOLD!**



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STEP 7

UNDER CONTRACT & MANAGE THE PROCESS



Once we're under contract, I'll manage every detail to ensure a **smooth, successful closing.**

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The Endurance REALTOR®



OVERVIEW



From contract to close, I'll coordinate all parties, handle the details, and keep you informed every step of the way. My goal is a stress-free experience and a successful closing.

WHAT TO EXPECT



COORDINATE ALL PARTIES

I'll work with the buyer's agent, lender, attorney, and inspectors.



INSPECTIONS & APPRAISAL

I'll help manage scheduling, results, and any follow-up that's needed.



DEADLINES & DOCUMENTS

I'll ensure all deadlines are met and paperwork is completed.



COMMUNICATION & UPDATES

I'll keep you informed and address any questions quickly.



SOLVE ISSUES PROACTIVELY

If issues arise, I'll handle them quickly to keep things on track.



PREPARE FOR CLOSING

I'll review final details so you know exactly what to expect.

“

Behind every smooth closing is a **plan, communication,** and a REALTOR® who **never misses a detail.**

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✓ Respond promptly to requests and questions.
- ✓ Allow access for inspections and appraisals.
- ✓ Review and sign documents in a timely manner.
- ✓ Stay flexible — changes may be needed.
- ✓ Leave the details to me — I've got this!



Watch the Video!

Scan the QR code to watch a short video that explains Step 7 in detail.



SCAN TO WATCH



PRO TIP

The smoother we navigate this phase, the better the chance of a on-time closing.

I handle the details so you can focus on what's next.



READY TO TAKE THE NEXT STEP?

We're almost there! Let's finish strong and get your home **SOLD!**

STEP

8

CLOSING DAY & CELEBRATE SUCCESS!



J. FRANKLIN LLOYD
The Endurance REALTOR®

It's time to close the deal, hand over the keys, and celebrate a successful sale!

OVERVIEW



Closing day is the final step in your journey. I'll be with you every step of the way to make sure everything goes smoothly so you can move forward with confidence and peace of mind.

WHAT TO EXPECT



FINAL WALK-THROUGH

Buyer will confirm the home is in the agreed-upon condition.



SIGN DOCUMENTS

We'll review and sign all required documents together.



FUNDS TRANSFERRED

Buyer's funds are transferred and the sale is official.



KEYS HANDED OVER

We'll hand over the keys and any access information to the buyer.



SALE RECORDED

The sale is recorded and ownership is officially transferred.



TIME TO CELEBRATE!

You did it! Let's celebrate your successful sale!

“

Closing isn't the end — it's the beginning of your next chapter.

Congratulations!

- J. Franklin Lloyd

SELLER ACTION ITEMS

- ✔ Bring a valid photo ID to closing.
- ✔ Review and sign all closing documents.
- ✔ Ensure utilities are scheduled for transfer.
- ✔ Leave house keys, garage remotes, and gate codes as agreed.
- ✔ Celebrate — you've earned it!



Watch the Video!

Scan the QR code to watch a short video that explains Step 8 in detail.



SCAN TO WATCH



PRO TIP

Once you close, review your final settlement statement to understand all costs and proceeds.

From contract to close, we did it together. Thank you for trusting me!



READY FOR WHAT'S NEXT?

Whether you're moving up, down, or investing, I'm here for your next move!

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STEP

9

AFTER THE SALE & BEYOND



J. FRANKLIN LLOYD
The Endurance REALTOR®

My commitment to you doesn't end at closing — I'm here for you *for life.*

OVERVIEW



The sale may be complete, but our relationship is just getting started. I'm here to support you, celebrate with you, and help you with whatever comes next on your journey.



A great REALTOR® helps you sell a home. **A trusted advisor helps you build a life.**

- J. Franklin Lloyd

WHAT TO EXPECT



ONGOING SUPPORT

I'm here for questions, referrals, and real estate advice anytime.



CLIENT APPRECIATION

You'll receive special treats, market updates, and exclusive invitations.



FUTURE PLANNING

Thinking about buying again, investing, or relocating? I can help.



REFERRALS THAT REWARD

Know someone who's thinking of buying or selling? I'd be honored to help them!



COMMUNITY CONNECTION

I'll keep you informed about local events, market trends, and more.



YOU'RE FAMILY

My business is built on lasting relationships — thank you for your trust!

SELLER ACTION ITEMS

- ✓ Update your address with important institutions.
- ✓ Plan your move and stay organized.
- ✓ Leave a review — your feedback means the world!
- ✓ Refer friends, family, and colleagues my way.
- ✓ Stay in touch — I'm always just a call or text away.



PRO TIP

The best clients become lifetime clients. Let's keep building something great together!

Thank you for allowing me to be part of your journey. I look forward to what's next for you!



READY FOR WHAT'S NEXT?

Whether you're buying, selling, investing, or just have questions, I'm here when you need me!



