

**SOUTHEASTERN**  
RESIDENTIAL

# Seller handbook

FROM LISTED TO SOLD

**ELANA  
MURRAY**  
SOUTHEASTERN RESIDENTIAL



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# Thank you!

As a real estate agent, I promise to work tirelessly to market and sell your home for the best possible price.

I'll keep you informed every step of the way and ensure that the selling process is as smooth and stress-free as possible.

Your satisfaction is my top priority and I'm committed to delivering outstanding service throughout the entire transaction.

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# NAR SETTLEMENT UPDATE

If you're planning to sell your home, there are a few updates from the National Association of REALTORS® (NAR) that you should know about. Let's break them down!

## **Offering Buyer Agent Compensation is Now Optional**

- You're no longer required to offer commission to a buyer's agent.
- However, offering a commission may help attract more buyers—we'll strategize based on your goals.

## **MLS Listings No Longer Show Buyer Agent Commissions**

- Buyers and their agents will negotiate their compensation separately.
- We'll discuss how this affects your listing strategy and negotiations.



# NAR SETTLEMENT UPDATE

## IMPORTANT CONTRACT UPDATES FOR SELLERS:

- Closing Date Extensions: Buyers must request an extension before 8:00 PM on closing day.
- Emergency Delays: If a state of emergency happens, contract deadlines automatically extend.
- New Disclosure Rules: If I have any ownership interest in a property, I must disclose it before signing a contract.

## WHAT THIS MEANS FOR YOU

- You decide if you want to offer buyer agent compensation.
- Be aware that buyers will have written agreements with their agents.
- We'll make sure all necessary disclosures are handled correctly.

## FAQ'S FOR SELLERS

1. Do I have to pay a buyer's agent?

- No! It's now optional, but it can be a great strategy to attract more buyers.

2. How does this impact negotiations?

- Buyers may include agent compensation as part of their offer, so we'll be ready to negotiate.

3. What if my buyer's financing is delayed?

- If a state of emergency happens, contract deadlines may extend automatically.

# SELLER FAQS

## HOW DO I DETERMINE THE RIGHT PRICE FOR MY HOME?

It's important to work with a real estate agent to determine the fair market value of your home based on factors such as location, size, condition, and recent sales in the area.

## SHOULD I MAKE REPAIRS BEFORE LISTING MY HOME?

Yes, it's typically a good idea to make necessary repairs before listing your home. This can help maximize your sale price and make your home more attractive to potential buyers.

## HOW LONG DOES IT TAKE TO SELL A HOME?

The time it takes to sell a home can vary depending on market conditions and other factors. On average, homes stay on the market for around 30-60 days, but this can be shorter or longer depending on the specific circumstances.

## DO I NEED TO STAGE MY HOME FOR SHOWINGS?

Staging your home can help it look more appealing to potential buyers and can increase your chances of a quick sale. However, it's not always necessary and can depend on the specific market and type of home.

## DO I HAVE TO PAY A REAL ESTATE AGENT TO SELL MY HOME?

Yes, you will typically need to pay a commission to your real estate agent for their services in selling your home. The commission is usually a percentage of the sale price and can vary depending on the agent and market.

## WHAT HAPPENS DURING THE CLOSING PROCESS?

The closing process involves finalizing the sale of your home and transferring ownership to the buyer. This typically involves signing various paperwork, paying closing costs, and transferring funds. Your real estate agent can guide you through the process.

# 4 STAGES OF HOME SELLING

## PRELISTING

- Schedule an appointment
- Meet with Staging Consultant
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Executed listing agreement

## PREP FOR MARKET

- Marketing campaign started
- Professional photography taken
- Signs installed
- Submitted to MLS
- Showing times selected
- Property brochure delivered
- Direct mail campaign launched
- Email campaigns started
- Open House scheduled

## ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open House held
- Neighborhood door knocked

## 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!

your  
current home

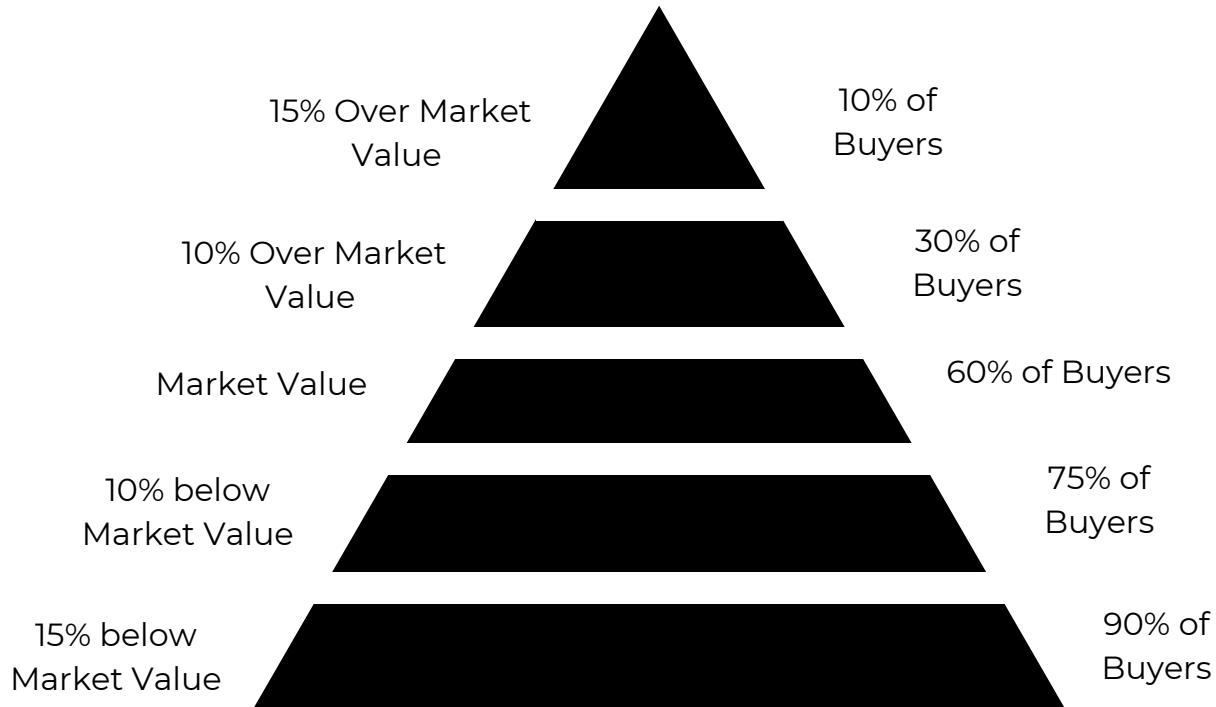


# PRICING YOUR HOME RIGHT

Pricing your home appropriately from the start is crucial to receive fair offers and sell your home in a timely manner. Pricing too high may cause buyers to assume something is wrong with the property, while pricing too low may result in a quick sale but not the best value.

IF THE ASKING  
PRICE IS

THE PROPERTY  
APPEALS TO



# YOUR PROPERTY



## ESTIMATED VALUE

**\$425,000**

LOW LIST PRICE

**\$605,000**

HIGH LIST PRICE

**\$520,000**

RECOMMENDED  
LIST PRICE

## PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool

## PROPERTY DETAILS:

Type: Single Family

Year Built: 1972

Lot Size: 0.4 acres

Style: Colonial

Taxes: \$15,045

Basement: 780 Sq Ft

# COMPARABLE LISTINGS



123 Anywhere St., Any  
City, ST 12345

List Price:

**\$520,000**

## PROPERTY FEATURES:

- 4 bedrooms
- 3 bathrooms
- 2 car garage
- 3,500 Sq Ft
- Swimming pool
- Hardwood Floor
- Central AC
- Stainless Steel Appliances
- Custom Closets



15 Days on  
Market

123 Anywhere St., Any  
City, ST 12345

List Price:

**\$520,000**

## PROPERTY FEATURES:

- 4 bedrooms
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15 Days on  
Market

A modern living room interior. In the foreground, a large glass-top dining table with a wooden base is visible, surrounded by white, modern-style chairs. The room has a polished, light-colored floor. In the background, there's a kitchen area with a dark backsplash and a large window that looks out onto a city skyline with several skyscrapers. A large, cylindrical air purifier or speaker is mounted on the ceiling. The overall aesthetic is clean and contemporary.

our steps  
to sold



# OUR **EIGHT STEPS** TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK

# PREPARING YOUR HOME

## FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

## CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

## REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

# STAGING YOUR HOME

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

**83%**

of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home

**67%**

of top agents say that home staging helps a seller fetch more money for their house resale

**40%**

of top buyers agents cited that a home staging had an effect on most buyers view of the home

