

FROM LISTED

To Sold

YOUR HOME SELLERS GUIDE



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REAL ESTATE

PRESENTED BY CHRISTINA DOTSON



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WHY USE *an agent?*

Selling your home is a major milestone — one that involves financial decisions, emotional considerations, & strategic planning. Whether you're upsizing, downsizing, relocating, or simply ready for a change, this guide will walk you through the process with clarity & confidence.

As your estate agent, my commitment is to provide expert guidance, honest advice, & a seamless experience from valuation to completion.





It's nice to meet you!




Hi, I'm Christina Dotson & I am here to help you sell your home!

Choosing the right estate agent is about more than listings; it's about expertise, trust, & results.

I bring a deep understanding of the local property market, ensuring accurate valuations & strategic guidance that help you make informed decisions. My approach is tailored to each client, with a focus on listening carefully to your goals & delivering a service that is both efficient & transparent. With strong negotiation skills & a commitment to professional integrity, I consistently secure favorable outcomes while managing the process with precision from start to finish.



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REALTY



What I offer you

- ✓ A Free Home Valuation
- ✓ A Professional, Proven Marketing Strategy
- ✓ Dedicated Personalized Service
- ✓ Property Staging Advice
- ✓ An Honest & Fair Pricing Strategy



SELLER MISTAKES *to avoid*

Even in a strong market, a few common missteps can hold sellers back. Overpricing the home, skipping essential preparation, or limiting showing availability can reduce interest and slow momentum.

Overpricing the home

Setting the price too high can reduce interest, increase days on market, & ultimately lead to lower offers.

Skipping preparation and presentation

Neglecting repairs, cleaning, staging, or curb appeal can weaken first impressions & reduce buyer enthusiasm.

Limiting showing availability

Making it difficult for buyers to view the home can slow momentum & reduce the number of qualified offers.

Ignoring feedback from the market

Dismissing buyer or agent feedback can prevent you from making small adjustments that lead to stronger results.

Delaying communication

Slow responses during negotiations or escrow can frustrate buyers & jeopardize the deal.

Being inflexible with terms

Refusing reasonable requests — whether related to repairs, timelines, or minor concessions — can cause a strong buyer to walk away.