Watch the Video!

Scan the QR code to watch a short video that explains Step 9 in detail.



SCAN TO WATCH



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Wheaton, Illinois

THE RIGHT PEOPLE. THE RIGHT EXPERIENCE. THE RIGHT RESULTS.

Selling a home takes more than one professional it takes the right team. I've built relationships with trusted experts who can help make your move as smooth and stress-free as possible.



J. Franklin Lloyd
The Endurance REALTOR®

FEATURED TRUSTED PARTNERS

Professionals I've personally worked with and confidently recommend.



**TRUSTED
MORTGAGE ADVISOR**

Tina Abbatecola

VP of Mortgage Lending
Rate (Guaranteed Rate)
NMLS #192822

Whether you're purchasing your next home before selling, buying after closing, or simply exploring your financing options, Tina provides knowledgeable guidance and customized lending solutions to help you make confident financial decisions.

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- 312-391-2185 (Mobile)



**TRUSTED
REAL ESTATE ATTORNEY**

Jill Daniels

Jill Daniels Law, LLC

Providing experienced legal guidance and protection throughout every stage of your real estate transaction. From contract review to closing, Jill helps ensure your interests are protected while making the legal process as smooth as possible.

- 630-270-3393 (Telephone)
- 630-269-9203 (Cell)
- 630-214-7711 (Fax)
- Jill@JillDanielsLaw.com



Areas of Practice

- Residential Real Estate
- Collaborative Divorce
- Mediation

- Arbitration
- Estate Planning

ADDITIONAL RESOURCES AVAILABLE



PROFESSIONAL PHOTOGRAPHY

High-quality photos that highlight your home's best features.



HOME STAGING

Strategic staging to showcase your home and attract more buyers.



HANDYMAN SERVICES

Small repairs and improvements that make a big impact.



PROFESSIONAL CLEANING

A deep clean helps your home shine for showings.



LANDSCAPING

Curb appeal matters. Keep your outdoor spaces beautiful and inviting.



JUNK REMOVAL

Remove unwanted items and clutter for a clean, fresh start.



PACKING SERVICES

Professional packing makes your move easier and safer.



LOCKSMITH SERVICES

Rekeying, lock repairs, and added security for peace of mind.



PRE-LISTING INSPECTIONS

Identify potential issues and address them proactively.



PAINTING & TOUCH-UPS

A fresh coat of paint can make your home feel brand new.



TAX PROFESSIONALS

Guidance on capital gains and tax planning.



ESTATE SALE SERVICES

Organize and manage estate sales with compassion and care.



Every home has different needs.

If your sale requires a specialized service, I'll connect you with experienced professionals who match your specific situation and goals, helping make your move as smooth and stress-free as possible.

I'm here to make your selling experience smooth, successful, and stress-free.



My goal is simple:

surround you with the best resources so you can move forward with confidence and peace of mind.

J. Franklin Lloyd
The Endurance REALTOR®

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LET'S STAY CONNECTED!



SCAN TO CONNECT

THE FRANKLIN MARKETING ADVANTAGE

MAXIMUM EXPOSURE. STRONGER RESULTS.



J. FRANKLIN LLOYD
The Endurance REALTOR®

YOUR HOME DESERVES MORE THAN JUST AN MLS LISTING.

I combine proven real estate expertise with powerful digital marketing, creative content, and a storytelling approach that puts your property in front of more buyers, drives more engagement, and gets you the best possible results.

This is how I get homes SOLD.

FRANKLIN FRIDAYS

Market insights. Local exposure.
Community connection.

Weekly market update videos highlighting suburbs across Chicagoland. These build trust, educate buyers, and showcase your property to a highly engaged local audience.

FRANKLIN FINDS

Stunning home showcases.
More views. More buyers.

High-quality video tours and photo content that highlight your home's best features across platforms to attract serious buyers and create maximum impact.

QUITE FRANKLY

Real talk. Real estate.
Real value.

Short-form tips, advice, and real estate truths that position me as your go-to expert and keep your property top of mind with a broad audience.

A MULTI-PLATFORM STRATEGY THAT WORKS FOR YOU

Your home is promoted across multiple platforms and channels to reach more buyers, more often.

 YOUTUBE Long-form videos & home tours 2,000+ Views Per Video	 FACEBOOK Targeted posts & local ads 20,000+ People Reached Monthly	 INSTAGRAM Reels, stories & engaging content 15,000+ Impressions Monthly	 TIKTOK Short-form videos that go viral 10,000+ Views Monthly	 GOOGLE BUSINESS Profile optimization & local searches More Visibility. More Leads.	 EMAIL MARKETING Targeted updates to active buyers Direct Exposure to Serious Buyers
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**MORE EXPOSURE.
MORE INTEREST.
MORE OFFERS.
BETTER RESULTS.**

That's the Franklin Advantage.

