

A modern dining area featuring a light-colored wooden table and three blue plastic chairs with wooden legs. A white bowl filled with various fruits sits on the table. A large, clear glass pendant light hangs above the table. The background is a plain white wall.

Pilkerton
Realtors EST. 1969



FARRIS
REAL ESTATE
GROUP

Seller Guide

Your comprehensive guide to selling
a home in Middle Tennessee



The Pilkerton Difference

For nearly 50 years, Pilkerton Realtors® has been consistently recognized as one of the top residential real estate firms in Middle Tennessee. Together with our partner firm Parks Real Estate, we are the largest locally-operated brokerage in Tennessee, with over 1,500 agents across our 15 office locations. Our local expertise is supported by the highest level of resources, tools, and technology, allowing us to achieve record annual sales year-over-year.

#1

LARGEST REAL
ESTATE FIRM

Nashville Business Journal

#1

MARKET SHARE

in Middle Tennessee

1,500+

AGENTS

1,200+

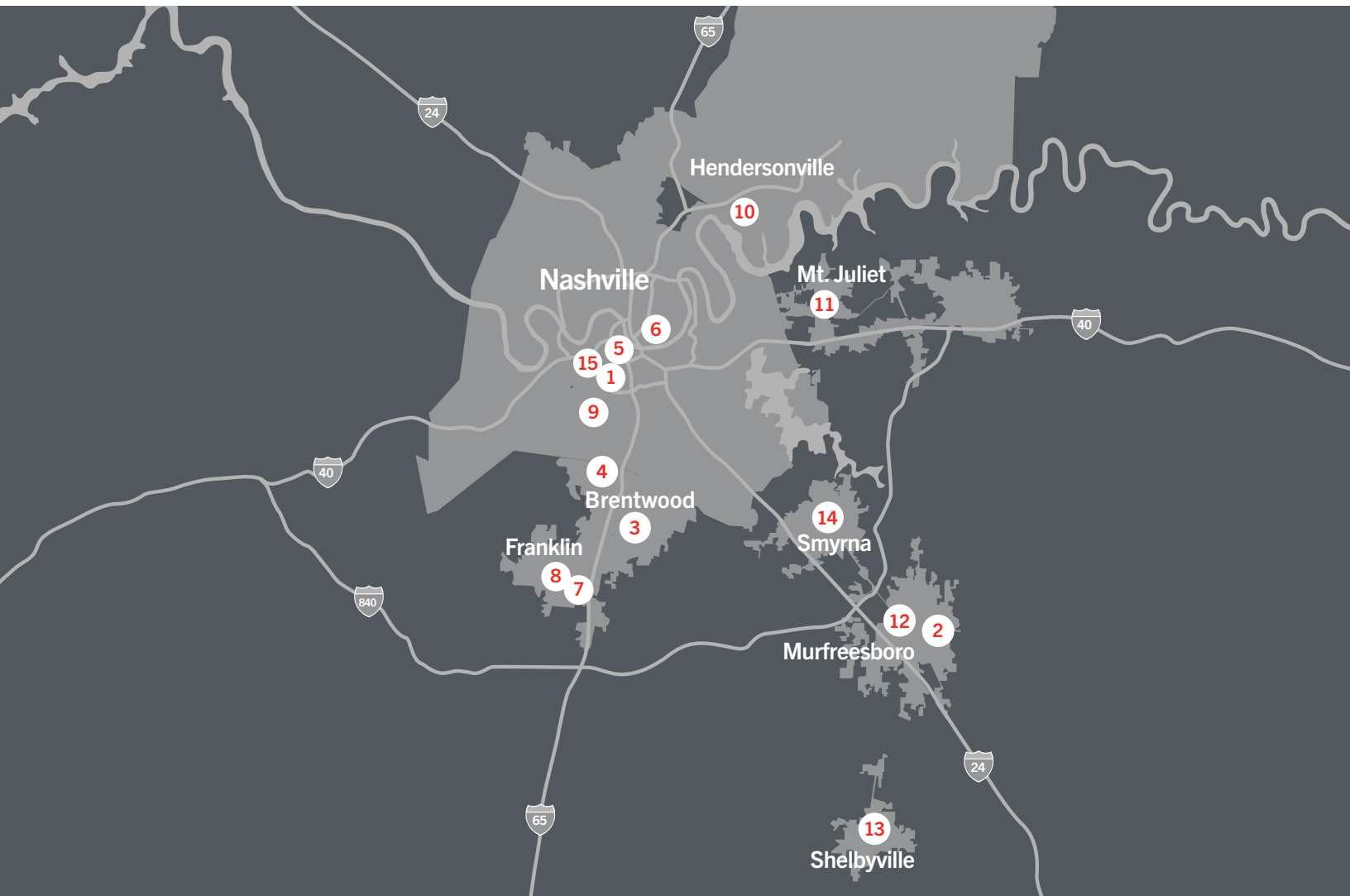
PROPERTIES PURCHASED
IN-HOUSE ANNUALLY

11,800+

CLIENTS SERVED ANNUALLY

Middle Tennessee Presence

Our offices span five Middle Tennessee counties, serving a client base as diverse as our region. Our extensive insight into market trends and knowledge about our local communities allow us to provide valuable guidance to our clients.



- | | | |
|------------------------------|----------------------------------|--------------------|
| 1. Ashwood/Hillsboro Village | 6. East Nashville | 11. Mt. Juliet |
| 2. Auction & Land | 7. Franklin Main St. | 12. Murfreesboro |
| 3. Brentwood | 8. Franklin 3rd Ave./Williamson | 13. Shelbyville |
| 4. Pilkerton Brentwood | 9. Pilkerton Parks Green Hills | 14. Smyrna |
| 5. Broadwest | 10. Lakeside/Sumner | 15. West Nashville |

