

HOME COMPANIES

THE MIDDLE TENNESSEE SELLER'S GUIDE

Preparing, positioning and presenting your home to sell with intention.

PREPARE

POSITION

PRESENT

NEGOTIATE

A practical guide to pricing, preparation, staging, marketing, showings, offers, inspections and closing - with the added advantage of real estate, design and construction expertise under one roof.

Everything home. One connected team.

SELLING WELL STARTS BEFORE THE SIGN GOES UP

Your Home Is a Product - and a Story

The strongest listings are not simply placed on the market. They are prepared for it. Buyers form opinions quickly, and the details they see online and in person influence perceived value, urgency and confidence.

Our approach combines market knowledge with staging, design, renovation insight and strategic presentation. We look at the home through a buyer's eyes, identify where effort and money are most likely to matter, and build a launch plan around the property rather than using a one-size-fits-all checklist.

The goal is not to make your home perfect. The goal is to make it compelling.

What we help coordinate

- Pricing and market positioning
- Pre-listing walk-through and improvement priorities
- Editing, styling and professional staging
- Contractor and repair coordination when included
- Photography, video and property storytelling
- MLS, digital and social marketing
- Open houses and private showings
- Offer analysis, negotiation, inspections and closing

THE PROCESS

From Preparing to Closing

01 | Consultation + Goals

We begin with your priorities: desired timing, financial goals, property condition, improvements already completed, and anything that could affect the sale.

02 | Market Analysis

We study the most relevant recent sales, active competition, location, condition, size, features and buyer expectations. Pricing is a strategy, not simply a number.

03 | Pre-Listing Plan

We identify repairs, editing, paint, landscaping, lighting, furnishings and presentation changes worth considering - and just as importantly, what is not worth doing.

04 | Staging + Styling

We create cleaner sight lines, better scale, stronger focal points and a more aspirational presentation. Depending on the home, this may mean editing what you own, adding pieces, or fully staging vacant spaces.

05 | Media + Launch Preparation

Once the property is ready, professional media captures the home at its best. Listing copy, feature highlights, launch timing, signage, MLS details and marketing assets are prepared together.

06 | Go Live

The first days on market matter. We coordinate the public launch, online exposure, agent outreach, social content, open-house strategy and showing access.

07 | Feedback + Market Response

We watch activity, showing feedback, online engagement and competing inventory. Strategy can be adjusted if the market gives us new information.

08 | Offers + Negotiation

We evaluate more than price: financing, contingencies, closing timeline, concessions, appraisal exposure and the likelihood that the buyer can perform.

09 | Inspections + Appraisal

We help navigate repair requests, inspection findings and appraisal issues while protecting the larger transaction.

10 | Closing

We track the final milestones, coordinate remaining details and help move the transaction from contract to a successful closing.

PREPARE

Where Should You Spend Before You Sell?

Not every improvement returns its cost. We prioritize work that reduces buyer objections, improves photography, strengthens first impressions or makes the home feel better maintained.

HIGH-IMPACT AREAS	WHAT WE LOOK FOR
Exterior + Entry	Landscaping, pressure washing, paint touch-ups, lighting, door condition, hardware and a clean approach to the home.
Paint + Walls	Scuffs, dated colors, damaged drywall, overly personal rooms and areas where a cleaner neutral presentation improves the home.
Lighting	Burned-out bulbs, mixed color temperatures, undersized fixtures, dark rooms and dated fixtures that distract from the home.
Kitchen + Baths	Cleanliness, caulk, grout, hardware, plumbing issues, counters, cabinetry condition and whether small changes can improve the home.
Floors	Deep cleaning, carpet condition, damaged boards, grout and anything buyers may immediately perceive as deferred maintenance.
Clutter + Storage	Closets, counters, garages and rooms that feel smaller because they are overfilled.
Repairs	Visible leaks, broken fixtures, damaged trim, doors, windows, HVAC concerns and other issues likely to appear during the sale.

Before renovating solely for resale, we recommend comparing the likely market benefit with the cost, time and risk of the work. Sometimes strategic staging and presentation outperform a major last-minute renovation.

PRESENT

Why Staging Changes the Conversation

Staging is not decorating for the seller. It is merchandising for the buyer. The objective is to help people understand the home's scale, function, architecture and lifestyle without being distracted by clutter, overly personal choices or empty rooms that are difficult to visualize.

Our staging lens

- Create a strong first photograph and first in-person impression
- Clarify how each room functions
- Make rooms feel appropriately scaled
- Highlight architecture, natural light and views
- Reduce visual distractions and overly personal elements
- Create continuity from room to room
- Style the home for the likely buyer and price point
- Finish the spaces buyers remember: entry, kitchen, living areas, primary suite and outdoor living

The Online Showing Comes First

For many buyers, the first showing happens on a phone. Photography, video, listing order, room styling and the opening image determine whether they slow down, save the property or move on. We prepare the home for the camera as carefully as we prepare it for the front door.

POSITION

Pricing Is a Marketing Decision

The list price influences which buyers find the property, how it compares with competing homes, whether it appears to offer value and how much urgency is created in the first days on market.

We consider

- Recent closed sales - with extra weight on the most comparable homes
- Current active and pending competition
- Condition, updates, lot, layout, amenities and location
- Price-per-square-foot as context, not as the only valuation method
- Buyer search thresholds and likely financing
- Seasonality, inventory and current market pace
- The seller's timing and tolerance for market time

Overpricing can cost more than time.

