



Seller

handbook

FROM LISTED TO SOLD

ANDREA M. SMITH

REALTOR®/BROKER



TABLE OF CONTENTS

1. INTRODUCTION

About Me/Us 3

Phases of home selling 4

2. YOUR HOME

Pricing Right 5

3. OUR STEPS TO SOLD

Steps to sold 6

Preparing your home 7

Staging your home 8

Marketing Strategies 11

4. THE OFFER AND CLOSING

Negotiating the offer 17

The offer process 19

Scheduling your move 21

5. WHY US?

Our Promise 22

Thank You! 23

MEET OUR TEAM

ANDREA M. SMITH

REAL ESTATE BROKER

As a real estate broker, 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.



NANCY MURIEL
REALTOR®



LAKEYSHA COOMBS
REALTOR®



DESTINEE MCCULLUM
REALTOR®

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!

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.





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

ATTRACTIVENESS

The first thing that potential buyers will notice when they visit your home is its curb appeal & cleanliness. The exterior of your home should be well-maintained, with clean and well-manicured lawn. Declutter and clean the obvious areas, but also pay attention wiping down baseboards, cleaning out closets, and dusting light fixtures.



NEUTRAL COLORS



Neutral colors like white, beige, gray, or soft pastels create a blank canvas that appeals to a wide range of tastes. Buyers can envision their own furnishings and decor more easily when the backdrop is neutral. These colors often give the impression of cleanliness and freshness, which can be more appealing. It creates a sense of a well-maintained property. These colors tend to make spaces appear larger and more open.

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

FMLS & GAMLS

ZILLOW.COM

REALTOR.COM

PROPERTY WEBSITE

TARGETED EMAIL CAMPAIGN

AGENT-TO-AGENT NETWORKING

GOOGLE SEO

SOCIAL MEDIA POSTS

HOMEFINDER

HOMES.COM

VIRTUAL WALKTHROUGHS

+MANY MORE!

SOCIAL MEDIA MARKETING

INSTAGRAM

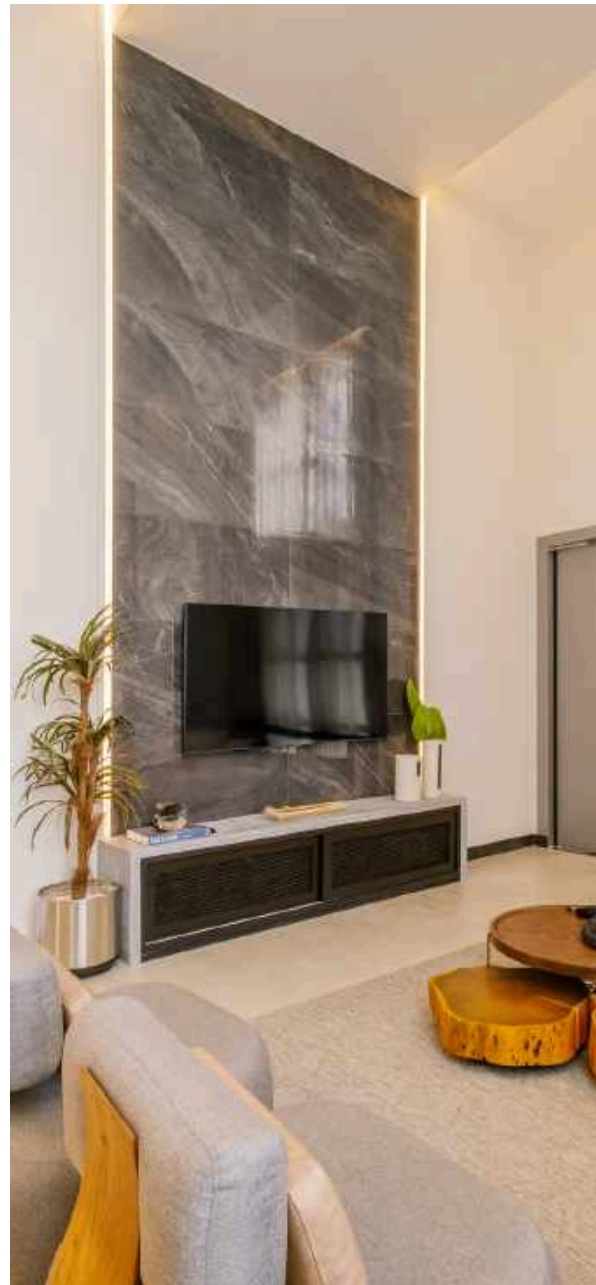
We regularly post professional photos, videos, and stories to expose your listing to as many people as possible.

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:

- Add fresh flowers, plants and/or mulch for a welcoming touch
- Remove personal items and valuables for security
- Real estate agents will provide refreshments to make visitors feel comfortable
- Understand buyers will open closets, pantries and garages to view storage spaces

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
RECEIVED

STEP 6:

REVIEW FEEDBACK
OR OFFER



the offer &

closing

NEGOTIATING THE OFFER

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 RECIEVE AN OFFER

We'll meet and review your offer(s) 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.

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.



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**



Thank you!

Thank you for considering AMS Prime Realty to assist you in selling your home. We truly appreciate the opportunity to showcase our expertise and dedication to achieving your real estate goals.

Our firm prioritizes our clients' needs and work tirelessly to ensure a smooth and successful selling experience. From our tailored marketing strategies to our personalized approach, we are committed to maximizing the value of your property and exceeding your expectations.

We look forward to working together and guiding you through this exciting journey of selling your home.

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