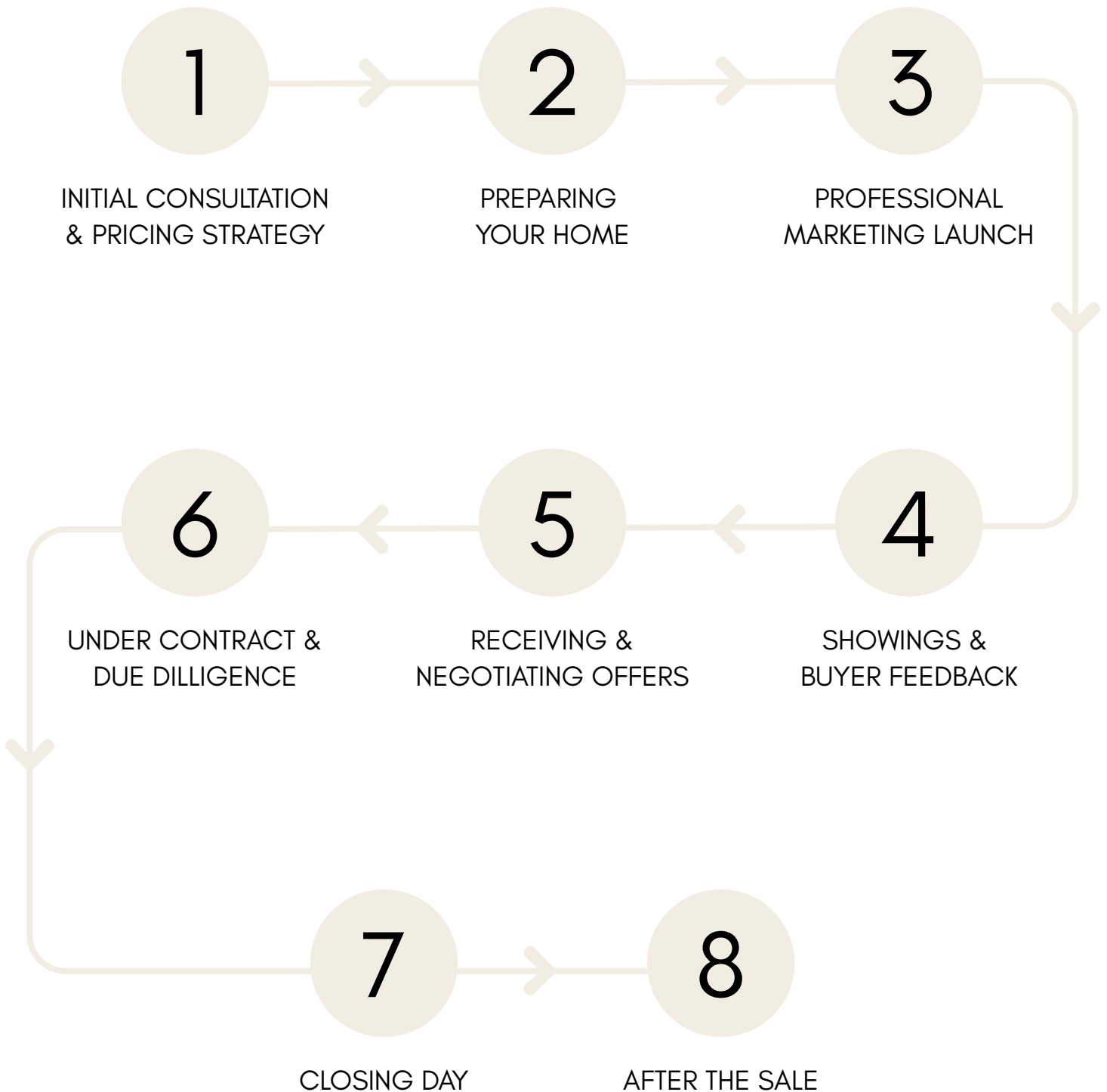
Overlooking contract details

Missing deadlines, misunderstanding contingencies, or failing to complete required tasks can create avoidable complications.

Letting emotions drive decisions

Selling a home is personal, but emotional reactions can cloud judgment & impact strategy.

YOUR HOME SELLING *Roadmap*





YOUR HOME SELLING

Roadmap - in detail

1

INITIAL CONSULTATION & PRICING STRATEGY

We start with a conversation about your goals, timeline, & expectations. I'll review your home, analyze comparable sales, & craft a pricing strategy designed to attract strong buyers while maximizing your return.

2

PREPARING YOUR HOME

Before we hit the market, we'll make sure your home shines. This may include:

- Light repairs or touch-ups
- Decluttering & depersonalizing
- Professional staging recommendations
- Pre-listing inspections (optional but often helpful)

My team & I guide you through every step so your home presents at its absolute best.

3

PROFESSIONAL MARKETING LAUNCH

Once your home is ready, we roll out a full marketing plan that may include:

- Professional photography & videography
- Floor plans & virtual tours
- Social media promotion
- Targeted online advertising
- Email campaigns to buyers & agents
- Open houses & private showings

The goal is simple: maximum exposure to the right buyers.



4

SHOWINGS & BUYER FEEDBACK

As buyers tour your home, I'll coordinate all appointments, gather feedback, and keep you updated. You'll always know how the market is responding and whether any adjustments are needed.

5

RECEIVING & NEGOTIATING OFFERS

When offers come in, I'll break down the terms, highlight strengths & risks, & negotiate on your behalf to secure the best possible price & conditions. My job is to protect your interests & position you for a successful closing.

6

UNDER CONTRACT & DUE DILLIGENCE

Once we accept an offer, the buyer will complete inspections, appraisals, & financing steps. I'll manage the timeline, coordinate with all parties, & ensure every requirement is met on schedule.

7

CLOSING DAY

On closing day, you'll sign the final documents, hand over the keys, & officially complete the sale. I'll make sure you're fully prepared & supported through the final steps.

8

AFTER THE SALE

Even after closing, I remain a resource for anything you need — from moving recommendations to your next purchase. My goal is to be your real estate partner long after the transaction ends.

COMMON CHALLENGES WHEN SELLING A HOME –

and how I can help

Selling a home is an exciting milestone, but it can also come with a few hurdles along the way. Understanding these challenges upfront helps set clear expectations & ensures we're prepared to handle anything that comes our way. Here are some of the most common obstacles sellers may encounter – & how I help guide you through them.

Pricing the Home Correctly

One of the biggest challenges is finding the right balance between maximizing your return & staying competitive in the market.

- Price too high, & you risk sitting on the market.
- Price too low, & you may leave money on the table.

I use real-time market data, neighborhood trends, & a strategic pricing approach to position your home for success from day one.

Attracting the Right Buyers

Not all marketing is created equal. Without strong exposure, even a great home can be overlooked. Common issues include:

- Poor-quality photos
- Limited online visibility
- Weak listing descriptions
- Minimal agent-to-agent outreach

My marketing strategy ensures your home reaches the widest & most qualified audience possible.

Preparing the Home for Market

Buyers form opinions quickly, & presentation matters. Challenges may include:

- Decluttering or depersonalizing
- Completing repairs
- Deciding whether to stage
- Managing timelines around work, kids, or moving

I help prioritize what truly impacts value so you don't waste time or money on unnecessary updates.

Navigating Showings & Feedback

Showings can be disruptive, especially if you're still living in the home. Challenges may include:

- Coordinating schedules
- Keeping the home "show-ready"
- Managing pets
- Interpreting buyer feedback

I streamline scheduling, communicate clearly, & help you understand what the market is telling us.



