

FROM START TO SOLD

# SELLERS' GUIDE

Frame Your Future



  
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# WELCOME

Home isn't just four walls and a roof—it's where life has unfolded. It's the laughter around the dinner table, the quiet mornings with coffee, and the place you've always returned to at the end of the day. Deciding to sell is more than a transaction—it's closing the door on one season of life and preparing for the next, and it's natural to feel both excited and a little uncertain about what comes next.

That's where I come in. My role is to simplify the process, protect your interests, and give you confidence at every step. Together, we'll create a clear plan—one that highlights your home's best features, attracts qualified buyers, and positions you for the strongest results possible.

This guide is designed to walk you through the journey ahead. From preparing your home for the market, to negotiating the right terms, to ensuring a smooth closing, I'll handle the details so you can look ahead with confidence and peace of mind.

*Ashley Cashon*





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## WHAT YOU CAN EXPECT

Selling your home is a major milestone, and achieving the best outcome requires a thoughtful, tailored approach. When you work with me, you gain a dedicated partner who guides you through every step with clarity, precision, and a focus on results.

Every property is unique, and I create a marketing strategy designed specifically for yours. From professional staging and photography to targeted outreach, your home will capture the attention of the right buyers and receive maximum exposure.

While the marketing is customized, the overall process is streamlined. I coordinate with a network of trusted professionals—stagers, photographers, contractors, inspectors, and attorneys—ensuring every detail is handled efficiently and expertly.

With experience, resources, and a commitment to your goals, I guide every step of your home's sale with precision and care. You'll stay informed, feel confident, and know that every detail is being handled. Take a deep breath – you've found your agent.



## STEP ONE

# PREPARE YOUR HOME

### CONSIDER HOME REPAIRS

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

### PROPERTY WALK THROUGH

We will walk the home together to determine what repairs and upgrades are worthwhile to make before listing. Think about your home from a future buyer's perspective.

### IMPROVEMENTS THAT MAKE A BIG DIFFERENCE

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"BUYERS DECIDE IN THE FIRST 8 SECONDS OF SEEING A HOME IF THEY'RE INTERESTED IN BUYING IT. GET OUT OF YOUR CAR, WALK IN THEIR SHOES AND *SEE WHAT THEY SEE WITHIN THE FIRST 8 SECONDS.*"

BARBARA CORCORAN



# LISTING PREPARATION CHECKLIST

## DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda & by opening windows

## CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

## DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

## REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: tighten loose door knobs and cabinet pulls



## STEP TWO

# STRATEGIC PRICING

Homes sell within a range, not at a single number. Our goal is to price your property so it stands out as the **best** choice in your range – placing us in front of the right buyers and maximizing your results.

01

\_\_\_\_\_

Your property attracts the most interest when it is first listed.

02

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Properties that are priced correctly from the beginning typically sell for more in the end.

03

\_\_\_\_\_

Overpriced homes sit on the market longer.

At the end of the day, a home is worth exactly what a buyer will pay and a seller will accept



## STEP TWO

# STRATEGIC PRICING

Do you know what happens when you overprice your home?

