



REAL ESTATE
SELLER'S GUIDE



Our COMPANY

We create spaces that sell, inspire, and elevate everyday living. As your one-stop solution for real estate, design, staging, and construction, we simplify the entire process—whether you’re buying, selling, building, or renovating. By combining expert real estate services with thoughtful design and skilled project execution, we help clients maximize value, reduce stress, and achieve results that stand out.

Our team specializes in preparing homes for market with beautiful, functional updates that drive buyer interest and boost returns. From high-end kitchens to custom bathrooms, cozy patios to inviting living spaces—every detail is crafted with intention. But we don’t just create beautiful spaces; we create spaces that work for real life. With a personalized, holistic approach, we bring your vision to life and ensure every home reflects the people who live in it.

A woman with long, wavy blonde hair is standing on a stone bridge over a canal. She is wearing a white long-sleeved blouse with a V-neck and a tan high-waisted skirt. She has a black bag slung over her shoulder and is looking directly at the camera. The background shows European-style buildings and a bridge in the distance.

YOUR AGENT

Your AGENT

Jennifer Blake

Jenn's passion for real estate began early—she successfully flipped her first home before the age of 20. While studying at the University of South Florida, she earned her real estate license in 2004, launching a career that blends deep market knowledge with a designer's eye. With experience in buying, selling, and renovating homes, Jenn envisioned a more seamless approach to the process. That vision led to the creation of HOMEco.—a full-service real estate and design firm offering everything under one roof, from property searches to renovations and staging. Jenn holds active licenses in Tennessee, Alabama and Florida. She owns several beautifully renovated properties of her own, as an avid investor in her own market area. Her approach to real estate is rooted in family, function, and thoughtful design—helping clients sell, find or create spaces that are not only beautiful, but lasting.

Beginnings,

Jenn is a third-generation Realtor, raised in an industry that shaped both her work ethic and her values. With a mother who built her career as a top-producing broker and a grandmother who worked closely with builders, real estate has always been part of her world—it's truly in her blood. This legacy instilled not only a deep respect for the profession, but a genuine passion for the lives and milestones she helps guide. Today, Jenn brings that foundation to the Nashville-area market, pairing local expertise with a strong background in marketing, sharp negotiation skills, and a relentless attention to detail. Every client benefits from her hands-on approach, strategic insight, and unwavering commitment to delivering a level of care and advocacy that goes far beyond the transaction.

WWW.HOME-COMPANIES.COM



Our TEAM

Choosing us as your real estate team means partnering with professionals who prioritize honesty, transparency, and your best interests every step of the way. We're committed to delivering personalized service, clear communication, and prompt responsiveness throughout the entire buying process.

With a strong foundation of professionalism, market expertise, and meticulous attention to detail, we work diligently to guide you toward the perfect property—ensuring a seamless and rewarding experience from start to finish.



Our MISSION & VALUES

We are driven by a passion for helping people sell, find, create, and love where they live. Whether buying, selling, renovating, or staging—we believe every home should be a true reflection of the people inside it. Our mission is to deliver beautifully curated, functional spaces that enhance both lifestyle and long-term value.

With expertise in real estate, design, and construction, we take a holistic, client-focused approach. We collaborate closely with each client to ensure every step—from market prep to move-in—is seamless, strategic, and personalized. As a boutique real estate and design firm, we pride ourselves on integrity, attention to detail, and a deep commitment to quality. We don't just close deals—we create homes that feel right, function well, and stand apart.





Elevated EXECUTION

With a deep respect for architectural integrity and thoughtful design, we approach each home with the goal of enhancing its unique character while maximizing its value. Whether preparing a property for market or guiding a renovation, we blend timeless elements with modern appeal to create spaces that feel both authentic and market-ready.

We believe exceptional real estate service starts with strong communication. From our first meeting to the final walkthrough, we keep you informed, involved, and confident in every decision. With over 30 years of combined experience and a trusted network of architects, contractors, designers, and brokers, we ensure every phase of your project is executed with precision, purpose, and care.



