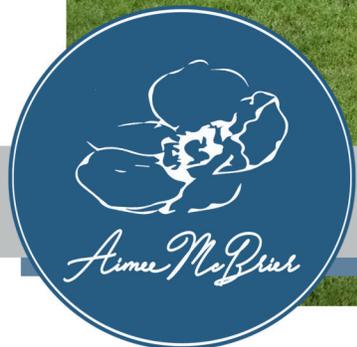


Essential Guide To Selling Your Home

# SELLER'S GUIDE



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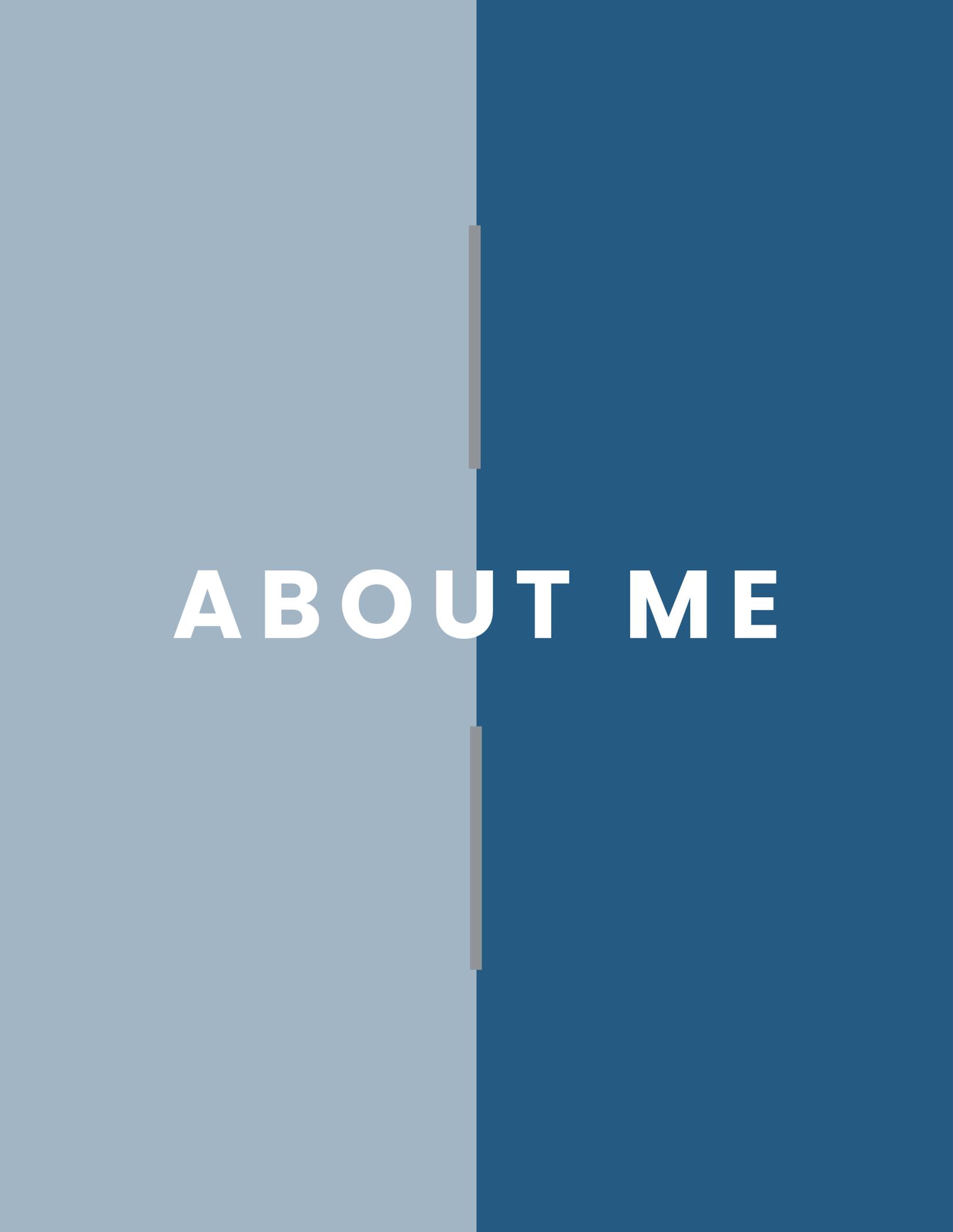
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**ABOUT ME**