Factors Influencing the Sale of Your Home

Market Condition

- Economy
- Financial Market
- Location
- Competition

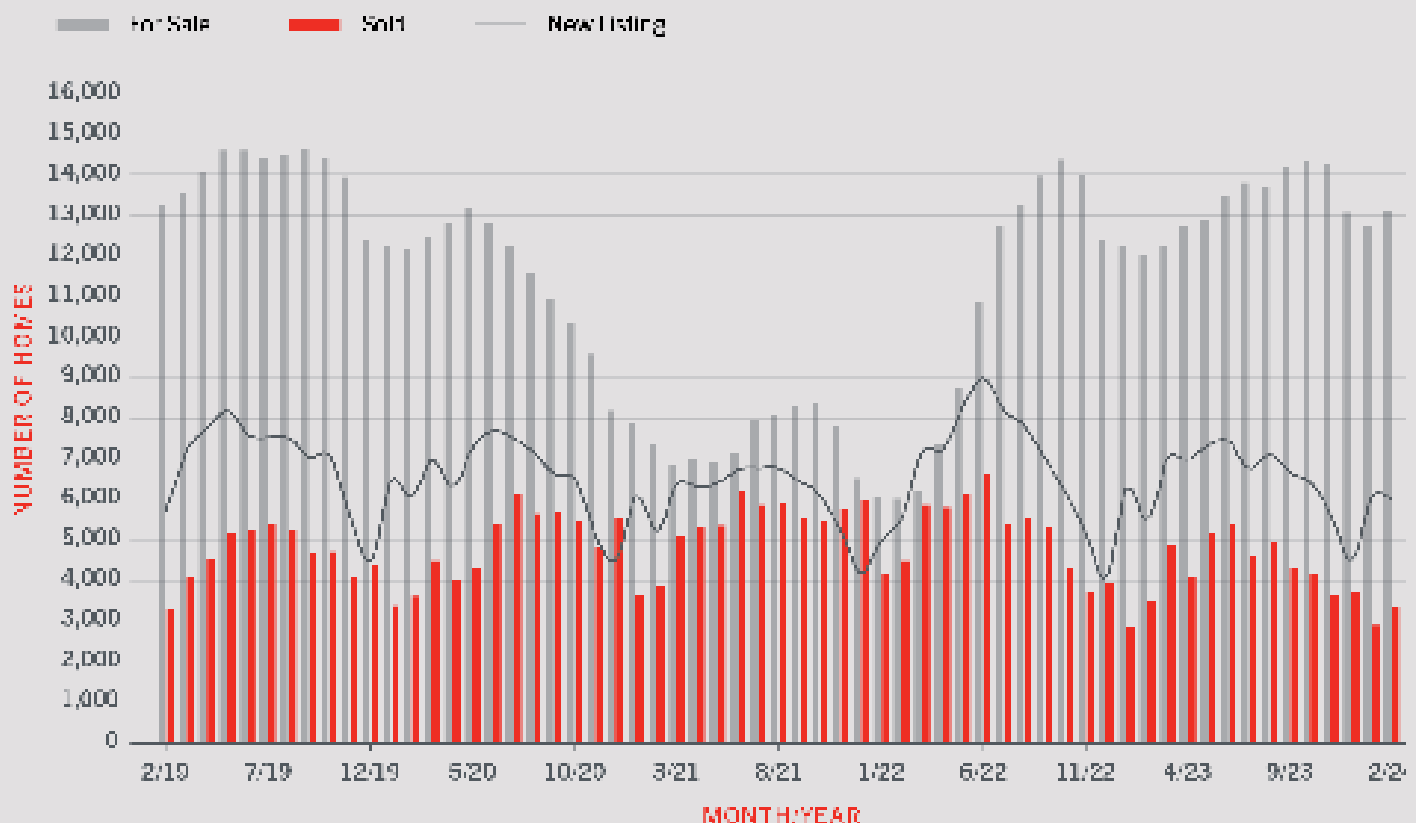
Seller

- Price & Terms
- Timeline & Motivation
- Property Condition
- Availability

REALTOR®

- Agent-to-Agent Network
- Marketing (Signs, MLS, Showings)
- Advertising (Mail, Email, Website, Photography)

Monthly Home Sales in Middle Tennessee



The Home Selling Timeline

1

Preparation

- Consultation & Alignment
- Property Improvements & Staging
- Pricing Strategy

4

Contract

- Acceptance
- Title Search
- Property Inspections
- Appraisal

2

Marketing

- Pre-Market & Launch
- Marketing & Media
- Showings & Feedback

5

Closing

- Preparations
- Signing & Funding
- Celebrate!

3

Offer

- Offer Submission
- Negotiation of Terms



1 Preparation

Together, we will discuss your motivation, preferences, and the factors influencing the sale of your property. Discoveries made during this phase will impact our timeline, pricing, and marketing strategy.

Consultation & Alignment

1. Discuss services, the selling process, and expectations.
2. Align on goals for selling your property and timeline.
3. Review and sign exclusive listing agreement.
4. Discuss buyer incentives and/or concessions.
5. Discuss optional home warranty coverage.

Property Improvements & Staging

6. Property tour and curb appeal assessment are completed.
7. Recommendations are provided based on property condition and return on investment:
 - Major and minor repairs
 - Upgrades
 - Cleaning and decluttering
 - Staging furnishings
 - Lawn maintenance
8. Complete recommended improvements.
9. Staging consultation is coordinated, if needed.

Pricing Strategy

10. Review Comparative Market Analysis (CMA).
11. Discuss local market conditions —inventory, interest rates, and days on market for a property of this type, price, and location.
12. Examine pricing variables — location, area schools, property condition, improvements, amenities, floor plan, view, parking, and storage.
13. Discuss the suggested list price and determine final price.

HOW TO PREPARE YOUR PROPERTY FOR MARKET

- Mow lawn, trim shrubs, mulch beds, and add flowers.
- Apply fresh paint to front door.
- Make minor repairs.
- Hire a professional to complete major repairs and upgrades.
- Clean or replace soiled or worn carpeting.
- Remove personal items.
- Declutter all spaces, even closets and cabinets.
- Paint walls a neutral color.
- Arrange furniture according to a specific function for each space.
- Hire a professional to deep clean.

