



GM WILLIAMS REALTY
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COMPREHENSIVE SELLERS GUIDE

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Your Step-by-Step Guide to Buying a Home

Presented by GM Williams Real Estate

Selling a home is both a financial and emotional decision. Whether you're moving up, downsizing, or relocating, understanding the selling process can help you maximize your home's value and avoid surprises along the way.

In North Carolina, real estate transactions include unique processes such as due diligence periods and attorney-facilitated closings. This guide walks you through each stage of selling your home—from preparation to closing day.

1. Prepare Your Home for Sale

Before listing your home, take time to make it attractive to potential buyers. First impressions are critical.

Improve Curb Appeal

- Maintain landscaping and lawn care
- Clean the driveway, walkways, and porch
- Add flowers or simple outdoor décor

Declutter & Depersonalize

- Remove excess furniture to make rooms appear larger
- Pack away personal items like family photos
- Organize closets and storage areas

Make Necessary Repairs

- Fix minor issues like leaky faucets, loose handles, or damaged drywall
- Consider repainting walls in neutral colors
- Replace outdated lighting or fixtures if needed

Homes that are clean, staged, and well maintained tend to sell faster and for higher prices.

2. Determine Your Home's Market Value

Pricing your home correctly from the beginning is essential.

Comparative Market Analysis (CMA)

Your REALTOR® will analyze:

- Recent home sales in your neighborhood
- Current market trends
- Property size, condition, and upgrades

Avoid Common Pricing Mistakes

- Overpricing can cause your home to sit on the market longer
- Underpricing may result in leaving money on the table

A strategic price helps generate more showings, more interest, and stronger offers.

3. Hire a Licensed REALTOR®

Working with an experienced REALTOR® provides professional guidance throughout the entire process.

Your REALTOR® Will:

- Help determine the best listing price
- Market your home to potential buyers
- Schedule and manage showings
- Negotiate offers and contract terms
- Coordinate inspections and closing

A local agent also understands North Carolina contracts and due diligence rules, helping protect your interests.

4. Market Your Home

Marketing plays a major role in attracting qualified buyers.

Professional Listing Strategies

Your REALTOR® may use:

- Professional photography
- Online listings on major real estate platforms
- Social media promotion
- Email marketing to buyer agents
- Open houses and private showings

Effective marketing ensures your home gets maximum exposure to serious buyers.



5. Receive and Review Offers

Once buyers begin viewing your home, you may start receiving offers.

In North Carolina, offers typically include:

- Purchase price
- Due diligence fee
- Earnest money deposit
- Closing date
- Inspection period

Understanding Due Diligence

The due diligence fee is paid directly to the seller and is generally non-refundable. It gives the buyer time to inspect the property and secure financing.

Your REALTOR® will help you evaluate offers based on:

- Price
- Financing strength
- Contingencies
- Timeline

6. Negotiate the Contract

After reviewing offers, you may:

- Accept the offer
- Reject the offer
- Make a counteroffer

Negotiations may include adjustments to:

- Purchase price
- Repair requests
- Closing timeline
- Closing costs

Your REALTOR® works to ensure the final agreement protects your interests while keeping the transaction moving forward.



7. Buyer Due Diligence & Inspections

After a contract is accepted, the buyer enters the due diligence period. During this time, they may conduct:

- Home inspection
- Pest inspection
- Radon testing
- Septic or well inspections (if applicable)

The buyer may request repairs or negotiate credits based on inspection findings.

8. Appraisal and Final Loan Approval

If the buyer is financing the home, their lender will order an appraisal to confirm the property value.

The lender will also complete the buyer's final loan approval during this stage.

9. Prepare for Closing

As closing approaches, several final steps occur:

- Title search to confirm clear ownership
- Preparation of closing documents
- Final walkthrough by the buyer

In North Carolina, real estate attorneys typically manage the closing process.

Closing Day

On closing day you will:

- Sign final documents
- Transfer ownership of the property
- Receive proceeds from the sale (after mortgage payoff and fees)

Once the deed is recorded, the transaction is complete and the buyer officially becomes the new homeowner.

Home Seller Checklist

Use this checklist to stay organized during the selling process.

Preparing Your Home

- Declutter and clean the home
- Complete repairs and improvements
- Improve curb appeal

Listing Preparation

- Hire a licensed REALTOR®
- Determine listing price with a market analysis
- Prepare marketing photos and listing materials

Marketing & Showings

- List property online
- Schedule showings and open houses
- Review buyer feedback

Offers & Negotiation

- Review offers with REALTOR®
- Negotiate contract terms
- Accept the best offer

Under Contract

- Complete buyer inspection negotiations
- Cooperate with appraisal process
- Prepare documents for closing

Closing

- Attend closing appointment
- Sign documents
- Transfer ownership and receive proceeds

Congratulations on Selling Your Home!

Selling a home is a major milestone, and having the right guidance can make the process smoother and more profitable.

GM Williams Real Estate is here to help you navigate every step of the selling process, from listing to closing.

Contact us today at 336-528-5561 to start your home-selling journey.