Handling Low or Complicated Offers

Not every offer is straightforward. You may encounter:

- Lowball offers
- Buyers with contingencies
- Requests for seller credits
- Competing offers that require strategic negotiation

My role is to protect your interests, negotiate confidently, & secure the strongest terms possible.

Emotional Stress & Decision Fatigue

Selling a home is both a financial & emotional process. It's normal to feel:

- Overwhelmed by decisions
- Attached to the home
- Anxious about timing or moving

I'm here to provide clarity, support, & steady guidance so you never feel like you're navigating this alone.

Inspection & Appraisal Hurdles

Even after accepting an offer, challenges can arise. Common issues include:

- Inspection findings that spark renegotiation
- Appraisals coming in lower than expected
- Financing delays on the buyer's side

I manage these steps closely, keeping the transaction on track & advocating for fair solutions.



Every challenge has a solution — & with the right preparation, strategy, & representation, the selling process becomes far more predictable & manageable. My job is to anticipate obstacles before they arise & guide you through each step with confidence and care.

SELLER READINESS: PREPARING YOURSELF

For a successful sale

Selling a home is more than a financial decision — it's a transition, a moment of recalibration, & often the beginning of a new chapter. Before we step into pricing strategies, marketing plans, & timelines, it's important to pause & reflect. A successful sale starts with clarity: clarity about your goals, your expectations, & your readiness for the journey ahead.

By asking yourself the right questions now, you create a foundation that supports every decision we'll make together — from how we prepare your home to how we negotiate your best possible outcome.



PREPARING YOUR HOME

for sale



Creating a Market-Ready First Impression

Buyers don't fall in love with a property by accident — they respond to clarity, comfort, & possibility. A well-prepared home signals care, confidence, & value, often translating into stronger offers & shorter days on market. My goal is to help you present your home in a way that feels intentional & elevated.

Decluttering With Purpose

A streamlined space photographs better, feels larger, & allows buyers to imagine their own lives unfolding inside it.

- Remove excess items from surfaces & storage areas
- Edit closets to 50–60% capacity
- Pre-pack non-essential belongings to create visual calm

Strategic Staging

Staging isn't decoration — it's storytelling. It highlights flow, scale, & lifestyle.

- Rearrange furniture to open pathways
- Add greenery or simple décor to soften spaces
- Use neutral palettes to appeal to a wider audience

Minor Repairs Make a Major Difference

Small imperfections can distract buyers from the home's strengths.

- Touch-up paint
- Fix squeaky hinges, loose handles, or cracked caulking
- Replace burnt-out bulbs with warm, consistent lighting

Deep Cleaning

Think of this stage as preparing a boutique suite — crisp, fresh, & inviting.

- Professional cleaning (floors, windows, kitchens, baths)
- Neutralizing odors
- Refreshing linens, towels, & soft goods



QUESTIONS EVERY HOME SELLER SHOULD *ask themselves*



Why am I selling, and what outcome do I truly want?

Understanding your core motivation clarifies everything else — pricing, timing, negotiation style, & even how much preparation you're willing to invest.

- Am I selling to upgrade, downsize, relocate, or free up equity
- Do I need a fast sale, or is maximizing price my top priority

What is my ideal timeline?

Your timeline influences pricing strategy, marketing intensity, & how we position your home.

- Do I have flexibility, or is there a firm deadline
- How does my timeline align with market seasonality

Is my home truly ready for today's buyers?

Buyers respond to move-in-ready homes.

- What repairs, updates, or cosmetic improvements should I complete
- How does my home compare to others currently on the market

Am I emotionally prepared to sell?

Letting go of a home can be surprisingly emotional.

- Am I ready for feedback, showings, & negotiations
- Can I view the sale as a business decision rather than a personal critique



What price range am I comfortable listing in?

Pricing is strategic, not sentimental.

- Am I open to data-driven pricing
- How will I respond if the market suggests a different value than I expected

How involved do I want to be in the process?

Some sellers prefer a hands-off experience; others want to be deeply engaged.

- Do I want full-service guidance
- How much communication do I expect throughout the process

What is my plan if the home sells quickly – or slowly?

Preparing for both scenarios reduces stress.

- Do I have a backup plan for temporary housing
- Am I financially prepared for carrying costs if the sale takes longer

What are my non-negotiables?

Knowing your boundaries helps us negotiate confidently.

- Minimum acceptable price
- Preferred closing date
- Items I want to keep or exclude from the sale

How will selling this home support my next chapter?

Every sale is a transition.

- What does the next phase of my life look like
- How can this sale set me up for success

As we move forward, we'll use your answers as a guide. They'll shape our strategy, inform our decisions, & ensure that the sale of your home supports the next chapter you're building. You're not just selling a property – you're setting the stage for what comes next, & I'm here to help you make that transition as smooth and successful as possible.





THE ART & BENEFITS *of staging your home to sell*

Staging is more than decorating — it's a strategic art form designed to help buyers instantly connect with your home. In today's competitive market, first impressions matter more than ever. Thoughtful staging highlights your home's best features, creates emotional appeal, & positions your property to stand out from the moment buyers walk through the door.

