

# Home Seller GUIDE



Whitney Samuels Realtor

# About Me

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*First and foremost, I am a devoted Christian, passionate about putting Christ first in all things. I am a loving wife and mother of two beautiful girls, and an entrepreneur. My deep faith guides my every step, bringing joy to nurturing my family and pursuing my business ventures with passion and integrity. My commitment to excellence and values-driven approach make me a trusted and inspiring figure in both my personal and professional communities.*

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Welcome to the exciting journey of selling your property!

I understand that deciding to sell your property can stir up a whirlwind of emotions: the anticipation of moving on to a new phase in your life, the excitement of showcasing your property to potential buyers, the hope of finding the perfect match, and perhaps a touch of apprehension about the intricacies of the selling process.

That's precisely why I crafted this comprehensive Home Seller's Guide just for you!

My mission is to guide you through every step of this intricate process with clarity and ease. My goal is not only to ensure a successful sale but also to make the experience enjoyable and stress-free for you. For me, this journey is more than just a transaction; it's about helping you achieve your selling objectives and transition smoothly to your next adventure.



# Home Seller's

## Road Map



Whitney  
Samuels

REALTOR



412-557-1553



### ***LISTING APPOINTMENT***

Contact Me to set up your listing appointment!



### ***RENOVATE REPAIR STAGE***

Define home repairs and fixes  
Complete repairs with high return on investment



### ***SELLING PRICE***

I will Research recently sold properties in your neighborhood  
And provide you with a "CMA"  
Comparative Market Analysis report.



### ***PROFESSIONAL PHOTOS***

Remove all superfluous items to create more space  
Deep clean and declutter  
Remove all family photographs  
Remove all children and pet toys



### ***LIST YOUR HOME***

We will go live on the MLS, Zillow, Trulia etc.  
I will aggressively Market your home online & offline!

# Home Seller's

## Road Map



### **PREPARE YOUR HOME FOR SHOWING**

Make beds, put all dishes away  
Do laundry, sweep floors/vacuum carpets  
Wipe down all countertops & sinks  
Depersonalize your home



### **REVIEW AND NEGOTIATE OFFERS**

Review all offers  
Accept it or make a counter-offer or reject the offer  
Look closely type or payment, deposit amount



### **OFFER ACCEPTANCE**

Once you Have accepted an offer Congratulations your home is now contingent.



### **INSPECTION / APPRAISAL**

Buyers will most likely order inspections & banks will order appraisal. Do not be alarmed it's all a part of the process.



### **SIGN AND CLOSE THE SALE**

Buyer's final walkthrough  
Signing final documents  
Prep for closing  
Make the sale official

# Preparing Your Home *for Sale*

## *First Impression*

First impressions are everything when selling your home. A well-presented property can be the difference between a quick sale at a good price, and your home sitting on the market for weeks or even months. Here's how you can prepare your home to attract potential buyers:

*Deep Cleaning:* A clean home is an inviting one. A deep clean not only enhances the appearance but also signals to buyers that the property has been well-maintained.

*Decluttering:* Clutter-free spaces make rooms appear larger and more appealing. Consider temporarily storing excess belongings off-site.

*Staging:* Staging involves arranging furniture and decor to showcase your home's best features. While professional staging can be worth the investment, even minor adjustments can make a significant impact.

*Neutralizing:* Consider depersonalizing your home to help potential buyers envision themselves living there. This might mean painting over brightly colored walls or removing family photos.



*Repairs and Improvements:* Address any necessary repairs to avoid potential buyers being deterred. Certain improvements, such as applying a fresh coat of paint, can also significantly enhance your home's appeal.

*Curb Appeal:* Don't underestimate the importance of the exterior. Landscaping, a fresh coat of paint, and clean gutters can all contribute to a positive first impression.

# Property *Marketing*

Successfully selling your home involves a strategic approach to promotion, reaching potential buyers across a variety of mediums. Here's how I'll market your property:

## **Online Advertising:**

*I'll list your property on popular real estate websites and use targeted social media campaigns to capture the attention of potential buyers.*

## **Postcards and Flyers**

*I'll design and distribute attractive postcards and flyers that highlight the unique features of your home. These can be mailed directly to potential buyers or distributed at strategic locations.*



## **Open Houses and Private Showings**

*Allowing potential buyers to experience your home firsthand can be a powerful selling tool. We'll coordinate these visits to fit with your schedule.*

## **Yard Signs**

*A professional and eye-catching "For Sale" yard sign can attract passersby and spark interest in your home.*

## **Billboards**

*In certain markets, billboards can be an effective way to reach a broader audience and generate buzz around your property.*

## **Social Media Promotion**

*We'll create engaging posts and eye-catching graphics to reach potential buyers. Instagram's visually driven platform is ideal for showcasing your home's aesthetics.*