Client PACKAGES

1 2% | SELECT MARKET ESSENTIALS

For properties that require minimal exposure or qualify based on market, pricing, or condition

- PROFESSIONAL PHOTOGRAPHY
- PROPERTY SIGNAGE TO CAPTURE LOCAL INTEREST
- OFFERED EXCLUSIVELY IN SELECT MARKS.

2 2.5% | REFINED ESSENTIALS PACKAGE

Tailored for efficiently priced homes or quick-sale opportunities based on market value and service needs.

- PROFESSIONAL PHOTOGRAPHY
- PROPERTY SIGNAGE TO CAPTURE LOCAL INTEREST
- CRAFTED FOR SELLERS SEEKING A SOPHISTICATED AND SEAMLESS SALES PROCESS

3 3% | SIGNATURE MARKETING SUITE

A well-rounded package designed to maximize digital exposure while enhancing in-person appeal

- PROFESSIONAL PHOTOGRAPHY
- 3D HOME TOUR
- PROPERTY VIDEO
- CUSTOM CONTENT CREATION
- SOCIAL MEDIA CAMPAIGNS & DIGITAL ADVERTISING
- OPEN HOUSE COORDINATION
- PREMIUM PROPERTY SIGNAGE TO CAPTURE LOCAL INTEREST

4 3.5% | FULL-SERVICE LUXURY LISTING

Our premier listing experience—crafted to deliver exceptional exposure, elevated presentation, and seamless execution.

- PROFESSIONAL PHOTOGRAPHY
- FULL PROPERTY STAGING
- 3D HOME TOUR & FLOOR PLANS
- CINEMATIC VIDEO PRODUCTION
- CUSTOM CONTENT CREATION
- SOCIAL MEDIA MARKETING & PAID AD STRATEGY
- MAGAZINE AND PRINT MEDIA FEATURES
- OPEN HOUSES & BROKER OPENS
- PREMIUM PROPERTY SIGNAGE TO ENGAGE LOCAL BUYERS
- DEDICATED TRANSACTION COORDINATOR TO MANAGE ALL DETAILS FROM LIST TO CLOSE

Home

SELLING STEPS

- 1 MARKET PREPARATION
- 2 STAGING
- 3 PHOTOS AND VIDEOS
- 4 ONLINE MARKETING BLAST
- 5 SOCIAL MEDIA
- 6 OPEN HOUSES
- 7 PRINT MARKETING
- 8 ACTIVE PHONE WORK

Home SELLING PROCESS

1 PRELISTING

- SCHEDULE AN APPOINTMENT
- PHOTO STYLING OR STAGING CONSULTATION
- DISCUSS THE BEST STRATEGY FOR SELLING
- PROPERTY EVALUATION
- COMPLETE MARKET ANALYSIS
- ESTABLISH SALES PRICE
- EXECUTED LISTING AGREEMENT
- SELECT PREFERRED MARKETING PACKAGE AND TAILORED SERVICES

2 PREP FOR MARKET

- MARKETING CAMPAIGN STARTED
- CAPTURE PROFESSIONAL PHOTOS, VIDEO & CONTENT
- SIGNS INSTALLED
- SUBMITTED TO MLS
- SHOWING TIMES SELECTED
- DELIVER LOCKBOX WITH KEY COPY
- PROPERTY BROCHURE DELIVERED
- DIRECT MAIL CAMPAIGN LAUNCHED
- EMAIL CAMPAIGNS STARTED
- OPEN HOUSE SCHEDULED
- PUBLISH MAGAZINE FEATURES & LAUNCH PRINT/DIGITAL ADS

ACTIVE ON MARKET

- ## 3
- SHOWINGS STARTED
 - CURB APPEAL KEPT UP
 - HOUSE IS KEPT READY TO SHOW
 - (BASED ON YOUR PREFERENCE)
 - SHARE FEEDBACK & ADJUST AS NEEDED
 - OPEN HOUSE HELD
 - NEIGHBORHOOD DOOR KNOCKED

4 OFFER AND CLOSING

- OFFER(S) RECEIVED
- OFFER(S) NEGOTIATED
- OFFER ACCEPTED
- BACK-UP OFFER(S) ACCEPTED
- INSPECTIONS & DISCLOSURES COMPLETED
- APPRAISAL COMPLETED
- CONTINGENCIES REMOVED
- PROPERTY CLOSES
- REFER FRIENDS TO US!