The art of staging

Creating a Vision

Staging helps buyers imagine how they could live in the space. By using clean lines, balanced layouts, and inviting accents, we create a lifestyle narrative that feels aspirational yet attainable.

Showcasing Space & Flow

A well-staged home feels open, bright, and easy to navigate. Strategic furniture placement enhances room size, improves flow, and draws attention to architectural details that might otherwise be overlooked.

Neutralizing Without Losing Warmth

The goal isn't to strip your home of personality — it's to create a universally appealing canvas. Soft neutrals, layered textures, and subtle décor help buyers focus on the home itself, not the items in it.

Highlighting Key Selling Points

Whether it's a stunning view, a spacious kitchen, or a serene primary suite, staging directs the eye to what matters most. Every design choice is intentional.



The benefits of staging

Higher Perceived Value

Staged homes consistently appear more polished & well-maintained. This often leads buyers to perceive the home as more valuable, which can translate into stronger offers.

Faster Market Time

Homes that are staged typically spend less time on the market. When buyers feel an emotional connection, they act quickly – & staging helps create that spark.

Stronger Online Presence

Most buyers begin their search online. Professional staging paired with high-quality photography ensures your home looks exceptional on every platform, increasing clicks, showings, & interest.

Helps Buyers Visualize Potential

Empty or cluttered rooms can be confusing. Staging gives buyers a clear sense of scale, purpose, & possibility, making it easier for them to imagine the home as their own.

Reduces Objections

When a home feels inviting & well-presented, buyers are less likely to fixate on minor flaws. Staging shifts the focus from imperfections to overall appeal.

Competitive Advantage

In a market where buyers have options, staging sets your home apart. It signals care, quality, & readiness – all of which build buyer confidence.

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A high-quality photograph of a modern bathroom. On the left, a glass-enclosed shower with a marble wall and a patterned mosaic tile floor is visible. In the center and right, a white vanity with a marble countertop and two sinks with chrome faucets is shown. A large mirror is mounted above the vanity, reflecting the shower area. The overall aesthetic is clean, bright, and sophisticated.

TOP TEN STAGING MISTAKES TO *Avoid*

Staging is one of the most effective ways to elevate your home's appeal — but a few common missteps can work against you. Avoiding these pitfalls ensures your home feels inviting, spacious, and market-ready from the moment buyers walk in.



Thoughtful staging isn't about perfection — it's about creating a polished, welcoming environment that helps buyers fall in love with your home. By sidestepping these common pitfalls, you position your property to stand out, photograph beautifully, & attract stronger offers.

1 Over-Personalizing the Space

Family photos, bold artwork, & unique décor can distract buyers. Goal: Create a neutral environment where anyone can imagine themselves living.

2 Leaving Too Much Furniture

Crowded rooms feel smaller. Solution: Remove oversized or unnecessary pieces to open up the space & improve flow.

3 Ignoring Curb Appeal

Buyers form opinions before they even step inside. Fix: Fresh landscaping, a clean entryway, & updated lighting make a powerful first impression.

4 Poor Lighting

Dim or mismatched lighting can make rooms feel dull. Tip: Use warm, consistent bulbs & maximize natural light by opening blinds & curtains.

5 Neglecting Odors

Strong scents — good or bad — can be off-putting. Approach: Keep the home fresh, clean, & lightly scented without overpowering fragrances.

6 Cluttered Countertops & Surfaces

Too many items make spaces feel chaotic. Rule: Clear kitchen & bathroom counters completely, leaving only 1-2 intentional décor pieces.

7 Forgetting to Define Each Room's Purpose

Ambiguous spaces confuse buyers. Strategy: Clearly stage each room — office, guest room, gym — so buyers understand its potential.

8 Overlooking Small Repairs

Loose handles, scuffed walls, & minor flaws signal neglect. Impact: Buyers may assume larger issues exist. Quick fixes go a long way.

9 Using Distracting Décor

Bright colors, busy patterns, or oversized art can steal attention. Better Choice: Neutral tones, simple textures, & balanced accessories.

10 Not Keeping the Home "Show-Ready"

Buyers often schedule last-minute showings. Reminder: Maintain daily tidiness — beds made, dishes put away, floors clean — to avoid rushed prep.

HOME STAGING CHECKLIST

Preparing your home to shine



Staging is all about creating a warm, welcoming environment that helps buyers instantly imagine themselves living in your home. Use this checklist to guide your preparation room by room.

