

THE *ULTIMATE* GUIDE TO *SELLING* YOUR HOME

A STEP-BY-STEP APPROACH FOR SELLING

LOCAL EXPERT

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Selling your home in today's market requires more than just putting up a "For Sale" sign. Whether you're moving to a new neighborhood or looking to cash out on your investment, getting the best price for your property is key.

Here's The Ultimate Guide to Selling Your Home — a proven step-by-step approach to help you sell your home quickly and at the best possible price this selling season.



Set the Right Price

The first and most important step is setting the right price for your home. Overpricing can deter potential buyers, while underpricing could result in leaving money on the table. We'll conduct a Comparative Market Analysis (CMA) to evaluate recent sales in your area and determine a competitive price. It's all about striking the right balance to attract serious buyers.



Boost Curb Appeal

The exterior of your home is the first impression buyers will have, so it's essential to make it inviting and well-maintained.

- Trim trees and bushes.
- Pressure wash your driveway and pathways.
- Add a fresh coat of paint to your front door or window trim for a modern look.
- Plant flowers or potted plants to add a vibrant touch.

A well-cared-for exterior can spark interest and make buyers eager to see more.

Stage Your Home *for Success*

Homes that are staged well tend to sell faster and for a higher price. The goal is to help buyers imagine themselves living in your space.

De-Clutter

rooms by removing personal items, excess furniture, and unnecessary décor. Clutter eats equity.

Depersonalize

your home by packing away personal photos and mementos.

Maximize light

by opening curtains and adding light fixtures if needed.

Use neutral tones

to create a spacious, inviting environment.

Professional staging can help optimize your home's appeal and give it that extra edge.



Market Your Home *like a Pro*

Once your home is ready for sale, it's time to get it in front of as many potential buyers as possible.

- Professional Photos: High-quality photos are essential for online listings.
- Virtual Tours and Videos: Virtual tours allow buyers to explore your home remotely, which is especially helpful in today's digital-first world.
- Social Media: Posts showcase your home's best features and attract local buyers.
- Open Houses and Private Showings: Hosting open houses and private showings gives buyers an opportunity to experience your home in person.

Be Prepared *for Showings*

Buyers will want to see your home, so being ready for showings is key.

Keep your home in top condition

so it's ready for any last-minute showings.

Be flexible with showing times

to accommodate potential buyers' schedules.

Leave the house

during showings so buyers can explore the space comfortably.

Contain your pets

during showings so there are no distractions or allergy fears.

Professional staging can help optimize your home's appeal and give it that extra edge.



Review Offers *Carefully*

Once offers start coming in, I'll help you assess each one and determine the best fit. Consider factors beyond price, such as:

- Contingencies: Fewer contingencies often lead to a smoother closing process.
- Closing flexibility: Buyers may have different timelines, and we can work together to choose one that works for you.
- Earnest Money: A higher earnest money deposit can indicate a serious buyer.
- Pre-Approval Letters: Ensuring buyers are pre-approved helps streamline the process.

Together, we'll choose the offer that aligns with your goals.



A modern bedroom interior with a large bed, a white ottoman, and a window with curtains. The room has a neutral color palette with beige walls and a textured rug. A white ottoman is in the foreground, and a bed with a wooden frame and a quilted blanket is in the background. A window with light-colored curtains is on the left side of the image.

Negotiation *for the Best Deal*

Negotiation is an essential skill when selling your home. I'll help you navigate through the offers to get the best deal, whether it's negotiating a higher price, adjusting contingencies, or working out closing terms that benefit you.

I'll make sure you're fully informed every step of the way.

Prepare *for Closing*

After accepting an offer, the final steps toward closing involve some necessary tasks:

Home Inspection

The buyer may request an inspection, and we'll discuss any potential repairs or price adjustments. This is early in the closing process.

Appraisal

The lender will order an appraisal to confirm that the property's value aligns with the offer. This is toward the end of the closing process.

Closing Costs

As the seller, you'll have some costs to cover, such as agent commissions, title fees, taxes, and possible concessions. This is at the closing table.

I'll guide you through the closing process so there are no surprises.

Thank you FOR READING



Selling your home doesn't have to be overwhelming. By following these essential steps, you can set yourself up for a smooth and successful sale. From setting the right price to negotiating for the best deal, I'm here to help you every step of the way.

Ready to sell your home? Contact me today to schedule a free home valuation and get started on the path to selling with confidence.

YOUR HOME MATTERS

I believe in going
above and beyond to provide
top-tier service and an
exceptional selling experience.



Let's connect!

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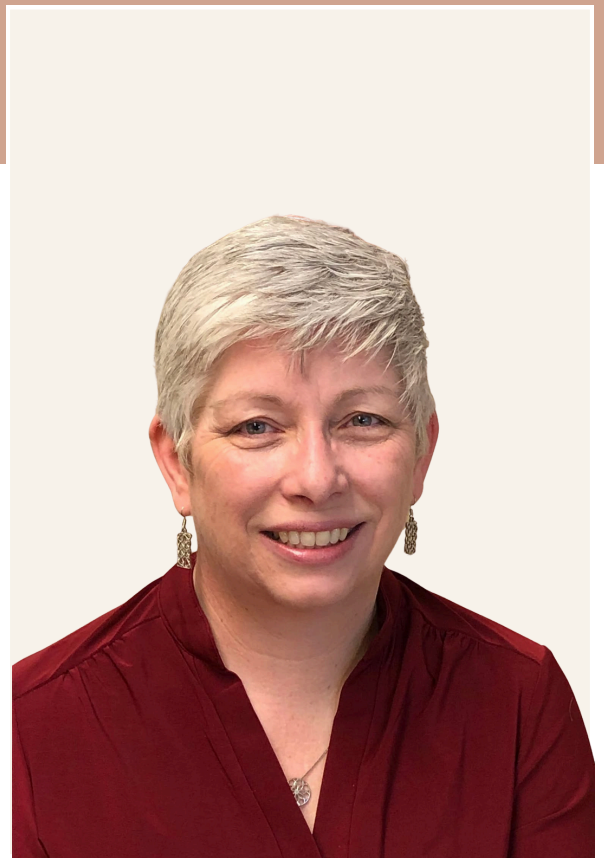
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