A home that launches above the market may miss its strongest early audience and later require price reductions that cause buyers to question why it has not sold. Strategic pricing aims to create confidence and competition while protecting the property's value.

MARKET

A Launch, Not Just a Listing

Our marketing plan is built around the property. A luxury home, a design-forward renovation, a new construction property and an investment home should not all be marketed the same way.

Professional Media

Photography, video and visual assets designed to showcase architecture, lifestyle and standout features.

Property Story

Listing copy and feature messaging that explain why the home matters - not simply a list of rooms.

MLS + Syndication

Accurate property data, thoughtful photo sequencing and broad online exposure.

Social Media

Launch content, behind-the-scenes preparation, video, open-house promotion and shareable property highlights.

Agent + Buyer Outreach

Targeted communication to agents and prospective buyers when appropriate.

Open Houses

Planned around access, property type, neighborhood and the likely audience.

Ongoing Strategy

Showing feedback and market activity are used to refine the approach when necessary.

SHOW READY

The 20-Minute Showing Reset

Once the home is live, consistency matters. Use this quick reset before a showing or open house.

- Open blinds and curtains; turn on lamps and key interior lights.
- Clear kitchen counters and sink; put away dishes, sponges and small appliances where possible.
- Make beds, straighten pillows and fold throws.
- Close toilet lids; clear bathroom counters; hang fresh towels.
- Remove pet bowls, litter boxes, toys and visible pet hair when practical.
- Empty small trash cans and remove odors at the source rather than masking them with heavy fragrance.
- Set thermostats to a comfortable temperature.
- Put away valuables, medications, mail and sensitive paperwork.
- Clear driveways when possible and make the front entry spotless.
- Leave the home during the showing so buyers can speak freely and stay longer.

Seller tip: create one attractive basket or lidded bin for last-minute daily items. It is much easier to reset a home when everything has a temporary place.

OFFERS

The Highest Price Is Not Always the Best Offer

An offer is a package of price, terms, risk and timing. We compare the complete picture before recommending a response.

TERM	WHY IT MATTERS
Purchase price	The headline number - but not the only number.
Financing	Loan type, down payment and lender strength can affect certainty and appraisal exposure.
Cash	May reduce financing risk, but terms still matter.
Contingencies	Inspection, financing, appraisal, sale-of-home and other contingencies change risk.
Concessions	Closing-cost requests, rate buydowns, repairs or credits affect your net proceeds.
Closing + possession	Timing should work with your move and any next purchase.
Earnest money	Can signal buyer commitment, subject to the contract terms.
Net proceeds	What matters most is what you expect to receive after agreed expenses and credits.

PLAN AHEAD

Common Seller Expenses

Every transaction is different. Your estimated net sheet should be based on your actual contract, loan payoff and negotiated terms, but sellers commonly plan for some combination of the following:

- Mortgage and lien payoffs
- Broker compensation as agreed in your listing and transaction documents
- Seller-paid closing costs or buyer concessions if negotiated
- Title, settlement, recording or attorney-related charges as applicable
- Property taxes or HOA items prorated or settled at closing
- Repairs, credits or home-warranty costs if negotiated
- Moving, storage, staging or pre-listing preparation expenses

We recommend reviewing an estimated seller net sheet before listing and again when comparing offers.

Frequently Asked Questions

Should I renovate before selling?

Sometimes, but not automatically. We compare the likely buyer response and market value against the cost, timeline and disruption of the work.

Do I need to stage if I live in the home?

Occupied homes can often be improved through editing, rearranging and selective additions. The recommendation depends on the property and existing furnishings.

Should I be home for showings?

Usually no. Buyers tend to stay longer and speak more openly when the seller is not present.

What happens if the inspection finds problems?

Inspection findings may lead to requests for repairs, credits or other negotiations. We help evaluate the request in the context of the contract and overall transaction.

What if my home does not sell quickly?

We review showing activity, feedback, competing inventory, presentation and pricing. The market usually gives us information; the strategy should respond to it.

When should I start preparing?

Earlier than most sellers think. Even a few weeks can create time to complete repairs, edit belongings, schedule staging and coordinate professional media without rushing.

THE HOME COMPANIES DIFFERENCE

Real Estate Meets Design + Construction

Selling often raises questions that cross traditional real-estate lines: Should we paint? Is this renovation worth doing? Can this room be staged differently? Is that repair serious? What would a buyer change here? Our integrated perspective helps answer those questions before they become obstacles.

We understand the property from multiple angles - marketability, design, function, construction and buyer experience - so preparation decisions can be made with the whole sale in mind.

Seller Planning Worksheet

Ideal listing date:

Ideal closing date:

Reason for selling / top priority:

Known repairs or deferred maintenance:

Recent updates and approximate dates:

Items that will NOT remain with the home:

Top 5 features we want buyers to notice:

Areas of the home that concern us most:

Staging / storage needs:

Next-home or moving considerations:

READY TO SELL?

Let's Make the First Impression Count.

The best time to create a listing strategy is before the home hits the market. We can walk the property, identify priorities, discuss pricing and build a preparation plan around your goals.

BUY. SELL. DESIGN. BUILD.

HOME COMPANIES

This guide is for general informational purposes and is not legal, tax, lending or financial advice. Contract terms, costs and market conditions vary. Consult the appropriate licensed professional for advice specific to your situation.