Whole home essentials

- Remove personal photos & highly specific décor
- Declutter surfaces, shelves, & storage areas
- Deep clean floors, windows, & baseboards
- Replace burnt-out light bulbs with warm, consistent lighting
- Open blinds & curtains to maximize natural light
- Neutralize strong scents; use subtle, fresh fragrances
- Hide cords, remotes, & everyday items
- Add simple greenery or fresh flowers for warmth
- Touch up paint where necessary

Exterior & curb appeal

- Mow lawn, trim bushes, & remove weeds
- Power wash walkways & exterior if needed
- Add fresh mulch or simple potted plants
- Clean or repaint the front door
- Replace worn doormats & update house numbers if needed
- Ensure outdoor lighting works properly
- Store away hoses, tools, & outdoor clutter
- Paint any walls or trim. Stain fences if needed



LIVING ROOM

- Remove oversized or excess furniture to open the space
- Arrange seating to create a natural conversation area
- Add neutral throw pillows or a light blanket for texture
- Clear coffee tables except for 1-2 simple décor pieces
- Hide toys, magazines, & personal items

BATHROOMS

- Clear countertops of all personal products
- Add fresh white towels & a simple soap dispenser
- Clean grout, mirrors, & glass thoroughly
- Remove bath mats unless they enhance the space
- Hide trash cans, plungers, & cleaning supplies
- Add a small plant or candle for a spa-like feel

FINISHING TOUCHES

- Turn on all lights
- Open blinds & curtains
- Set thermostat to a comfortable temperature
- Add a light, neutral scent (nothing overpowering)
- Tidy up pet items & remove pets from the home if possible
- Do a quick walk-through to ensure everything feels open and inviting

KITCHEN

- Clear countertops completely except for 1-2 stylish items
- Organize pantry & cabinets (buyers peek!)
- Remove magnets, notes, & clutter from the fridge
- Clean appliances inside & out
- Add a bowl of fresh fruit or a small plant for color
- Store away dish racks, sponges, & trash bins if possible

BEDROOMS

- Make beds with crisp, neutral bedding
- Remove excess furniture to maximize floor space
- Clear nightstands except for a lamp & one décor item
- Organize closets; aim for 50% empty space
- Store away personal items, clothing piles, & electronics

OFFICE / FLEX SPACE

- Keep desks clear & organized
- Remove paperwork & personal documents
- Add a simple chair, lamp, & minimal décor
- Define the room's purpose clearly (office, gym, guest room, etc.)

OUR PRICING

Strategy

Pricing your home correctly from the start is one of the most important decisions we'll make together. A well-crafted pricing strategy doesn't just determine how much your home sells for – it influences how quickly it sells, how many buyers it attracts, & how much leverage you have during negotiations. Here's how I approach pricing with precision & purpose.





OUR PRICING STRATEGY

Comprehensive Market Analysis

I begin by analyzing:

- Recent comparable sales
- Active listings (your competition)
- Pending sales (real-time market movement)
- Neighborhood trends & buyer demand

This gives us a clear picture of where your home fits within the current market landscape.

Evaluating Your Home's Unique Value

Every home has features that set it apart. I assess:

- Condition & upgrades
- Layout & functionality
- Lot size, views, & natural light
- School district & neighborhood appeal
- Recent improvements or renovations

This helps us identify the strengths we can leverage – & any factors we need to account for.

Strategic Pricing Position

The goal is to price your home where it attracts the largest pool of qualified buyers while still maximizing your return. A strong pricing strategy:

- Generates early interest & momentum
- Encourages multiple offers
- Reduces time on market
- Positions your home competitively without undervaluing it

We aim for a price that feels compelling, not inflated – because the market rewards well-priced homes with stronger offers.

Understanding Buyer Psychology

Buyers shop in price brackets. By positioning your home within the right bracket, we:

- Increase visibility
- Capture more online searches
- Compete effectively with similar homes
- Avoid being overlooked due to misaligned pricing

This is where strategy meets psychology.

OUR PRICING STRATEGY

Monitoring Market Response

Once we hit the market, I closely track:

- Showing activity
- Online engagement
- Buyer feedback
- Competing listings & new inventory

If the market signals that adjustments are needed, we respond quickly & strategically — always with your goals in mind.

Leveraging Momentum

The first 7-14 days are critical. A well-priced home:

- Creates urgency
- Attracts serious buyers
- Sets the stage for strong negotiations

My goal is to position your home so that buyers feel confident acting quickly.

Negotiation Advantage

A smart pricing strategy gives us leverage when offers come in. It allows us to:

- Push for stronger terms
- Navigate multiple-offer situations
- Counter strategically
- Protect your bottom line

Pricing isn't just about the number — it's about the power it gives us at the negotiation table.

A thoughtful, data-driven pricing strategy is the foundation of a successful sale. With the right price, your home attracts more buyers, sells faster, & ultimately achieves the strongest possible outcome.





HOW WE SHOWCASE YOUR *Home*

In today's digital-first real estate market, buyers fall in love with a home long before they ever step inside. High-quality photography & video are essential tools that shape that first impression, capture attention, & highlight your home's best features. When done well, they elevate your listing from "just another property" to a must-see home.