# AIMEE MCBRIER

REAL ESTATE AGENT



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*Hi there!*

My name is Aimee, and I am a passionate real estate agent who loves to help clients find their dream home. With over 20 years of experience in the industry, I have developed a deep understanding of the local market and pride myself on my ability to provide top-notch service to my clients. My approach is centered around building strong relationships with my clients and getting to know their unique needs and preferences. I am dedicated to providing personalized attention, excellent communication, and a commitment to ensuring a smooth and stress-free transaction. I am honored to be a part of your home buying journey and look forward to working with you!



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# SELLING *Process*



01

## Seek Guidance from Professionals

Collaborate with a real estate agent and other relevant professionals to ensure a smooth and successful selling process.

02

## Determine a Competitive Price

Set a fair and competitive price for your home based on market research, comparable sales, and expert advice.

03

## Prepare Your Home for the Market

Enhance your home's appeal by decluttering, depersonalizing, and making necessary repairs or improvements.

04

## Get Your Home Ready for Showings

Create a welcoming and inviting atmosphere by staging your home, keeping it clean and organized, and maximizing its visual appeal.

05

## List Your Home for Sale

Strategically market your property through various channels, such as online listings, social media, and traditional advertising, to attract potential buyers.

06

## Enter into a Contract

Carefully review and negotiate offers, contingencies, and contract terms to reach a mutually acceptable agreement with the buyer.



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# SELLING JOURNEY

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## 1. GET READY

Identify your selling goals, Choose a Realtor & discuss a selling plan, Sign a listing agreement, Know your costs and responsibilities.



## 2. SET A PRICE

Discuss comparable home sales with your Realtor, Know the difference between list price and sold price, Set an appropriate market price for your home.



## 3. SHOW YOUR HOME

Prepare your home for viewings, Deep clean and declutter, Make needed repairs, Take professional photos & create video, Start promoting your house online and offline (social media, flyers, signs..), Schedule open houses.



## 4. NEGOTIATE OFFERS

Your Realtor will discuss each offer with you, Negotiate any repair requests & issues, You can either accept, deny or counter-offer, Accept the best offer presented, Agree to all the terms and sign the contract.



## 5. PRE-CLOSING & TITLE

The buyer will perform an inspection to reveal any needed repairs, Title search verifies you own the property, A property survey is completed, Buyer's final walkthrough within 24 hours prior to closing.



## 6. CLOSING

Review closing statement, Deed is delivered to buyer, title transferred & agreed-on costs are paid, Sign closing documents & hand over keys.



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# PREPARING YOUR HOME FOR THE MARKET

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## Assessment 1

Assess the exterior of your home, including landscaping and front entrance, for any necessary repairs or enhancements to create an appealing first impression.

## Assessment 3

Review major systems like plumbing and electrical, identifying any necessary repairs or updates to increase the value and appeal of your property.

## Assessment 2

Evaluate the layout, furniture arrangement, and decor of your home's interior, identifying areas for improvement such as decluttering and rearranging to enhance visual appeal.

## Assessment 4

Conduct a thorough analysis of recent sales trends, comparable properties, and buyer preferences to determine an appropriate listing price and positioning strategy.



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# GETTING YOUR PROPERTY SALE-READY

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Preparing a Property for Sale is crucial to attract potential buyers. Evaluate the property's condition, make necessary repairs, and declutter the space. Consider staging the property to highlight its best features and optimize the flow of each room. Enhance curb appeal for a positive first impression.

To maximize marketability, declutter and depersonalize the space. Stage the property by arranging furniture, adding tasteful decorations, and maintaining curb appeal. These steps create an inviting atmosphere and increase the likelihood of attracting potential buyers.