**Nothing. No showings. No offers.**

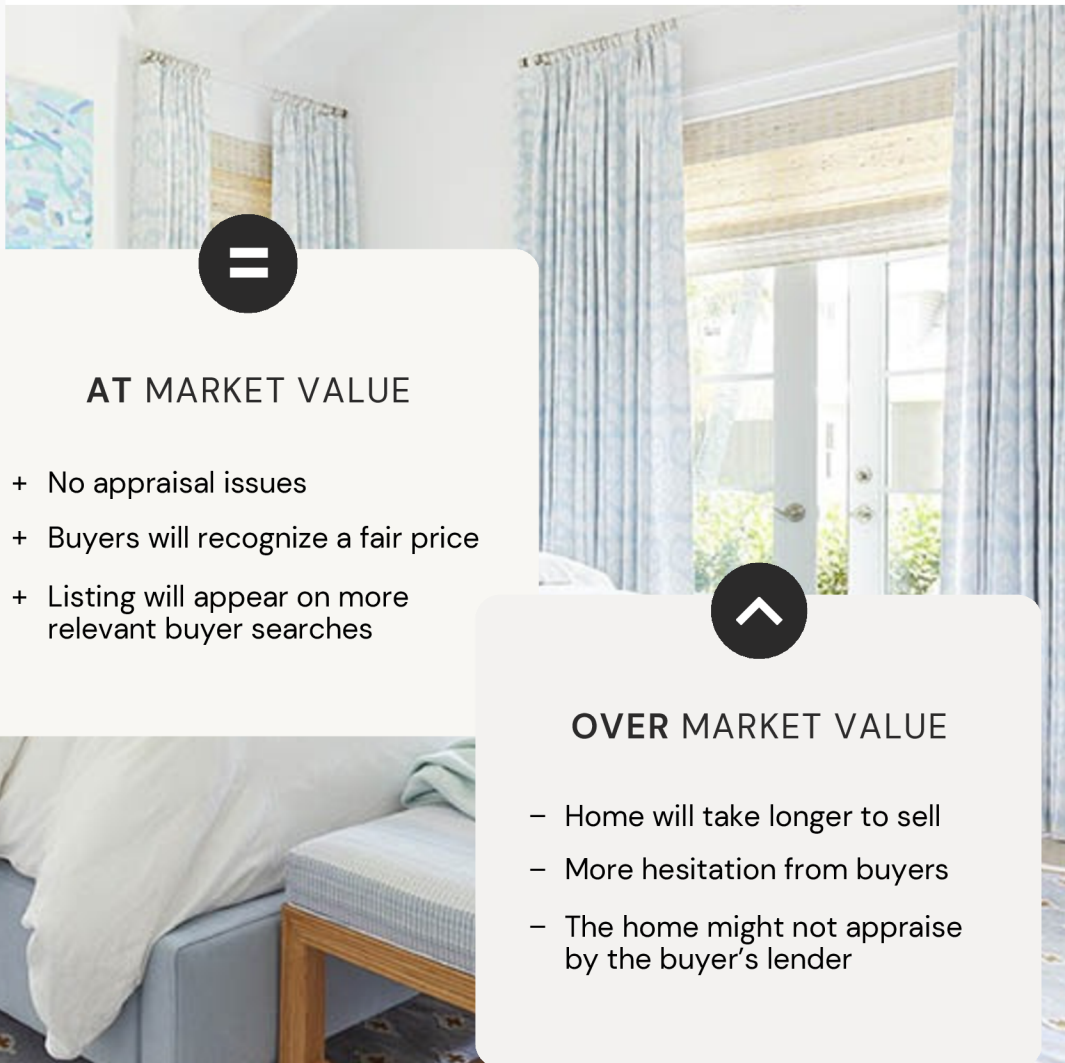
Pricing your home correctly is both an art and a science—and it's the most important strategy we use when going to market.

During your listing consultation, we'll ensure your goals are aligned with current market conditions, and together, we'll develop a pricing plan that sets you up for success.



### BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



### AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



### OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender



## STEP THREE

# MODERN MARKETING

### 01 ENHANCEMENTS THAT PAY YOU BACK

If we determine your property could benefit, I am able to connect you with an unsecured line of credit to fund improvements before going to market as well as throughout your transaction—helping maximize your sale price and protect the transaction, with no payments due until closing.

- Up to \$50K towards your home, paid at closing
- Staging, landscaping, renovating, repairs & more
- See your eligibility instantly
- No upfront cost, lien, or hard credit check
- About 1% interest per month, interest accrues only on used funds



### 02 PROFESSIONAL STAGING & PHOTOGRAPHY

I have partnerships with top photographers, videographers, and stagers in our market to ensure your property is presented at the highest standard and showcased in its absolute best light.

- 85% of staged homes sell for 5-23% over the list price
- Staged homes spend 73% less time on the market
- Property listings featuring HDR photos sell 50% faster and increase online views by 118%



## STEP THREE

# MODERN MARKETING

### 03 BUYER PROSPECTING

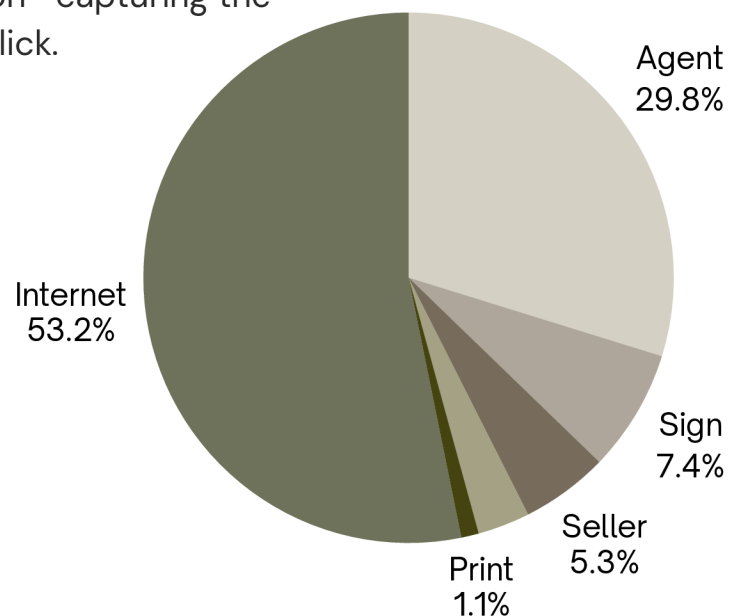
Your home will be strategically marketed to reach the right buyers through targeted outreach and maximum exposure. By leveraging advanced industry tools and trusted professional networks, I connect your property with agents and buyers who are actively searching—both before it officially hits the market and throughout its time listed—ensuring strong visibility and generating serious interest.