## PROS OF STAGING

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in a shorter time

## CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

# STAGING TIPS

## MAXIMIZE CURB APPEAL

### HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

### YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

### FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

## MAKE YOUR HOME SPARKLE

### FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

### DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

### DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

# PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and videography, and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



## HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster  
than homes with  
amateur  
photography

Have a 50%  
higher asking  
price per square  
foot

Get 403% more  
inquiries when  
paired with listing  
videos

OUR  
**ONLINE  
MARKETING  
BLITZ**

REALTOR.COM

ZILLOW.COM

LUXURY ESTATE DIGITAL

TARGETED ONLINE CAMPAIGN

TARGETED EMAIL CAMPAIGN

PINTEREST BOARD

GOOGLE SEO

SOCIAL MEDIA POSTS

HOMEFINDER

HOMES.COM

HOMESNAP PRO

+MANY MORE!

# SOCIAL MEDIA MARKETING

## INSTAGRAM

We regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

## FACEBOOK

We run targeted ad campaigns to ensure your listing shows up in front of the right buyers.

## TIKTOK

We post professional grade videos of your home to show off every angle.



# OPEN HOUSES



**WE LOVE  
SHOWCASING  
YOUR HOME  
WITH AN  
OPEN HOUSE**

Open houses and showings are valuable tools for selling a property because they increase exposure, allow buyers to visualize themselves in the home, build excitement and provide valuable feedback to improve the property's appeal. These provide buyers the opportunity to view the property in person and get a better sense of whether it is the right fit for them.

## **TIPS FOR AN EFFECTIVE OPEN HOUSE:**

- Clean and declutter to create a spacious and inviting atmosphere
- Make necessary repairs or touch-ups to improve the overall condition of the home
- Add fresh flowers or plants for a welcoming touch
- Remove personal items and valuables for security
- Provide refreshments to make visitors feel comfortable.

# PRINT MARKETING

To promote our current listings, we use print marketing across various channels. This marketing strategy emphasizes the tangible nature of print, providing potential buyers with physical materials to hold and examine. By combining both print and digital marketing methods, we can reach a wider audience and increase the likelihood of finding the perfect buyer for your property.

## PRINT COLLATERAL

**01**

Property  
Flyer &  
Brochure

**02**

Custom  
Property  
Postcards

**03**

Custom  
Door  
Hangers

**04**

Newspapers  
& Custom  
Magazines

**05**

Open House  
& For Sale  
Signs

# SHOWING YOUR HOME

## STEP 1:

A SHOWING HAS  
BEEN REQUESTED

## STEP 2:

YOU APPROVE OR  
DISAPPROVE

## STEP 3:

HOME IS PREPARED  
FOR THE SHOWING

## STEP 4:

YOU LEAVE AND  
THE SHOWING IS  
COMPLETED

## STEP 5:

FEEDBACK IS  
RECIEVED

## STEP 6:

REVIEW FEEDBACK  
OR OFFER

# SHOWING CHECKLIST

- Clean and declutter the entire house, including closets, cabinets, and drawers.
- Make any necessary repairs, such as fixing leaks, replacing broken fixtures, or repairing damaged walls or floors.
- Repaint walls in neutral colors if necessary.
- Mow the lawn and trim bushes and hedges.
- Deep clean all surfaces, including floors, walls, windows, mirrors, and appliances.
- Add potted plants or flowers for curb appeal.
- Clean the gutters and downspouts.
- Clean or pressure wash the exterior of the house.
- Sweep and tidy up the yard and outdoor living spaces.
- Ensure that the roof is in good condition.
- Make any necessary arrangements for pets or children during the showing.
- Make sure that the house is easy to access and that potential buyers can find it easily.
- Clear off kitchen and bathroom counters, leaving only necessary items.
- Remove family photos, religious or political items, and any other items that may be considered offensive or controversial.
- Stage the house with attractive furniture and decor.
- Make sure all appliances are in good working order and clean.
- Provide a detailed list of updates and renovations to your real estate agent.
- Remove any pet odors and stains.
- Replace any burnt-out light bulbs.
- Provide a list of features and benefits of the house to the real estate agent.
- Clean and organize the garage or storage areas.
- Make sure that the house is well-lit both inside and outside.
- Be flexible and willing to work with potential buyers to make the sale happen.
- Leave the house during the showing to give potential buyers privacy.

# SHOWING FEEDBACK

## GETTING FEEDBACK

Not every home seller asks potential buyers for feedback about their house, but they should, and the most important question to ask following a house showing is "*What did you think?*" Many sellers hesitate, either because they don't know what they're looking for or are afraid to receive feedback.