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# IMPORTANT INFO

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In the real estate market, being informed is crucial for a successful home sale. Stay updated on local market trends, buyer preferences, and the selling process. Gather essential details about your property, such as square footage, upgrades, and recent renovations. Understand comparable properties to determine a competitive listing price. Stay knowledgeable about your mortgage, insurance, and any outstanding liens. Being prepared with this important information will empower you to navigate the selling process with confidence.



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# PROPERTY SALES GUIDE

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## Strategy 1

Maximize online presence with high-quality photos, virtual tours, and engaging property descriptions. Utilize real estate websites, social media, and targeted digital advertising for broader exposure. Leverage technology for efficient communication throughout the selling process.

## Strategy 2

Showcase your property through well-staged open houses and consider virtual tours for added convenience. Engage with visitors, highlight unique features, and create an inviting atmosphere.

## Strategy 3

Tap into the power of networking and word-of-mouth by informing friends, family, and local community members about your home sale. Connect with real estate agents, attend industry events, and join community groups to expand your network and receive potential buyer referrals.



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# UNDERSTANDING YOUR HOME SELLING JOURNEY

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## 1 **Define Your Goals and Objectives**

Clearly establish your selling goals and objectives to guide your decisions throughout the process and ensure alignment with your desired outcomes.

## 2 **Create a Budget**

Develop a financial plan that outlines your budget for selling, including expenses such as agent fees, marketing, repairs, and closing costs.

## 3 **Make a List of Tasks**

Organize a comprehensive task list covering pre-listing preparations, inspections, document gathering, and showings to stay organized and on track.

## 4 **Embrace Market Realities**

Stay informed about the current real estate market conditions, including local inventory and pricing trends, to set realistic expectations and make informed decisions.



# PROPERTY PREP CHECKLIST

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- Declutter and remove personal items.
- Deep clean the entire property.
- Repaint walls in neutral colors.
- Repair visible damages.
- Enhance curb appeal with landscaping.
- Minimize furniture for a spacious feel.
- Optimize furniture arrangement for flow.
- Use strategic lighting for ambiance.
- Stage rooms with tasteful décor.



# PROPERTY MAINTENANCE CHECKLIST

**Full Name** \_\_\_\_\_

**Date** \_\_\_\_\_

**Address** \_\_\_\_\_

**Contact Phone** \_\_\_\_\_

**Email Address** \_\_\_\_\_

- **Have you ever performed property maintenance tasks before?** Yes No
- **Do you actively participate in any property maintenance activities?** Yes No  
if yes, please specify \_\_\_\_\_
- **Have you ever been involved in property maintenance projects, such as renovations or remodeling?** Yes No  
if yes, please specify \_\_\_\_\_

## Please check any of the following conditions related to property maintenance in real estate:

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Electrical outlets | <input type="checkbox"/> Driveway repair  | <input type="checkbox"/> Flooring condition |
| <input type="checkbox"/> Roof condition     | <input type="checkbox"/> Fence condition  | <input type="checkbox"/> Walls and ceilings |
| <input type="checkbox"/> Gutters cleaning   | <input type="checkbox"/> Windows cleaning | <input type="checkbox"/> Doors and locks    |
| <input type="checkbox"/> Exterior paint     | <input type="checkbox"/> Pest control     | <input type="checkbox"/> Ventilation system |
| <input type="checkbox"/> Irrigation system  | <input type="checkbox"/> Smoke detectors  |   |

## How would you describe the typical condition of a property?

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Insulation check | <input type="checkbox"/> Mold prevention   | <input type="checkbox"/> Drainage system  |
| <input type="checkbox"/> Sump pump        | <input type="checkbox"/> Exterior lighting | <input type="checkbox"/> Staircase safety |
| <input type="checkbox"/> Septic system    | <input type="checkbox"/> Security system   |   |

I confirm that I have thoroughly read this property maintenance checklist and I understand every item listed. I believe there are no legal or financial conditions that may affect the property's maintenance. All of the provided answers are correct and true to the best of my knowledge.

\_\_\_\_\_  
Client's Signature

\_\_\_\_\_  
Seller's Signature

# INCLUSIVE SERVICES

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## 01 Comparative Market Analysis

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Provide a detailed analysis of recent sales and market trends to determine an accurate listing price for your property.