Negotiating THE OFFER

There are typically three key opportunities to negotiate within a purchase contract: the initial offer, where price and terms are established; the inspection contingency, where potential repairs or credits may be addressed; and the appraisal contingency, which can influence final terms. Once an offer is received, it's essential to disclose all required information and adhere to the terms of the contract. Upon acceptance, the escrow process begins—and while it involves several important steps, you can rest assured knowing our expert team will guide you through each one with professionalism and care, advocating for your best interests every step of the way.



From Intention to AGREEMENT

AFTER YOU RECEIVE AN OFFER

Once you receive an offer on your home, we'll meet to review the details together and determine the best course of action. From there, the buyer will be awaiting one of three possible responses from you:

- 1 After You Receive an Offer**
Once an offer is received, we'll meet to review the terms together and determine the best course of action. As the seller, you have three possible responses:
- 2 Accept the Offer as Written**
If the terms align with your expectations, you can accept the offer as presented.
- 3 Reject the Offer**
If the offer does not meet your needs and you prefer not to negotiate, you may decline it outright.
- 4 Submit a Counteroffer**
If most terms are agreeable but you'd like to revise details—such as price, contingencies, or timelines—you may submit a counteroffer.

From here, negotiations may continue back and forth until both parties reach an agreement — or decide to part ways. Once both parties agree and sign, the offer becomes a **binding contract**, and you're officially **under contract**.

FINAL STEPS BEFORE CLOSING

Inspections

The buyer will schedule inspections to assess the home's condition. Staying flexible and responsive helps move the process forward smoothly.

4

Appraisal

The lender will order an appraisal to confirm the home's market value. This step is essential for final loan approval.

5

Buyer's Loan Finalization

While the buyer completes their financing, be prepared to accommodate timelines and provide any needed access.

6

Possible Final Negotiations

If inspections or the appraisal raise concerns, the buyer may request repairs or credits. With clear communication, both sides can work toward a fair resolution.

7



Closing WITH CONFIDENCE

Selling a home involves more than just accepting an offer—it requires transparency, preparation, and expert guidance. As your dedicated team, we're here to guide you through every step with confidence and care.

DISCLOSURES

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INSPECTIONS

Most offers come with inspection contingencies, typically ranging from 1 to 14 days. During this period, buyers may request repairs or credits based on their findings. We'll keep you informed and prepared, ensuring that all timelines and obligations are met with ease.

FINANCING & APPRAISALS

Navigating the financial side of a transaction requires expertise. We work closely with buyer agents and lenders to verify that offers are backed by fully underwritten approvals. When the appraisal comes in, we'll be ready to support negotiations and protect your bottom line.

CLOSING

From contract to closing table, our role is to ensure a smooth, stress-free experience. We'll coach you through every milestone, provide clear communication, and handle the details so you can focus on your next chapter.



Closing Day CHECKLIST

- 1 WIRE/ BANK INSTRUCTIONS
- 2 PHOTO IDENTIFICATION
- 3 HOUSE KEYS AND GARAGE DOOR
OPENER
- 4 ANY NECESSARY DOCUMENTATION RELATED
TO THE SALE (E.G. DEED, MORTGAGE PAYOFF
STATEMENT, HOME INSPECTION REPORT)
- 5 ANY AGREED-UPON REPAIRS OR UPDATES
COMPLETED PRIOR TO CLOSING



Featured
PROJECTS









Say Howdy
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