

SELLING GUIDE

THE COMPLETE GUIDE TO SELLING A HOME



NOELLE B.
COLLECTIVE



YOUR GUIDE TO SELLING IN THE TODAY'S MARKET

Selling a home requires expertise. As your Realtor through my network of luxury clients, community connections, and a custom, multi-channel marketing approach, I will help you articulate, position, and share the unique story of your property.

Every listing has a story and my marketing strategy enables us to target and strategically share that story.

In today's market having an eye on the future and innovation is a must, and staying ahead of market trends. My commitment to you is to provide exceptional service and deliver results.

MEET ANIYAH

Hi, I'm Aniyah Frazier, a newly licensed Real Estate Broker bringing a strategic, client-first approach to every transaction. With advanced broker-level education and training, I'm prepared to help my clients navigate real estate with knowledge, confidence, and a strong focus on protecting their best interests.

My service goes beyond opening doors and writing offers. I provide hands-on guidance from the very beginning—helping you prepare for financing, find the right property or investment opportunity, negotiate with purpose, navigate the details of the transaction, and get successfully to the closing table.

And my work doesn't end when you get the keys. After closing, I'll continue guiding you through the right next steps to help protect your real estate assets, including how options such as trusts may fit into your long-term plans.

Whether you're buying, selling, or investing, my goal is to be more than your Realtor. I want to be the real estate professional you can rely on as you build wealth, protect what you've worked for, and make your next move with confidence.

Sold on Service. Driven by Results.



THEPOWERHOUSE
— REALTY GROUP —

THE PROCESS OF SELLING YOUR HOME

PAPERWORK

DE-CLUTTER

STAGING

PROFESSIONAL PHOTOS

MARKETING

ON THE MARKET

SHOWINGS

OFFER NEGOTIATED & ACCEPTED

INSPECTION

APPRAISAL

FINAL WALKTHROUGH

CLOSING



PRICING YOUR HOME TO SELL

- A listing generates the most interest for buyers when it first goes on the market. Correct pricing is key
- Starting too high and dropping the price can hurt your listing
- Buyers are often hesitant to buy homes that have been sitting on the market
- Competitive pricing generates the most showings and offers



WHAT AFFECTS MARKET VALUE

PHYSICAL ASPECTS OF THE PROPERTY

- Location, age, size of house and lot, condition, floor plan, updates to home & it's architectural style

CURRENT MARKET CONDITIONS

- Interest rates
- Buyer demand
- Recently sold properties

COMPETITION

- The similar properties for sale in the area

DE-CLUTTER & STAGING

- The majority of buyers are seeking out properties that are "move-in" ready. De-cluttering & staging helps them visualize themselves living in your space
- Staged homes on average sell 3X faster
- Staged homes help to increase perceived value
- Listing photos are really a first "showing" for prospective buyers. It's important to have professional photos that make a great first impression

ATTRACTING BUYERS

KITCHEN

- Remove items from counters to create more space
- Declutter
- Clear off the refrigerator of any magnets or items
- Add fresh flowers and plants
- Clean the garbage disposal
- Paint
- Deep clean

BATHROOMS

- Repair dripping faucets
- Add fresh towels
- Remove stains from toilets
- Remove stains from bathtubs
- Clean sink
- Clean mirrors
- Replace old caulking

OUTDOORS

- Place flowers outside of entry
- Cut back overgrown trees or greenery
- Keep lawn mowed
- Shovel snow
- Repaint exterior if needed
- Replace outdoor lights if needed

BASEMENT, ATTIC, GARAGE

- Clean out the clutter
- Be sure lights work
- New paint to brighten
- Ventilate or dehumidify
- Repair cracked floors and walls

LIVING AREAS

- Repaint with neutral colors
- Replace light bulbs
- Clean windows
- Keep window coverings open
- Deep clean
- Add plants
- Remove personal photos



HAVING YOUR LISTING MAKE A
GOOD FIRST IMPRESSION FOR
PROSPECTIVE BUYERS
IS CRUCIAL

MARKETING YOUR LISTING

- Professional photography
- Property brochures
- Just Listed postcards
- Open Houses
- Online Ads
- Search engine optimization
- Social media marketing
- Property website
- Ongoing targeted marketing campaigns

I HAVE CONNECTIONS TO SEVERAL TRUSTED VENDORS, PROFESSIONAL STAGERS, CLEANERS, AND PHOTOGRAPHERS TO ENSURE THAT YOUR HOME SHOWS WELL BOTH VIRTUALLY AND WHEN PROSPECTIVE BUYERS WALK THROUGH THE DOOR.





OFFER & NEGOTIATION

Once you receive an offer or perhaps multiples, we will determine a time to review. In multiple offers we may set a deadline for other buyers to submit their highest and best offer by a certain date and time.

- When reviewing we will go over all terms in the Purchase Agreement
- Some offers may be more advantageous than others with fewer contingencies, stronger financing etc.
- As your advocate I will help you determine which offer is best for you



HOME INSPECTION

The Purchase Agreement may be contingent on the buyer conducting a home inspection of the property.

- Timeline for this will be determined in the Purchase Agreement (typically 5-7 days)
- Requests for repairs or further negotiations following the inspection may arise



APPRAISAL

If the buyer is financing, their lender will send an appraiser out to do a valuation on the home.

- Results are given usually within 7-10 days.
- If the appraisal comes in lower than the sale price additional negotiations will take place
- Once this process is complete most of what occurs takes place behind the scenes
- Onward to closing!



A high-end walk-in closet featuring dark wood cabinetry, glass-fronted doors, and multiple crystal chandeliers. The interior is well-lit with integrated LED lighting. Shelves hold various items, including hats and shoes. A white tufted bench is positioned in the foreground.

BEFORE THE MOVE

- Transfer or cancel Internet, TV & utilities
- Submit change of address form with post office
- Change your address with the IRS and creditors
- Exchange your new address with family and friends
- Update insurance policies (home, auto, etc.)
- Update drivers license
- Change addresses for online shopping and services

FINAL WALKTHROUGH

Prior to closing the buyer may choose to do a final walkthrough. This time is for the buyers to check that the home is move-in ready, and any requests or personal property that were negotiated have been addressed or are present.

- Typically done the day before, or of closing

CLOSING

Your title company will let you know what you will need to bring to closing. In some cases you may have already pre-signed your documents.

- Closing typically takes an hour
- Title officially passes to the buyer





CLIENT TESTIMONIALS

Working with Aniyah was the best decision I could have made. She was responsive, professional, and truly listened to what I was looking for. She guided me every step of the way and made the entire process feel easy. I felt supported from our first conversation all the way to closing.

Aniyah stands out for her dedication and attention to detail. She was always available when I needed her and ensured everything stayed on track. Her ability to simplify the process and advocate on my behalf made a huge difference—I couldn't have asked for a better experience.

Aniyah provided an exceptional homebuying experience from start to finish. Her communication was consistent, her knowledge of the market was clear, and she made what could have been a stressful process feel seamless. I always felt informed and confident in every decision.



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