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## 02 Listing on Multiple Platforms

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List your property on various real estate websites and platforms to maximize exposure and attract a wider pool of potential buyers.

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## 03 Professional Photography

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Capture high-quality images of your property to showcase its best features and create a visually appealing listing.

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# REAL ESTATE TERMS

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## 1 Planning and Preparation

Coordinate with your real estate agent to plan and prepare for the open house. Set a date and time, gather necessary documents, and ensure the property is in top condition for showcasing.

## 2 Curb Appeal Enhancement

Make a great first impression by enhancing the curb appeal of your property. Clean the exterior, tidy up the landscaping, and consider adding welcoming touches like potted plants or fresh flowers.

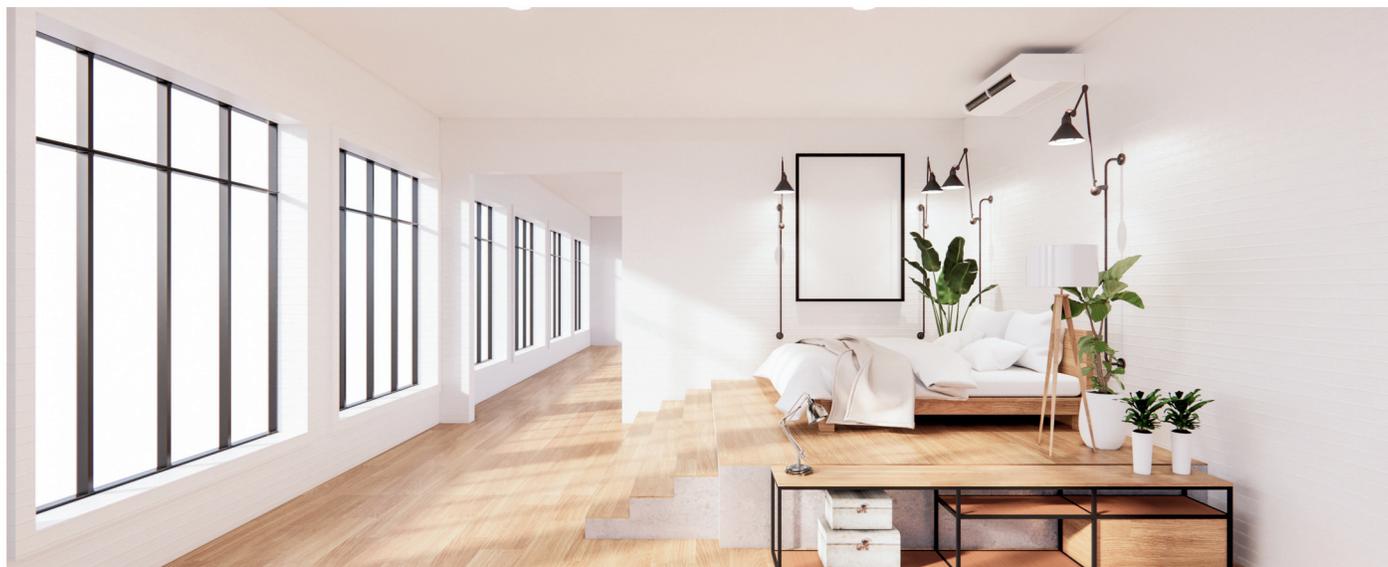
## 3 Staging and Presentation

Stage the interior of your home to highlight its best features. Arrange furniture, remove clutter, and create an inviting atmosphere that allows potential buyers to envision themselves living in the space.



# THE IMPACT OF ACCURATE PRICING

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## Competitive Positioning

Accurate pricing attracts more buyers, giving your property a competitive edge and maximizing its market appeal. This increases the likelihood of receiving strong offers and achieving optimal value for your home.

## Multiple Offer Opportunities

Accurate pricing creates a sense of urgency among buyers, leading to multiple offers and competitive bidding. This allows you to select the most favorable offer and negotiate terms that work in your favor.

## Faster Sales Process

Accurate pricing attracts serious buyers, resulting in a faster sales process and reducing the time your property spends on the market. This avoids the need for price reductions and enables you to move forward with your real estate goals more efficiently.



