



**THE DURBIN HOME TEAM**

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REALTY

# The Ultimate Guide to Selling Your Dream Home

From Search to Sold, Start to Home



[thedurbinhometeam.expportal.com](https://thedurbinhometeam.expportal.com)



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## INTRODUCTION

# Maximizing Your Home's Potential

Selling your home is a significant journey. At The Durbin Home Team,

we combine market expertise with a personalized approach to ensure you get the best value for your property. This guide outlines our proven strategy to move you from "Listed" to "Sold" with confidence .

*"Our goal is to make the selling process as seamless and profitable as possible for every client."*

— PAUL DURBIN, TEAM LEAD





## MEET THE TEAM

# Your Selling Partners

Led by Paul Durbin, our team specializes in the local Ohio market. We don't just list homes; we market them, negotiate for them, and guide you through every legal and financial detail. Our goal is to make the selling process as seamless and profitable as possible for every client.

### □ Expert Market Analysis

In-depth pricing strategies to ensure your home is positioned correctly from day one.

### □ Strategic Marketing

Multi-channel exposure to reach the most qualified buyers for your property.

### □ Dedicated Management

Proactive guidance through inspections, appraisals, and the closing process.

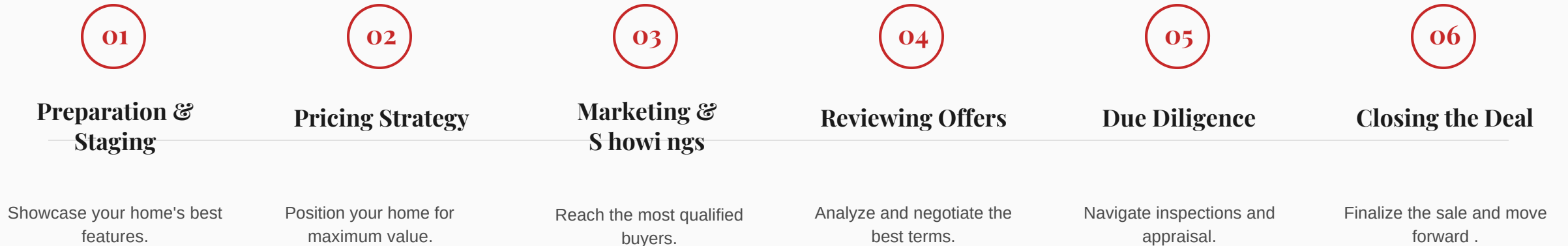
### □ Expert Negotiation

Fighting for your best interests to maximize your return on investment.



THE PROCESS

# Your Path to a Successful Sale



*From Search to Sold, Start to Home — We are with you every step of the way.*

STEP 01

# Preparation & Staging

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## Declutter & Depersonalize

Buyers need to envision themselves in your home. Removing excess items and personal photos creates a "blank canvas." that highlights the home's space and potential.



## Minor Repairs

Small fixes like leaky faucets, loose handles, or paint touch-ups prevent buyers from wondering about larger, hidden maintenance issues during their tour.



## Professional Staging

We help you arrange furniture and decor to maximize show and functionality, ensuring every room is presented in its absolute best light for photography and showings.





## STEP 02

# The Power of Curb Appeal

The exterior is the first thing a buyer sees—online and in person. We help you ensure it's "love at first sight."

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### □ Landscaping & Fresh Mulch

A well-manicured lawn and fresh mulch instantly signal that the home has been well-cared for.

### □ Clean Windows & Entry way

Sparkling windows and a clean, inviting front door create a positive transition into the home.

### □ Lighting & Paint Touch-ups

Small details like updated exterior lighting and fresh paint on the trim make a massive difference.

STEP 03

# Strategic Pricing



## CMA Analysis

We perform a deep-dive Comparative Market Analysis, looking at recently sold, pending, and active listings to find your home's true market value.

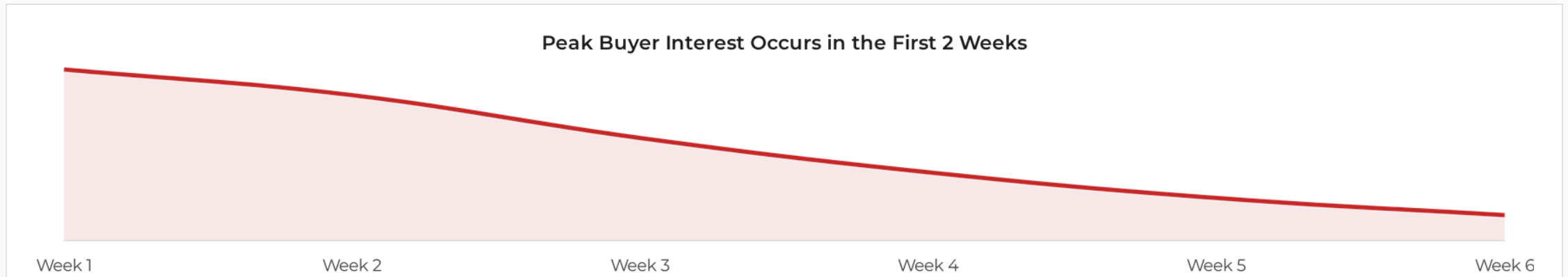
## Market Trends

We analyze local inventory levels, interest rates, and buyer demand to time your listing for maximum impact and competitive bidding.



## The "Sweet Spot"

Pricing correctly from day one generates the most excitement. Overpricing leads to stale listings and lower eventual sale prices.





# Professional Photography & Media

In today's digital age, your first showing happens on a screen. We ensure your home makes a lasting impression from the very first click.