PROFESSIONAL PHOTOGRAPHY

Professional photographers understand lighting, angles, & composition. They know how to make rooms feel bright, spacious, & inviting – even in challenging spaces. Most buyers begin their search online. High-quality images increase clicks, engagement, & showing requests, giving your home a competitive edge from the start.



PROFESSIONAL VIDEOGRAPHY

Video tours & walkthroughs offer a dynamic, immersive experience. Buyers can see how rooms connect, how the home flows, & what it feels like to move through the space. Video content performs exceptionally well on social media & listing platforms, increasing visibility & attracting more potential buyers – including those relocating from out of town.



AERIAL PHOTOGRAPHY

Aerial photography has become one of the most powerful tools in modern real estate marketing. By capturing your home from above, we're able to highlight features, perspectives, & lifestyle elements that traditional photography simply can't convey. It's a dynamic way to elevate your listing & make a memorable first impression.



PROPERTY BROCHURES

In an age where most buyers begin their search online, printed brochures may seem like a small detail – but they play a powerful role in creating a memorable, high-quality impression. A beautifully designed brochure turns your home into something buyers can hold, revisit, & connect with long after they've left the showing.

Printed brochures signal professionalism & care. When buyers walk into a home and see a polished, well-designed brochure, it immediately elevates their perception of the property and the overall experience.

YOUR COMPREHENSIVE *Marketing Plan*

Selling a home requires more than simply placing it on the MLS — it demands a thoughtful, multi-layered marketing strategy designed to maximize exposure, attract qualified buyers, & create strong demand. My marketing plan blends high-quality presentation, targeted outreach, & modern digital tools to ensure your home stands out in today's competitive market.



YOUR MARKETING

Plan

Pre-Market Preparation

Before we go live, I help you prepare your home so it makes the best possible first impression. This includes staging guidance, recommendations for light repairs or touch-ups, & coordination with trusted vendors such as cleaners, painters, & landscapers. The goal is to present a polished, inviting home that captures buyer attention immediately.

Professional Photography & Videography

High-quality visuals are the foundation of effective marketing. I work with professional photographers & videographers to capture your home in its best light, using bright, crisp interior & exterior images, cinematic video walkthroughs, & lifestyle shots that highlight the details buyers love. When appropriate, twilight photography adds an elevated, magazine-worthy feel.

Aerial Drone Photography

Aerial imagery provides a perspective that traditional photography can't. It showcases the full property, the neighborhood, outdoor features, & the overall setting. This is especially valuable for homes with large lots, unique layouts, or scenic surroundings.

Compelling Listing Description

Every home has a story. I craft a narrative that highlights your home's best features, upgrades, & lifestyle benefits. The goal is to create an emotional connection that inspires buyers to schedule a showing.

MLS Exposure & Syndication

Once your listing goes live, it is published on the MLS & automatically syndicated to major real estate platforms such as Zillow, Realtor.com, Redfin, & brokerage websites across the region. This ensures maximum visibility & immediate exposure to active buyers.



Targeted Digital Marketing

To reach buyers where they spend their time, I use targeted digital advertising across platforms like Facebook, Instagram, & YouTube. Geo-targeted campaigns, boosted posts, & email marketing help expand your reach & attract qualified buyers, including those relocating from out of the area.

Print Marketing & In-Home Materials

Beautifully designed brochures, feature sheets, flyers, floor plans, & eye-catching, well positioned signage enhance the in-person experience. These materials give buyers something tangible to take with them, helping your home stay top-of-mind long after the showing ends.

Open Houses & Private Showings

I create a welcoming, polished environment for every visitor. From weekend open houses to private, appointment-only tours, each showing is designed to highlight your home's strengths & encourage buyers to envision themselves living there. I follow up with every interested party to maintain momentum & gather valuable feedback.

Agent-to-Agent Networking

I actively promote your home within the real estate community through direct outreach, email campaigns, & professional networks. More agent awareness means more buyer traffic – & more opportunities for strong offers.

Ongoing Market Monitoring

Once we're live, I closely track showing activity, online engagement, competing listings, & market shifts. This allows us to adjust strategy quickly & stay ahead of the competition, ensuring your home remains positioned for success.

The Result

A marketing plan that is intentional, polished, and designed to deliver maximum exposure – ultimately helping your home sell faster and for the strongest possible price.

OFFERS & *Negotiations*

When offers come in, we evaluate more than the price. Terms, timelines, contingencies, and buyer strength all shape the true value of an offer. My role is to guide you through each option with clarity, negotiate strategically on your behalf, and ensure you move forward with the offer that best aligns with your goals.





OFFERS - WHAT *to consider*

While price often gets the most attention, the true strength of an offer is shaped by several additional factors. Financing type, proof of funds, and the buyer's overall reliability can significantly influence how smoothly a transaction moves forward.

Financing Strength: The buyer's loan type, down payment, & proof of funds can influence how smoothly the transaction moves forward.

Cash Buyer: This can be more appealing than a finance offer as you don't need to worry about bank loan approval.