ROLE OF YOUR AGENT

- Research comparable currently listed properties and sales activity.
- Prepare listing presentation package with Comparative Market Analysis (CMA).
- Verify property information — taxes, title, deed, land use, zoning, utilities, sewage, termite bond, dimensions, lot size, plan/plat, HOA, and public schools.
- Recommend property improvements and vendors to enhance marketability.
- Advise on current market conditions and trends that could affect pricing and days on market, and set expectations based on your goals.
- Recommend list price using optimal positioning and strategic pricing.
- Represent you and your interests and work as your trusted advisor from start to finish.
- Recommend closing/title attorney.
- Recommend mortgage lender if you are also buying.



2 Marketing

Creating a compelling marketing campaign is a blend of art and science. Our goal is to capture the attention and imagination of the right prospective buyers through a multi-channel marketing plan that maximizes exposure and tells your property's unique story.

Pre-Market & Launch

1. Professional photography, videography, and measurements are arranged.
2. Secure lock box is installed.
3. Yard sign is placed.
4. Property data is entered into MLS broker marketplace.
5. Off-market/coming soon listings are privately shared with Pilkerton's agent network.
6. Coming soon marketing is used to gauge interest.
7. Private broker open house is conducted, as recommended.

Marketing & Media

8. Listing is syndicated to hundreds of websites — Pilkerton, Realtracs, Realtor.com, Zillow, Redfin, Trulia, etc.
9. Professionally designed flyers, brochures, and post-cards are produced.
10. Digital advertising is targeted across Facebook, Instagram, and websites.
11. Social media content is published.
12. Email marketing is sent to local real estate agents.

Showings & Feedback

13. Showing appointments are coordinated with buyers and their agents.
14. Prepare for each showing.
15. Public open houses are conducted, as recommended.
16. Showing feedback reports are provided.

WHAT YOU MAY NEED TO PROVIDE

- One set of keys
- Tennessee Residential Property Disclosure
- Warranties and receipts for repairs or improvements
- Items excluded from sale
- House/floor plans from prior appraisal
- Service contracts, utility providers, and monthly bill averages
- HOA contact information, fees, covenants, and bylaws
- Termite bond
- Rental information, lease copies, and tenant contact information
- Current appraisal
- Certified survey or plot plan

ROLE OF YOUR AGENT

- Pre-market and promote your property to Pilkerton's agents and networks.
- Execute marketing strategy.
- Prepare showing and offer instructions for buyers' agents.
- Show property and follow up with leads and agents.
- Review showing feedback and recommend changes or response.
- Monitor for market fluctuations, review comparables, and assess strategy.
- Update MLS with any changes.
- Upload pertinent docs such as seller disclosure to the MLS.

A bright, modern living room with a high ceiling featuring white shiplap and dark wood beams. A large stone fireplace with a black metal insert is the focal point, with a fire burning inside. Above the fireplace is a wooden mantel holding three potted plants. To the left, a patterned armchair sits next to a wooden coffee table with a vase of white flowers. To the right, a light-colored sofa is visible. Large windows on the right side offer a view of greenery outside. The floor is made of dark wood planks.

3 Offer

Once you receive an offer to purchase your property, it is imperative that you review it carefully. The offer tells you the price the buyer is willing to pay and under what terms. A strong offer can be close to, exactly, or over list price, depending on the market.

Offer Submission

1. A written offer is submitted by the buyer's agent in the form of a Tennessee Association of Realtors® (TAR) Purchase and Sale Agreement.
2. Offer is received and reviewed.
3. Consider all terms:
 - Price
 - Timeline
 - Closing expenses
 - Contingencies — Financial, Appraisal, Inspection, Home Sale
4. Discuss offer strengths and drawbacks, and determine how to respond:
 - Accept with no changes and sign the offer
 - Reject the offer entirely
 - Submit a counteroffer to the buyer
5. If property receives competing offers, determine how to respond:
 - Accept the most favorable offer
 - Counter the offer closest to the preferred price and terms

Negotiation of Terms

6. A real estate counteroffer is prepared and conveyed stating that the seller has accepted the buyer's offer subject to particular changes to the offer:
 - Higher price
 - Altered closing date
 - Buyer concessions
 - Modified home sale contingency time frame
 - Refusal to pay for buyer closing costs or home warranty
 - Excluding personal property
7. The contract's terms are negotiated as needed.