## □ High-Resolution Photography

Professional lighting and composition to showcase your home's best features and spaciousness.

## □ Immersive 3D Virtual Tours

Allowing buyers to walk through your home from anywhere in the world, increasing engagement and interest.

## Compelling Descriptions

Expertly crafted property narratives that sell a lifestyle, not just a list of features.

STEP 05

# Marketing Your Property

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## Digital Exposure

Your home will be featured on Zillow, Realtor.com, and thousands of other real estate portals, ensuring it reaches buyers wherever they are searching.



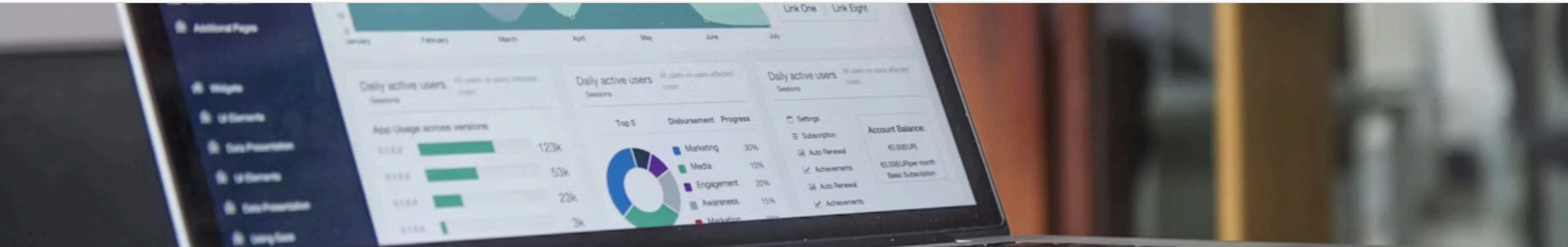
## Social Media Reach

Targeted ad campaigns on Facebook and Instagram reach local buyers who match your home's demographic, driving high-quality traffic to your listing.



## Local Network

We leverage our deep relationships with the local agent community to promote your home directly to buyers who are actively looking in your area.





## STEP 06

# Managing Showings

We handle the logistics of buyer tours to make the process as seamless and stress-free as possible for you.

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### □ **Secure Access**

We use state-of-the-art electronic lockboxes to ensure only licensed agents and their pre-vetted buyers can enter your home.

### □ **Real-Time Feedback**

Receive immediate notifications and buyer feedback after every showing, allowing us to adjust our strategy in real-time.

### □ **Showing Readiness**

We provide a check list to help you quickly prep your home for last-minute tours, ensuring it's always ready for its "close-up."

STEP 07

# Evaluating Offers

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## Buyer Financing

We analyze the strength of the buyer's pre-approval letter and loan type, ensuring they have the financial capability to close the deal.



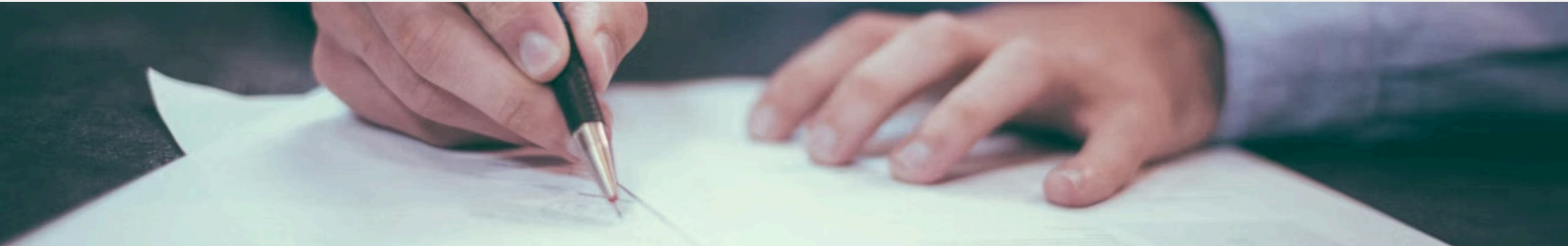
## Timelines

We review proposed inspection periods, appraisal deadlines, and closing dates to ensure they align with your relocation plans.



## Contingencies

We identify and evaluate any proposed contingencies (like the sale of another home) that could impact the certainty of the transaction.





## STEP 08

# Expert Negotiation

We are your fierce advocates at the negotiating table, fighting for the best terms and maximizing your final return.

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### □ **Handling Counter-Offers**

We expertly navigate counter-offers to ensure we maintain momentum and reach a mutually beneficial agreement.

### □ **Inspection Repairs**

We manage inspection repair requests, ensuring only reasonable repairs are addressed while keeping the deal on track.

### □ **Appraisal Success**

We provide the appraiser with the necessary data and documentation to support your home's value, minimizing appraisal issues.

STEP 09

# The Inspection & Appraisal

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## Managing Repairs

We guide you through the inspection report, helping you identify and address reasonable repair requests while ensuring the sale remains secure and on track.



## Supporting Appraisal

We proactively provide the appraiser with a detailed list of upgrades and comparable sales to support your home's value and ensure a smooth loan approval for the buyer.



STEP 10

# Closing & Beyond

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## Final Paperwork

We review the Closing Disclosure with you to ensure all financial details are accurate before you sign the final documents at the closing table.



## Handing Over the Keys

Once the final signatures are recorded, we celebrate your successful sale and coordinate the key handover to the new homeowners.





READY TO SELL?

# Let's Get Your Home Sold

Schedule your free Home Valuation and Consultation with The Durbin Home Team today.

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## Website

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