Contingencies: Inspection, appraisal, loan approval, or home-sale contingencies can add risk or delay the timeline.

Closing Timeline: Flexibility around closing dates, rent-backs, or quick possession can be just as valuable as price depending on your needs.

Closing Costs: An offer might come in high, however the buyer asks that you pay a percentage of their closing costs.

Buyer Motivation: Highly motivated buyers tend to be more responsive, cooperative, and committed to closing.

Buyer Letter: If you have an emotional attachment to your home, this can help assure you your home will be loved.

THE NEGOTIATION Process



WE CAN

1

- **ACCEPT THE OFFER**
- **DECLINE THE OFFER**
The offer isn't close enough to your expectations & you do not wish to negotiate.
- **COUNTER-OFFER**
When you decide to offer different terms to the buyer.

THE
BUYER CAN

2

- **ACCEPT THE COUNTER-OFFER**
- **DECLINE THE COUNTER-OFFER**
- **COUNTER THE COUNTER-OFFER**
You can negotiate as much as you want until an offer is agreed or either party chooses to walk away.

OFFER
ACCEPTED

3

- **OFFER IS ACCEPTED**
The Purchase Agreement is signed & you are now officially under contract! This is called the Contingency Period.

It is now time for the appraisals, inspections, & anything else that you agreed to under the contract terms, to take place.



INSPECTIONS & *Appraisals*

Inspections & appraisals are two key checkpoints in the selling process, each serving a different purpose but both designed to protect the buyer, the lender, & ultimately the integrity of the transaction. Understanding how they work – & what to expect – helps you move through this stage with confidence.

INSPECTION

The home inspection is typically the buyer's opportunity to take a closer look at the property's condition. A licensed inspector evaluates the major systems, structure, & safety components of the home, providing a detailed report of any issues. While no home is perfect, the goal is transparency. Depending on the findings, buyers may request repairs, credits, or adjustments. My role is to help you navigate these conversations strategically, focusing on solutions that keep the deal moving while protecting your bottom line.

APPRAISAL

The appraisal, on the other hand, is conducted by a neutral, licensed professional hired by the buyer's lender. Their job is to determine the home's fair market value based on comparable sales, condition, & market trends. If the appraisal comes in at or above the contract price, we move forward smoothly. If it comes in lower, we explore options – from renegotiation to providing additional supporting data – to keep the transaction on track.

Together, inspections & appraisals ensure the sale is grounded in clarity & fairness. With the right preparation & guidance, these steps become manageable milestones rather than obstacles, helping you move confidently toward closing.

CLOSING

Day

Closing Day is the moment everything comes together – the preparation, the marketing, the negotiations, & the countless decisions along the way. It's the final step in transferring ownership, & while the process is structured, it should feel smooth & celebratory when handled with care.





CLOSING DAY

what to expect

YOUR COSTS

- Real estate agent fees
- Title insurance policy
- Home warranty
- Remaining balance on mortgage
- Unpaid assets on your property
- Any unpaid assessments, penalties, or claims against your property
- Property taxes (split with buyer)

WHAT TO BRING

- ✓ Government Issued Photo ID
- ✓ House Keys
- ✓ Garage Openers
- ✓ Mailbox Keys

Final Document Review

Before anything is signed, the closing team prepares the final settlement statement, title documents, & transfer paperwork. You'll have the opportunity to review these details to ensure everything is accurate & aligned with the agreed-upon terms.

Signing the Closing Documents

You'll sign the required seller documents – typically including the deed, settlement statement, & a few disclosures. This part is straightforward & usually takes only a short time.

Buyer Signs Their Documents

The buyer completes their side of the paperwork, including loan documents if they're financing the purchase. This step often happens around the same time or shortly after your signing.

Funds Are Finalized & Released

Once all signatures are complete, the buyer's lender releases the funds to the closing agent. After verification, your proceeds are disbursed according to your instructions – usually via wire transfer or check.

Transfer of Ownership

The closing agent records the deed with the local jurisdiction, officially transferring ownership to the buyer. This is the moment the sale becomes legally complete.

Handover of Keys & Access Items

You'll provide keys, remotes, codes, & any other access devices. Some sellers hand these over at signing; others coordinate with the agent once recording is confirmed.

Confirmation & Completion

Once recording is verified & funds are released, the transaction is officially closed. You'll receive confirmation, & the buyer receives possession based on the agreed-upon timeline.