- **Agent Network:** Before going live, your property is shared with my internal brokerage network and automatically matches your listing to buyer agents with clients looking for a home that matches your price, location, and size.
- **Reverse Prospecting:** Once your home is on the market, I identify agents with buyers looking at similar properties and reach out directly to ensure your listing is being considered.

### 04 DIGITAL MARKETING

Today, the majority of buyers start their home search online, which makes your property's digital presence absolutely essential. I make sure your listing stands out from the competition—capturing the attention of serious buyers from the very first click.

- **Stunning Visuals:** Professional photos & video
- **Direct Reach:** Targeted email campaigns
- **Social Buzz:** Engaging social media promotion
- **Precision Ads:** Targeted digital + geolocation
- **Maximum Exposure:** Dedicated property website



## STEP THREE

# MODERN MARKETING

### 05 TRADITIONAL MARKETING

Traditional marketing compliments digital efforts to reach buyers everywhere. These proven strategies maximize exposure and connect your listing with the right audience.

- **Open Houses:** Engaging in-person showings
- **Broker Preview:** Multiple local market experts tour before listing to provide feedback and ensure a strong first impression
- **Print Advertising:** Local newspapers & magazines
- **Direct Mail:** Targeted postcards & mailers
- **Property Binder:** Complete in-home guide to give buyers confidence



### 06 SHOWCASING YOUR HOME

Presenting your property effectively is key to attracting serious buyers. I manage every showing with precision, ensuring your home is seen safely, professionally, and on a schedule that works for you.

- **Flexible Scheduling:** We coordinate showings around your availability and any blackout dates
- **Secure Access:** Electronic lockbox tracks entry and exit, accessible only by licensed agents
- **Detailed Reporting:** We will have full reports of every showing, including timing and agent activity
- **Actionable Feedback:** I gather feedback from every agent to refine strategy quickly if needed and maximize interest





## STEP FOUR

# SHOWING YOUR HOME

Every showing is an opportunity to impress serious buyers. I handle scheduling, security, and feedback collection so your home is presented safely, efficiently, and professionally – giving you peace of mind and maximizing interest.

### SHOWING GUIDELINES:

- **Secure Access:** Electronic lockbox monitors all access, for licensed agents only
- **Qualified Buyers:** Only pre-qualified prospects tour your home
- **Timed Tours:** Appointments are scheduled within time windows for focused showings
- **Buyer Privacy:** Step out for every property tour to ensure potential buyer feels comfortable and takes their time in your home
- **Pet Safety:** Secure or temporarily remove pets from the home
- **Instant Feedback:** Insights from every agent will be shared with you once gathered



# SHOWING PREPARATION CHECKLIST

## INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

## EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

## LIVING ROOM

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

## BEDROOMS

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

## KITCHEN

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

## BATHROOMS

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

## PET PREP

- Remove pet beds, toys & food bowls
- Eliminate pet odors

## FINAL TOUCHES

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

## STEP FIVE

# CLOSING PROCESS

If priced and marketed correctly, your home will start to receive offers!  
The closing process begins once you accept an offer.  
These are the major milestones to expect:

01

### ESCROW

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

### BUYER'S DUE DILIGENCE

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

### LOAN APPROVAL & APPRAISAL

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

### PACKING & MOVING

It's time to start packing up your belongings and plan your move.

05

### FINAL WALKTHROUGH

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as expected.

06

### CLOSING DAY

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.





# CLIENT TESTIMONIALS

YOU ARE IN GREAT COMPANY

*"Ashley knocked it out of the park for us as a realtor! She listened to everything we said we were looking for (and not looking for). She was patient, knowledgeable and went the extra mile throughout the entire process."*

**- LAURA C**

*"Ashley has a wonderful quality of listening to people with earnest. She loves to help others and makes herself available at all hours for her clients when needed."*

**- MAILY N**

*"Ashley is a wonderful person to work with. She's genuine, kind, and truly wants the best for her clients. I aspire to work with authentic, warm people who are passionate about their work and helping others, and that's Ashley!"*

**- BROOKE S**

*"Ashley is the best! She is kind, helpful, trustworthy, and generous. She is willing to go above and beyond for everyone she helps. She has the biggest heart and works so hard for her clients! I can't recommend her enough!"*

**- TIFFANY O**





# READY TO LIST?

If you're ready to list your home, here are your next steps:

- Talk pricing: competition VS recently closed comparatives
- Sign listing agreement and property disclosures
- Schedule necessary vendors
- Solidify list price
- Determine date to go LIVE
- 'Coming Soon' marketing campaign
- Go LIVE, get SOLD

Together, we'll work toward achieving the best possible outcome for you. Let's get started!



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