READY TO GET YOUR HOME MAXIMUM EXPOSURE?

Let's put my proven marketing strategy to work for you and get your home the attention it deserves.

SCAN TO CONNECT



J. FRANKLIN LLOYD
The Endurance REALTOR®

FREQUENTLY ASKED QUESTIONS

Clear answers. Confident decisions.

Here are answers to some of the most common questions sellers ask.



1 HOW LONG DOES IT TAKE TO SELL A HOME?

The timeline varies based on market conditions, pricing, and location. On average, homes in the Chicagoland area sell in 30–45 days when priced strategically and marketed effectively.



6 SHOULD I MAKE REPAIRS BEFORE SELLING?

Not always. I'll help you prioritize repairs that deliver the best return on investment. Sometimes, homes sell just as well "as-is" with the right pricing and marketing.



2 HOW MUCH IS MY HOME WORTH?

A professional pricing strategy is key. I'll provide a comprehensive market analysis to determine the best listing price to attract buyers and maximize your return.



7 CAN I STAY IN MY HOME AFTER CLOSING?

Yes, in many cases! We can negotiate a post-closing occupancy that works for both you and the buyer.



3 HOW WILL YOU MARKET MY HOME?

I use a proven, multi-platform marketing strategy that includes professional photography, digital advertising, social media, video content, email campaigns, and more to reach serious buyers.



8 WILL BUYERS KNOW WHY I'M SELLING?

No. Your reason for selling is private and will never be shared with potential buyers.



4 DO I NEED TO BE HOME FOR SHOWINGS?

It's not required, but a tidy, welcoming home shows best when it's empty. I'll work with you to make showings as convenient and non-disruptive as possible.



9 WHAT DOCUMENTS DO I NEED TO PROVIDE?

I'll guide you through everything. Typically, you'll need your deed, mortgage payoff information, property tax bills, and any home improvement documents.



5 WHAT ARE THE COSTS OF SELLING?

Typical costs include real estate commissions, attorney fees, title insurance, and any agreed-upon repairs or credits. I'll break down all costs upfront so there are no surprises.



10 WHY SHOULD I WORK WITH YOU?

I combine local market expertise, a results-driven approach, and cutting-edge marketing to get your home sold for top dollar with the best possible experience from start to finish.

“Great questions lead to great results.”



STILL HAVE QUESTIONS?

I'm here to help! Let's connect and create a personalized plan to sell your home with confidence.



SCAN TO CONNECT

Wheaton, Illinois

847-757-0007

RealtorJFLloyd.com

EXPERIENCE. TRUST. RESULTS.

Thank you for trusting me to guide you through this important journey.

I LOOK FORWARD TO EARNING YOUR TRUST AND YOUR BUSINESS.



J. FRANKLIN LLOYD
 The Endurance REALTOR®
 EXPERIENCE. TRUST. RESULTS.

*More than a transaction.
 A lasting relationship.*



THANK YOU

for trusting me. ♥

Selling your home is more than a transaction—it's a major life decision and a new beginning. I'm truly honored that you're considering me to guide you through this journey.

My promise to you is simple: I will provide honest advice, clear communication, and relentless dedication every step of the way. I will treat your home with the care and respect it deserves and work tirelessly to achieve the best possible result for you.

From our first conversation to long after closing, I'm here for you.

Let's make your next move your best move.

YOU CAN COUNT ON ME FOR:



GUIDANCE YOU CAN TRUST

Honest advice and expert strategy to help you make confident decisions.



COMMUNICATION THAT MATTERS

I keep you informed every step of the way, so you're never in the dark.



RESULTS THAT MOVE YOU

A proven marketing plan designed to attract buyers and maximize your return.



RELATIONSHIPS THAT LAST

I'm here long after closing because your success is my success.

“Real estate is not just about property—it's about people, dreams, and new beginnings.”

Thank you again. I look forward to earning your trust and exceeding your expectations.

J. Franklin Lloyd
 The Endurance REALTOR®

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LET'S STAY CONNECTED!



📱 SCAN TO CONNECT



EXPERIENCE. TRUST. RESULTS.

THAT'S THE **FRANKLIN** ADVANTAGE.



J. Franklin Lloyd

The Endurance REALTOR®

Helping you make your next move
your *best* move.



LOCAL EXPERTISE

In-depth knowledge of
Chicago's western
suburbs and beyond.



MAXIMUM EXPOSURE

Strategic marketing that
gets your home in front of
more buyers.



TRUSTED ADVISOR

Honest guidance and clear
communication every step
of the way.



RESULTS DRIVEN

A proven approach
designed to get you the
best possible outcome.

Ready to make
YOUR NEXT MOVE?

Let's connect and get your
home sold with confidence.



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SCAN TO CONNECT

PROUDLY SERVING CHICAGO'S WESTERN SUBURBS AND SURROUNDING COMMUNITIES.

More than a transaction. | A lasting relationship.