SELLERS CLOSING DAY

Checklist

- ✓ **Review your final settlement statement**
Confirm the numbers, credits, & closing costs match what you've agreed to.
- ✓ **Bring a valid photo ID**
Required for signing & final verification.
- ✓ **Sign all seller documents**
This typically includes the deed, settlement statement, & a few disclosures.
- ✓ **Confirm wiring instructions for your proceeds**
Double-check account details to ensure funds are sent securely & accurately.
- ✓ **Prepare keys & access items**
Gather all house keys, fobs, garage remotes, mailbox keys, gate cards, & any smart-home codes.
- ✓ **Leave any required documents for the buyer**
This may include appliance manuals, warranties, receipts for recent repairs, or HOA information.
- ✓ **Complete any agreed-upon repairs**
Ensure all negotiated repairs are finished & receipts are available if needed.
- ✓ **Do a final walkthrough of the property**
Confirm the home is clean, empty (unless otherwise agreed), & ready for the buyer.
- ✓ **Coordinate move-out timing**
Follow the possession timeline outlined in the contract – whether immediate, delayed, or rent-back.
- ✓ **Await confirmation of recording**
Once the deed is officially recorded & funds are released, the sale is complete.

FINAL STEPS

for sellers

Start by planning your move-out timeline around the possession date — whether that's at closing, after recording, or as part of a negotiated rent-back. From there, begin organizing your belongings, scheduling movers, & arranging for any services you'll need, such as cleaners or haulers. As you pack, make sure all personal items are removed, including anything stored in attics, garages, sheds, or outdoor areas.

Before you leave, complete any agreed-upon repairs & gather important documents for the buyer, such as appliance manuals, warranties, & receipts. Do a final walkthrough of the home to ensure it's clean, empty, & in the condition promised. Don't forget to collect and label all keys, remotes, fobs, gate cards, & access codes so the buyer can settle in without interruption.

- ✓ **Confirm your move-out date**
Make sure your timeline aligns with the possession terms in the contract — whether it's at closing, after recording, or part of a rent-back agreement.
- ✓ **Schedule movers & cleaning services**
Arrange professional movers, cleaners, or haulers early to avoid last-minute stress.
- ✓ **Remove all personal belongings**
Clear every space — closets, cabinets, drawers, the garage, attic, basement, outdoor storage, & side yards.
- ✓ **Cancel all policies**
After Title Transfer, contact your insurance agent to cancel your policy so you can receive a refund of any unpaid premiums.
- ✓ **Take Out All Trash and Recycling**
Leave the home clean & free of debris for the buyer's arrival.
- ✓ **Disconnect or transfer utilities**
Schedule final readings & transfer or cancel services like electricity, gas, water, internet, & trash.
- ✓ **Forward your mail**
Update your address with the postal service, subscriptions, banks, & any essential accounts.
- ✓ **Do a final walkthrough of the home**
Ensure the property is clean, empty, & in the condition promised in the contract. Double-check nothing is left behind. Look inside appliances, behind doors, in drawers, & in storage areas one last time.
- ✓ **Secure the Property**
Close windows, lock doors, turn off lights, & ensure the home is safe & ready for handoff.



FREQUENTLY ASKED

Questions

Selling a home comes with plenty of moving parts, and it's natural to have questions along the way. These are some of the topics sellers ask about most – from preparation & pricing to negotiations, timelines, & closing. Think of it as a quick, reliable reference designed to give you confidence at every stage of the process, with straightforward answers that help you make informed decisions & move forward with ease.

How long will it take to sell my home?

Timing depends on market conditions, pricing strategy, & property preparation. With strong positioning & effective marketing, most homes attract serious interest within the first one to two weeks.

Do I need to make repairs before listing?

Not always. Some repairs can improve your home's appeal & value, while others may not be necessary. I'll help you identify what's worth addressing & what buyers in your market typically expect.

Should I stage my home?

Staging can significantly enhance first impressions & help buyers visualize the space. Even simple adjustments – decluttering, rearranging furniture, or adding a few key accents – can make a meaningful impact.

How do showings work?

Showings are scheduled in advance & coordinated to minimize disruption. You'll receive notice before each appointment, & we'll work together to create a schedule that fits your lifestyle.

What happens if I receive multiple offers?

We'll review each offer carefully, comparing price, terms, contingencies, & buyer strength. From there, we'll choose the strategy that best supports your goals – whether that's accepting, countering, or inviting improvements.



Do I have to accept the highest offer?

No. The strongest offer is the one that best aligns with your priorities – price, terms, timeline, & certainty of closing. Sometimes a slightly lower offer may be cleaner or more reliable.

What costs will I be responsible for as a seller?

Typical seller costs include agent commissions, title fees, & any agreed-upon repairs or credits. You'll receive a detailed estimate before listing & a final settlement statement before closing.

What happens during the inspection?

A licensed inspector evaluates the home's condition on behalf of the buyer. Depending on the findings, the buyer may request repairs or credits. I'll guide you through any negotiations that follow.

What if the appraisal comes in low?

We'll explore options – from providing additional comparable sales to renegotiating terms – to keep the transaction on track. Many low appraisals can be resolved with the right strategy.

When do I need to move out?

Your move-out date depends on the possession terms in the contract. Some sellers move out at closing, others after recording, & some negotiate a rent-back period for added flexibility.

When do I receive my proceeds?

Once the closing documents are signed & the sale is recorded, your proceeds are released – typically the same day or the next business day, depending on the timing of recording & your bank.





Christina
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Thank You!

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