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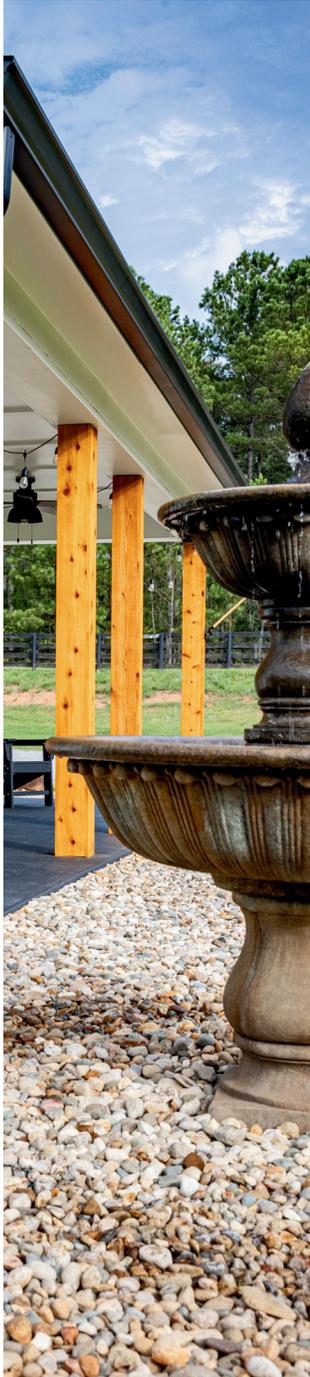
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# COMPETITIVE PRICING

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## **Attracting More Potential Buyers**

Accurate pricing is crucial in attracting a larger pool of potential buyers. When a property is priced competitively and in line with market value, it stands out among other listings. This increased visibility draws the attention of a broader range of buyers, ultimately increasing the chances of receiving more inquiries and offers.

## **Faster Sale**

Accurate pricing can lead to a faster sale. When a property is priced accurately, it generates immediate interest from motivated buyers who recognize the value. This can result in more showings, multiple offers, and a quicker sale compared to overpriced properties that may linger on the market for extended periods.

## **Maximized Sale Price**

Setting an accurate price from the beginning can help sellers maximize their sale price. Overpricing a property often leads to it becoming stale on the market, resulting in price reductions over time. On the other hand, pricing accurately attracts serious buyers who are more likely to make competitive offers. This competitive environment can potentially drive up the final sale price, benefiting the seller.



# CLOSING PROCESS

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# 1

## Property Highlights

Prepare a list of key property highlights and unique selling points to share with potential buyers during the open house. Highlight any recent updates, renovations, or special features that make your home stand out.

# 2

## Security and Safety Measures

Ensure the security of your property by securing valuable items and having appropriate measures in place. Consider having additional support to manage visitor flow and maintain a safe environment.

# 3

## Follow-Up and Feedback

Follow up with potential buyers after the open house, provide additional information, and gather feedback to gauge interest and make necessary adjustments for future showings.



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# OPEN HOUSE ESSENTIALS

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Hosting an open house allows potential buyers to explore your property, envision themselves living there, and ask questions. It's an opportunity to showcase your home's features, create a favorable impression, and attract competitive offers. Prepare your home, create an inviting atmosphere, and effectively market the open house to maximize its impact. Make sure your property is clean, decluttered, and well-staged, and be ready to provide essential information. An open house is a chance to highlight your home's unique selling points and help buyers visualize themselves as the proud owners.



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# CUSTOMER FEEDBACK

## Customer “TESTIMONIAL,”

### Tyler Beal Customer

If you're searching for an exceptional real estate agent in the Newnan area, look no further than Aimee!

Aimee is a true professional, deeply committed to guiding families through the buying or selling process with care and expertise. Her communication is outstanding—she keeps you informed and ensures the stress of real estate transactions never feels overwhelming.

Aimee's market knowledge is unparalleled. She consistently evaluated our home's pricing with precision, ensuring it was perfectly positioned in the market. Her dedication and attention to detail made all the difference.