Buyer feedback is essential. Without it, we won't know what we're doing right or what could be improved.

We're in direct contact with buyers agents and ask for feedback on each one of our properties after every showing.

## QUESTIONS WE'LL ASK

1. What's your overall impression?
2. How does this home compare?
3. What do you like most?
4. What do you like least?
5. What's your opinion of the price?
6. Do you see yourself living here?
7. What would it take for you to buy?

Feel free to email us any other questions you want to ask the buyers.



the offer &

*closing*

# NEGOTIATING THE OFFER

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Did you know that negotiation can take place at three different times during the purchase contract process? Firstly, when submitting the initial offer, price and terms can be negotiated. Secondly, during the buyer's inspection contingency period, there is another chance to negotiate. Finally, negotiations can take place during the buyer's appraisal contingency. To ensure a smooth process, it is crucial to have a skilled and experienced professional working on your behalf. Our team is made up of negotiation experts, and we'll use our skills to advocate for you.

## THE OFFER

Once you have received an offer, there are several critical tasks that you need to complete. It's essential to disclose and comply with all the terms of the contract. Once you have accepted the contract, the escrow process will begin. However, there's no need to be concerned – we'll be there every step of the way to guide you.



## DISCLOSURES

When selling a property, it's important to provide buyers with all the relevant information they need to make an informed decision. In our state, sellers are legally required to disclose specific information to buyers. It's important to keep in mind that failing to provide the mandated disclosures can result in substantial penalties.

## INSPECTIONS

It's crucial to comprehend the contingencies that come with offers received. For instance, inspection contingencies could take anywhere from 1-14 days to complete. It's important to know your obligations and options during this period. We'll stay in contact with you to ensure that all deadlines are met.

## FINANCING / APPRAISALS

Having a competent agent by your side is essential to avoid complications when purchasing a home. They can help you review offers and ensure that the buyers making them have undergone full underwriting and approval.

## CLOSING

Our goal is to help and coach you through the entire transaction. We're here to guide you through every step of the way.

# THE OFFER PROCESS

## **AFTER YOU RECEIVE AN OFFER**

We'll meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

### **1 - ACCEPT THE OFFER AS WRITTEN**

### **2 - DECLINE THE OFFER**

If you feel the offer isn't close enough to your expectations to further negotiate this offer.

### **3 - COUNTER OFFER**

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED BY  
BOTH PARTIES, YOU ARE OFFICIALLY  
UNDER CONTRACT.**



# FINAL STEPS

## ORDER THE INSPECTIONS

Ordering inspections before closing when selling a home is crucial to avoid potential complications and ensure the home is in good condition. General and pest inspections should be completed, and any issues should be addressed before finalizing the sale.

## ORDER THE APPRAISAL

Ordering an appraisal for home sellers before closing on a home can be a good idea to ensure that the home is priced correctly and to avoid any surprises during the sale process. However, it is not always necessary and the decision should be made based on individual circumstances.

## NEGOTIATE FINAL OFFER

When negotiating a final offer for a property, it's crucial to consider current market and property conditions, urgency of the sale, and be realistic with expectations to come up with a fair and reasonable offer. Flexibility and compromise are key to reaching a mutually beneficial agreement with potential buyers.

# SCHEDULING YOUR MOVE

## AFTER SIGNING

Start by decluttering and packing up your belongings and donate or throw away anything you don't need, create an inventory of anything valuable that you plan to move, and, finally, you'll want to get estimates from moving companies for your specific needs.

### 4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- Start packing

### 3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

### 2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

### 1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company.

# WHAT TO BRING TO CLOSING

- Photo identification
- House keys and garage door openers
- Any necessary documentation related to the sale (e.g. deed, mortgage payoff statement, home inspection report)
- Any agreed-upon repairs or updates completed prior to closing
- Proof of homeowner's insurance for the closing date
- Any receipts for prepaid expenses (e.g. property taxes, utilities)



SOUTHEASTERN  
RESIDENTIAL

why you should  
*hire us*

# OUR PROMISE TO YOU

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONESTY AND TRANSPARENCY
- ✓ COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONALISM AND EXPERTISE
- ✓ DILIGENCE AND ATTENTION TO DETAIL



# SUCCESS STORIES



CONTESSA WAS INCREDIBLY HELPFUL THROUGHOUT THE ENTIRE HOME SELLING PROCESS. THEY WERE KNOWLEDGEABLE, COMMUNICATIVE, AND ALWAYS HAD MY BEST INTERESTS IN MIND. I COULDN'T HAVE ASKED FOR A BETTER EXPERIENCE AND WOULD HIGHLY RECOMMEND THEIR SERVICES TO ANYONE IN NEED OF A RELIABLE AND TRUSTWORTHY AGENT.