ROLE OF YOUR AGENT

- Provide timely communication with you and the buyer's agent.
- Receive and review all Purchase and Sale Agreements, supporting documents, counteroffers, and addendums submitted by buyers' agents.
- Advise on how to evaluate offers and write counteroffers.
- Provide seller estimated net cost sheet for comparison.
- Advise on property inclusions and conveyances with sale.
- Confirm buyer is pre-qualified for a loan.
- Prepare and convey counteroffers, acceptance, or amendments.
- Confirm contract acceptance and review documents.
- Update MLS status, transaction management system, and showings.



4 Contract

Once we are under contract with a buyer, I will monitor the timeline and work closely with the buyer's agent to make sure all contract contingencies are met. I will help you navigate the contract conditions and any final negotiations to get you to closing.

Acceptance

1. The Purchase and Sale Agreement is accepted and signed by all parties, becoming a legally binding agreement.
2. A timeline based on the contract date is set into motion.
3. Additional offers submitted between contract and closing are reviewed.

Title Search

4. Communicate with closing/title attorney to begin search to properly transfer title to new buyer.
5. Sign authorization and provide any necessary documents.

Property Inspections

6. Inspection appointments are scheduled by the buyer's agent.
7. Prepare the property and provide access.
8. Inspection report findings will affect the buyer's response:
 - Accept the property in its current condition
 - Terminate the contract and receive a full refund of earnest money
 - Negotiate repairs or credits
9. Sign addendum with agreed-upon repairs/replacements.

Appraisal

10. An appraisal is ordered and scheduled by the lender.
11. Provide access to the property, if requested.
12. A low appraisal may impact buyer financing and require additional negotiations.
13. Appraisal and financing contingency removals are signed by buyer and confirmed with lender.



ROLE OF YOUR AGENT

- Deliver accepted contract to buyer's agent.
- Ensure all required documents are signed and all terms of the contract are met on time to be ready for closing.
- Address concerns, questions, or clarifications with buyer's agent.
- Advise on how to prepare for inspections.
- Review and negotiate repair proposals, if needed.
- Recommend service providers and ensure repairs are completed within the contract's due diligence period.
- Challenge appraisal if it seems too low.
- Track contingencies and confirm contingency removals are signed by buyer.
- Schedule closing date with closing/title attorney.



5 Closing

You will transfer the property to the buyer, fully pay off any mortgages, and receive your sales proceeds. If you're using the proceeds for a new home purchase shortly thereafter, it is important that your closing runs smoothly. I will be with you at the closing table to answer any questions.



Preparations

1. Initiate mortgage payoff process with your lender.
2. Arrange for utilities to end service on the day of closing.
3. Move out and remove all belongings excluding “property” listed in Purchase and Sale Agreement.
4. Complete agreed-upon repairs.
5. Clean property.
6. Final walk-through is conducted.

Signing & Funding

7. Review settlement statement provided by title company.
8. Sign closing documents.
9. Receive proceeds from the sale.
10. The deed is transferred to the buyer.
11. Buyer takes possession of the home.
12. Cancel homeowners insurance policy after transfer of ownership has been recorded.
13. Celebrate!

WHAT YOU NEED FOR CLOSING

- Photo ID
- All property keys and security codes
- Documentation of transferable warranties and service providers

ESTIMATED EXPENSES

- **Existing Mortgage Payoff:** Remaining principal, accrued interest, and applicable prepayment penalties on your current mortgage are paid at the sale of your property.
- **Home Equity Loans:** If you borrowed against the equity in your property, you will pay it off at the sale of your property.
- **Seller Expenses:** Title insurance, recording fees, prorated taxes, and any real estate agent commissions are deducted from any proceeds you receive from the sale of your property.
- **Buyer Expenses:** The offer may ask you to pay some or all of the buyer’s closing costs.
- **Moving Expenses:** Truck rental, movers, packing supplies, etc.

ROLE OF YOUR AGENT

- Coordinate final walk-through with buyer’s agent.
- Address questions or concerns from final walk-through with buyer’s agent.
- Ensure all paperwork is signed and ready for on-time closing.
- Attend closing to answer questions.
- Continued support: provide seller checklists and keep in touch with any future real estate needs.



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