

SELLERS GUIDE

THE COMPLETE GUIDE TO SELLING YOUR HOME



★
EPIC
REAL ESTATE

THE STEPS

When it comes to selling your home we've got you, every single step of the way. Here's a general breakdown of the process and what you can expect.



GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.



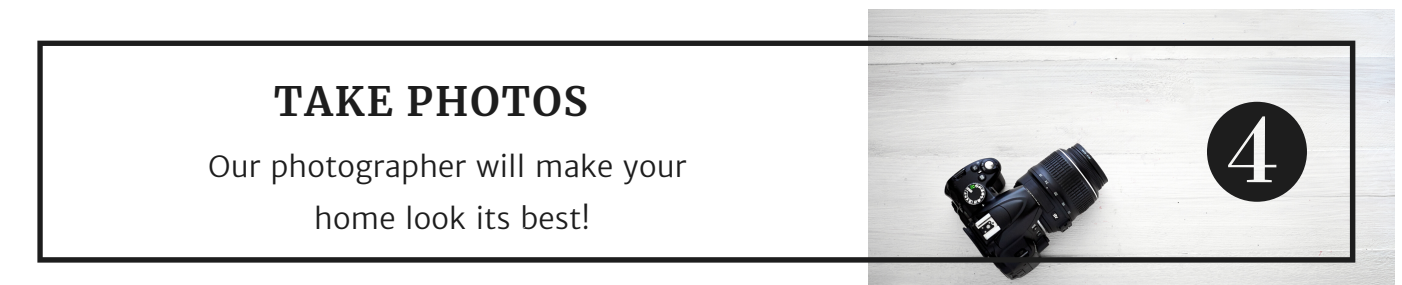
SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.



STAGE IT

Staging your home may be necessary to get you the largest return. We'll walk you through everything!

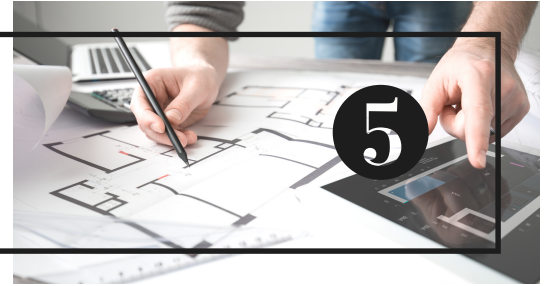


TAKE PHOTOS

Our photographer will make your home look its best!

CREATE MATERIALS

We'll have our graphic designer create everything we need to market your home!



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SHOW IT

This is often the hardest part as your home has to remain presentable and in tip top shape every day.



REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



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CLOSING DAY

Schedule the closing, hand over the keys, collect the check!



THE MARKETING

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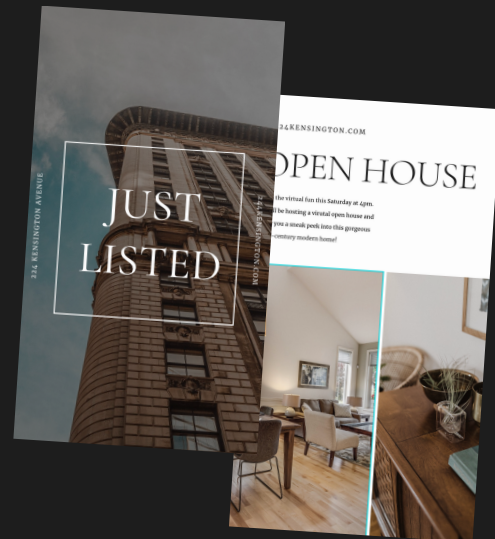


ADS

Your home is distributed across all
of our online platforms!

VISUALS

Photos, neighborhood flyers, and property
brochures get your home noticed!



EVENTS

From neighborhood wine & cheese to
weekend open houses your home will be
given the royal treatment!

Understanding Market Conditions



Buyer's Market

A buyer's market occurs when supply exceeds demand. Typically, sellers will drop their asking prices to gain an advantage in the market.



Seller's Market

A seller's market arises when demand exceeds supply. Since there are fewer homes available, sellers are at an advantage.



Balanced Market

Supply and demand are about the same. Sellers usually accept reasonable offers, while homes generally sit on the market for an average or typical length of time

THE PRICING

Pricing your home right means taking a variety of things into consideration. Here are some things we factor into determining a sale price for your home.

PAST SALES

Take the time to study past sales for homes in your area and areas similar to yours. Having a clear understanding of true market value is the first step in establishing your list price.

