

5 STEPS TO SELL

Your Home

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PREPARING YOUR HOME

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PRICING IT RIGHT

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MARKETING MATTERS

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NEGOTIATING LIKE A PRO

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CLOSING THE DEAL

The Paul Team Realty



5 STEPS TO SELL *Your Home*

1

PRICING IT RIGHT



Selling Your Home? Let's Get Ready!

Pricing your home right is key to attracting serious buyers. Too high, and you risk sitting on the market. Too low, and you might leave money on the table. We offer a free Comparative Market Analysis (CMA) to help you understand the local market in Lancaster, NY. Get a personalized pricing strategy tailored just for your home.

Tip: Need help? We have a list of trusted local cleaning services to get your home market-ready.

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2

PREPARING YOUR HOME

💰 **How to Price Your Home for a Quick Sale!**

The first step is all about preparation. Decluttering and deep cleaning can make a world of difference. Here's a tip: Start with the main living areas and work your way to bedrooms and storage spaces. A well-organized home invites buyers in!

Resource: Request your **free CMA** by commenting below or sending us a message.

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MARKETING MATTERS



How We Market Your Lancaster Home!

Did you know professional photography can increase your home's online visibility? The better your home looks, the more buyers you attract! At The Paul Team Realty, we provide a complete marketing package, including stunning photos, virtual tours, and social media exposure.

Tip: Ask us how we use social media and targeted ads to reach serious buyers

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NEGOTIATING LIKE PROS

Negotiation Tactics to Get the Best Offer!

When offers start rolling in, it's time to negotiate! But don't stress—this is where we shine. Whether it's price, contingencies, or closing dates, we handle the details to get you the best deal possible.

Tip: We guide you through every counter-offer and ensure you feel confident with every decision. Want to learn more? Let's chat!

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CLOSING THE DEAL



Congrats! It's Time to Close the Deal! You've accepted an offer—now what? Time for paperwork, inspections, and appraisals. Our team will handle the nitty-gritty, making sure everything goes smoothly. From start to finish, we'll be by your side until the keys are handed over.

Resource: Have questions about what happens at closing? Check out our seller's guide or reach out to schedule a quick chat.

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