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READY TO SELL
YOUR HOME?

HELPING ATLANTA UPSIZE TO THE RIGHT SIZE.

THE HOME SELLING CHECKLIST.

READY TO SELL YOUR HOME?

Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. While it seems like a complicated process, it doesn't have to be.

This checklist is designed to help you navigate the selling process without any trouble.

Here are the pieces:

1. Getting Started
2. Researching the Market
3. Preparing for a Sale
4. Negotiating Offers
5. Closing an Offer
6. The Final Stages



GETTING STARTED

STEP 1: FIND A REAL ESTATE AGENT

- Interview several agents to see if their personality and expertise matches your needs and wants
- Great real estate agents have these qualifications:
 - Local market knowledge.
 - Great reviews and testimonials.
 - Financial Knowledge.
- Avoid “hobby agents” - find an experienced agent who works full time!
- Great agents are punctual and communicative
- Did your agent show up on time & prepared?
- Do they communicate in a way that you understand and that you feel comfortable with?
- Does your agent have network connections? Great agents work with other agents on a regular basis

- Ask about their marketing processes: How are they marketing other properties?
- Are they utilizing social media?
- Do they have marketing plan for their listings?
- Create a list of 10 things you LOVE about your home, and share this with your agent.

STEP 2: PLAN YOUR TIMELINE

- Determine when would be the best time to put your house on the market with your agent.
- Meet with an agent to discuss the best listing strategy based on the local market.
- Have an idea of where you'd like to move before you put your home on the market.

RESEARCHING THE MARKET

STEP 3: WALKTHROUGH

Walkthrough your home with your agent.

Show them the 10 things you love about your home.

Ask your agent for advice on repairs, upgrades, and staging.

If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

STEP 4: DETERMINE THE LISTING PRICE & MARKETING PLAN

Work with your real estate agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.

Review a comparative market analysis with your agent, which determines price point based on the sale price of similar homes in your neighborhood.



DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, and many others.

A man and a woman are laughing joyfully in a kitchen. The woman is on the left, wearing a striped long-sleeve shirt and dark jeans. The man is on the right, wearing a plaid shirt and dark jeans. They are standing in front of a brick wall and wooden cabinets. The man has his right fist raised in the air. The woman has her hands clasped in front of her. The overall mood is happy and energetic.

PREPARING FOR A SALE

STEP 5: PREPARE YOUR HOUSE FOR VIEWING

Clean & Declutter

- While we love the memories that your home represents, we suggest hiding anything that might be considered “clutter”.
- Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (base boards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!

Improve Curb Appeal.

- Maintain landscaping.
- Clear out the side yard area.
- Hide eyesores like trash cans or compost bins.

Hire a professional stager or ask your real estate agent for suggestions.

STEP 6: MARKET YOUR HOME

- Discuss your agent's marketing plan with them to create the best strategy for your unique home.
- Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

STEP 7: SHOWING YOUR HOME

- Decide whether you want to have a lock box or schedule appointments.
- Prepare for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.

NEGOTIATING OFFERS

STEP 8: NEGOTIATE PURCHASE OFFERS

Discuss the offers with your real estate agent, and prepare for multiple offers.

PRO TIP: DON'T GET HUNG UP ON ONLY THE OFFER PRICE! THERE ARE MANY TERMS WITHIN AN OFFER THAT SHOULD BE TAKEN INTO CONSIDERATION.

STEP 9: SIGN A PURCHASE SALE AGREEMENT

After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork. The buyers will put down a deposit.

STEP 10: OPEN ESCROW AND ORDER TITLE

- Your real estate agent will send your contract to the lender on your behalf and have a closing attorney/ title company pull the property's title report.
- Discuss the transaction timeline with your agent based on the accepted offer.

CLOSING AN OFFER

STEP 11: BUYER'S DUE DILIGENCE PERIOD

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- If any reports were required in the accepted offer (ex: a termite report), provide the buyer with them.

STEP 12: BANK ORDERED APPRAISAL

The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.

STEP 13: THE HOME STRETCH

- Once the buyer has lifted contingencies and their deposit is locked in, complete any requested repairs before closing.
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed upon repairs have been completed.