ACTIVE LISTINGS

We study active listings to see what homes we'll be competing with. Buyers tend to compare your home to these homes.

CONDITION

We put ourselves in the buyer's shoes and ask what they would find most valuable in homes like yours. Updated kitchens? Renovated rooms? These all factor into the final price.

THE MARKET

Pricing your home largely depends on what type of market we will be listing in. If it's a buyer's market you'll be pricing lower, if it's a seller's market you'll be pricing higher.



THE OFFER

If you're a first-time home seller, the offer process may seem overwhelming. Knowing what to expect can save you a lot of headaches and surprises in the long run.

Elements of the offer

1. Price
2. Deposit
3. Terms
4. Conditions
5. Inclusions and Exclusions
6. Irrevocable.
7. Closing or Possession Date

Negotiating an Offer

Once an offer is received we'll review it together and decide if we want to accept, counter or reject.

Deposit Provided

Buyers will offer a deposit as a promise to the seller that they are financially capable and ready to commit to buying the home.

Conditions are Met

Unless a purchase agreement is free of any conditions when an offer is accepted conditions make a sale "conditional." This simply means that the deal cannot be completed until all conditions that are part of the offer have either been fulfilled or waived by their respective expiry dates.

Final Walkthrough

Buyers will typically have an opportunity to do a final walk-through of the home before the closing date to make sure that it's in the same condition as it was before the offer was made.

SELLER'S CHECKLIST



GENERAL MAINTENANCE

- ☐ Oil squeaky doors
- ☐ Tighten doorknobs
- ☐ Replace burned out lights
- ☐ Clean and repair windows
- ☐ Touch up chipped paint
- ☐ Repair cracked plaster
- ☐ Repair leaking taps and toilets



HOME CLEANING

- ☐ Shampoo carpets
- ☐ Clean washer, dryer, and tubs
- ☐ Clean furnace
- ☐ Clean fridge and stove
- ☐ Clean and freshen bathrooms



TIDY AND PREP

- ☐ Clean and tidy entrance
- ☐ Functional doorbell
- ☐ Polish door hardware
- ☐ Paint doors, railings, etc.
(as necessary)



CURB APPEAL

- ☐ Cut lawns
- ☐ Trim shrubs and lawns
- ☐ Weed and edge gardens
- ☐ Pick up any litter
- ☐ Clear walkway of leaves
- ☐ Repair gutters and eaves
- ☐ Touch up exterior paint



EXTRA TOUCHES

- ☐ Be absent during showings
- ☐ Turn on all lights
- ☐ Light fireplace
- ☐ Open drapes in the day time
- ☐ Play quiet background music
- ☐ Keep pets outdoors



ORGANIZATION

- ☐ Clear stairs and halls
- ☐ Store excess furniture
- ☐ Clear counters and stove
- ☐ Make closets neat and tidy

TESTIMONIALS

"Through the listing, marketing and sale of our home, Shelli Stine demonstrated her skills as a top Realtor in Little Rock. Her hard work was coupled with innovative marketing tools, she kept us completely informed through the process and successfully negotiated the sale of our home. We would highly recommend Shelli to anyone in need of real estate services."

"Shelli is amazing! She guided us through the home buying process. Shelli walks you through every step with ensuring your best interests. We could have not picked a better person to work with! Home buying is not easy by any means. However, Shelli does an amazing job by making the process easier and explains everything to you."

"Shelli is an outstanding agent to work with. She is a skilled listener and negotiator, with a very in-depth knowledge of the local market. Without doubt, we would seek her out immediately for future real estate transactions."

SHELLI STINE

Shelli Stine is a multi-million dollar producer and award-winning real estate agent with EPIC Real Estate. A dedicated leader in her field, Shelli is one of the premier experts on real estate in Little Rock, Maumelle and surrounding areas.

- International Presidents Circle for the top 5% in sales worldwide for Coldwell Banker International
- Double Diamond award for achieving the highest category of residential sales in 2019, 2020 and 2021 from the Little Rock Realtors Association
- Top Residential Real Estate agent in Arkansas designation.
Arkansas Business
- BEST REALTORS. AY (About You) magazine
- Voted a Top Real Estate Agent. Arkansas Life magazine readers



C 501.944.5130

SHELLI@EPICREALESTATECO.COM



EPIC

REAL ESTATE

EPICREALESTATECO.COM

501.313.1344

EPICREALESTATECO@GMAIL.COM

7003 VALLEY RANCH DRIVE
LITTLE ROCK, ARKANSAS 72223