- JOSEPH RANDOLPH



OVERALL, I HAD AN EXCEPTIONAL EXPERIENCE, AND I WOULD HIGHLY RECOMMEND THEIR SERVICES TO ANYONE SEEKING A RELIABLE AND TRUSTWORTHY AGENT.

- ERYKAH SCOTT



I HIGHLY RECOMMEND THIS REAL ESTATE TEAM! THEIR EXPERTISE AND PROFESSIONALISM MADE THE PROCESS OF SELLING A PROPERTY EFFORTLESS. THEY WERE RESPONSIVE, KNOWLEDGEABLE, AND WENT ABOVE AND BEYOND TO ENSURE A SMOOTH TRANSACTION. I COULDN'T HAVE ASKED FOR A BETTER TEAM TO WORK WITH.

- JAMIE THOMAS

# Why Choose Southeastern?

We believe that home is a place for you and your family to unplug, connect, dream and be together. Our Executive team, agents, and support staff are hand-picked from the best-of-the-best to provide exceptional service to exceed all expectations. Our mission is to be the one-stop solution for all of your real estate needs.

- **A One-Stop Solution for Your Real Estate Needs**

Best of the best providing top service

- **Driven Real Estate Professionals**

Dedicated to Augusta and Charleston

- **Leading the Way**

With over 150 Million in sales in 2020

- **We're Effectively Social**

Engaging, connected and shoppable



## Relocation Services

We know that no matter how exciting the opportunities are, the experience of relocating can be stressful. That's why we have the best people and practices to make your experience enjoyable and comfortable.

## Development Services

Our sister company, Southeastern Real Estate Group, develops residential and commercial properties across the southeastern United States. If you have a property with development potential, let us know! We would love to help.

## We Know Real Estate

We understand the real estate landscape, how to market homes effectively and what it takes to get the best possible price when you sell your home. That's why we're always innovating – pushing forward to better connect buyers and sellers.



## Selling Your Home in Augusta

Our agents take the time to ensure our clients can make the best decisions. Contact us to understand how we work and how we can work together to get your property sold.

- **Experienced Real Estate Agents** – Our agents are experts in the selling process, from listing to closing.
- **Website Marketing** – We provide the tools necessary to get your home top tier exposure.
- **Custom Photos** – Custom photos of your listing that accentuate the selling points of your listing.
- **Maximize Your Exposure with Social Media** – Let us create a custom social media campaign to maximize exposure of your listing.
- **Agent Network** – We have a comprehensive network of agents with qualified buyers.
- **Staging Tactics** – Our agents are trained to understand how to stage a home to maximize the price.
- **Clear Communication** – Our agents provide clear communication to our clients with regular updates on the status of your listing.
- **Home Pricing Made Easy** – Our agents are trained to get maximum prices on homes listed.

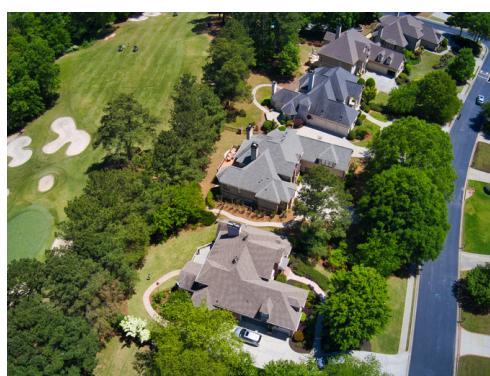
# Our New Home Developments

Southeastern Residential represents multiple new home communities in the Augusta and Charleston markets. Each community is carefully planned to provide residents with unique amenities and long term value. We carefully select the right builders for our communities that share our commitment to quality. Ask one of our agents today about which community is right for you.

## Augusta, Georgia



## Charleston, South Carolina



### AUGUSTA, GA

4024 Washington Road

Augusta, GA 30907

706-945-0512

Open Daily: 9am – 5pm

### CHARLESTON, SC

4245 Ten Shillings Way

**SOUTHEASTERN**  
— R E S I D E N T I A L —

**Let us sell your home or find your dream home!**  
**Call our team for all your real estate needs!**

[southeasternresidential.com](http://southeasternresidential.com)