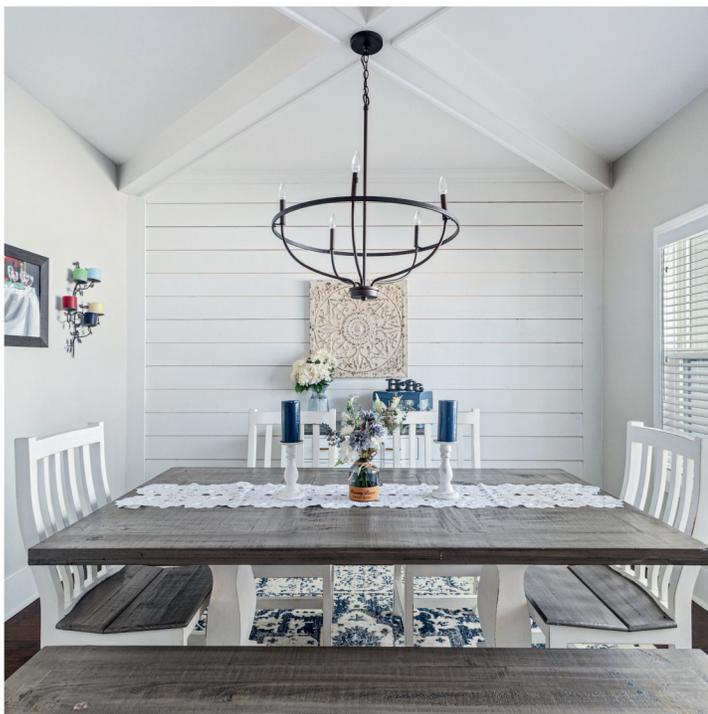
I could go on for days about everything Aimee and her team did exceptionally well. For a seamless, stress-free real estate experience, choose Aimee and her team—you won't be disappointed!



## Customer “TESTIMONIAL,”

### Ethan Yeager Customer

Buying my house wouldn't have been possible without Mrs. Aimee! She was very incredibly helpful throughout the whole process, answering all my questions, and quickly getting answers to things she didn't know already. You won't find a better, more eager to help realtor out there, and I stand behind my recommendation 100%. You won't be disappointed to hire Aimee if you're in the market to buy a new house!



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# FAQ's

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## **How do I determine my budget for buying a home?**

Consider your income, debts, and desired monthly mortgage payment. Consult a mortgage broker for eligibility and establish a realistic budget.

## **What are the key steps in the home buying process?**

Steps include pre-approval, property search, making offers, inspections, securing financing, and closing. A real estate agent can guide you through each step.

## **How do I know if a property is a good investment?**

Consider location, market trends, property condition, and potential for appreciation. Rely on your agent's expertise for analysis and guidance.

## **What is the importance of a home inspection?**

A home inspection identifies issues and helps make informed decisions. Hire a qualified inspector to assess the property thoroughly.

## **How does the closing process work?**

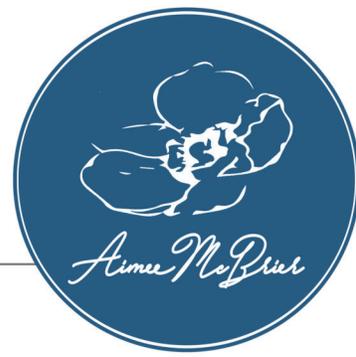
Closing involves paperwork, financing, and transferring ownership. Your agent will guide you through the process and ensure all steps are taken.





# REACH OUT TO ME

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I hope that this Home Seller Guide has provided you with valuable insights and guidance throughout the selling process. If you have any further questions or need additional assistance, please don't hesitate to get in touch with us. Our team of experienced professionals is here to support you every step of the way. Whether you need help with pricing, marketing, negotiations, or any other aspect of selling your home, we are ready to provide the expertise and resources you need. Your satisfaction and success are our top priorities. We understand that selling a home can be a significant undertaking, but with the right guidance and support, it can also be a rewarding experience. Feel free to reach out to us for personalized advice, tailored strategies, and access to our network of trusted professionals. Thank you for choosing us as your partner in this journey.



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