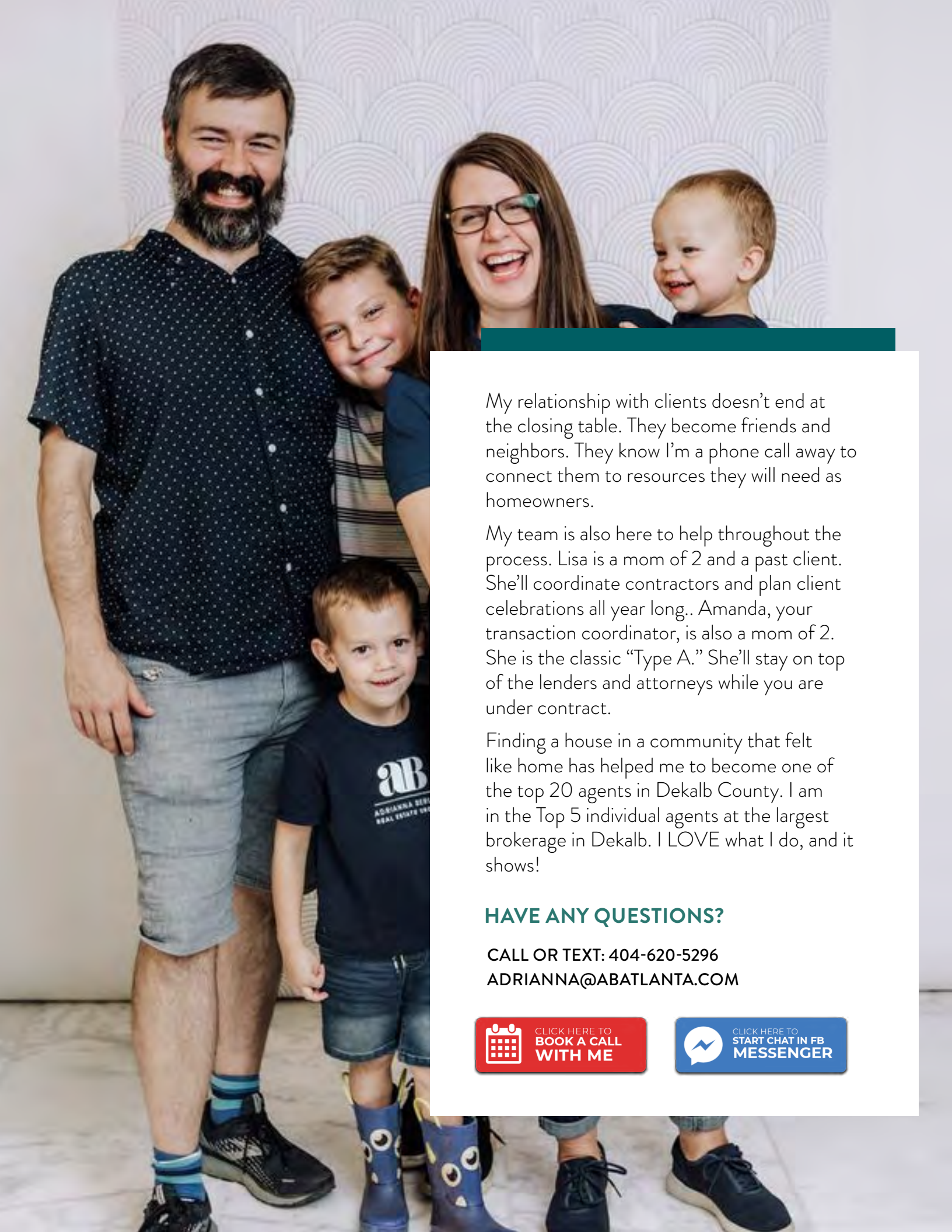
THE FINAL STAGES

STEP 14: CLOSING A DEAL

- Both parties will pay any settlement fees and documents are recorded.
- Titles are officially transferred to the new owners.

STEP 15: CELEBRATE!

Congratulations! You sold your home!



My relationship with clients doesn't end at the closing table. They become friends and neighbors. They know I'm a phone call away to connect them to resources they will need as homeowners.

My team is also here to help throughout the process. Lisa is a mom of 2 and a past client. She'll coordinate contractors and plan client celebrations all year long.. Amanda, your transaction coordinator, is also a mom of 2. She is the classic "Type A." She'll stay on top of the lenders and attorneys while you are under contract.

Finding a house in a community that felt like home has helped me to become one of the top 20 agents in Dekalb County. I am in the Top 5 individual agents at the largest brokerage in Dekalb. I LOVE what I do, and it shows!

HAVE ANY QUESTIONS?

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