

Brayton&Team | exp[®]
REALTY

Everything You Need to Know Before You Sell

SELLER'S GUIDE



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REALTY

Terms & Definitions

PRE-APPROVAL

Before your home even hits the market, serious buyers will need to be pre-approved by a lender. This means their income, debt, and credit have been reviewed so they know what they can afford.

Pre-approved buyers are stronger candidates, and when an offer comes from them, you can feel more confident that the deal will make it to the closing table..

SELLER'S DISCLOSURE

As the seller, you're legally required to provide a disclosure document that outlines any known issues with your home. This might include things like foundation cracks, roof leaks, or electrical concerns. Being upfront protects you legally and gives buyers the transparency they need.

OFFER

When a buyer decides they want your home, they will present an offer. An offer is more than just a price. It includes contingencies, proposed closing dates, and special terms. I will review every detail with you line by line so you feel confident before deciding whether to accept, counter, or decline.

CONTINGENCY

Most offers include contingencies, which are conditions that must be satisfied before the sale is final. Common examples are home inspection, appraisal, or financing. These give the buyer flexibility, but they also outline clear steps in the process so you will know exactly what needs to happen before closing.

CLOSING COST

While buyers typically pay many of the fees tied to their loan, sellers also have their own closing costs. These may include attorney fees, agent commissions (negotiable), transfer taxes, and sometimes a portion of the buyer's costs if negotiated. I will make sure you understand what to expect so there are no surprises at the closing table.

EARNEST MONEY DEPOSIT

When buyers submit an offer, they include an earnest money deposit to show they are serious. This money is held in escrow and applies toward their purchase if the sale closes. If they walk away without a valid reason, you may be entitled to keep it. This safeguard protects you from wasted time.

HOME INSPECTION

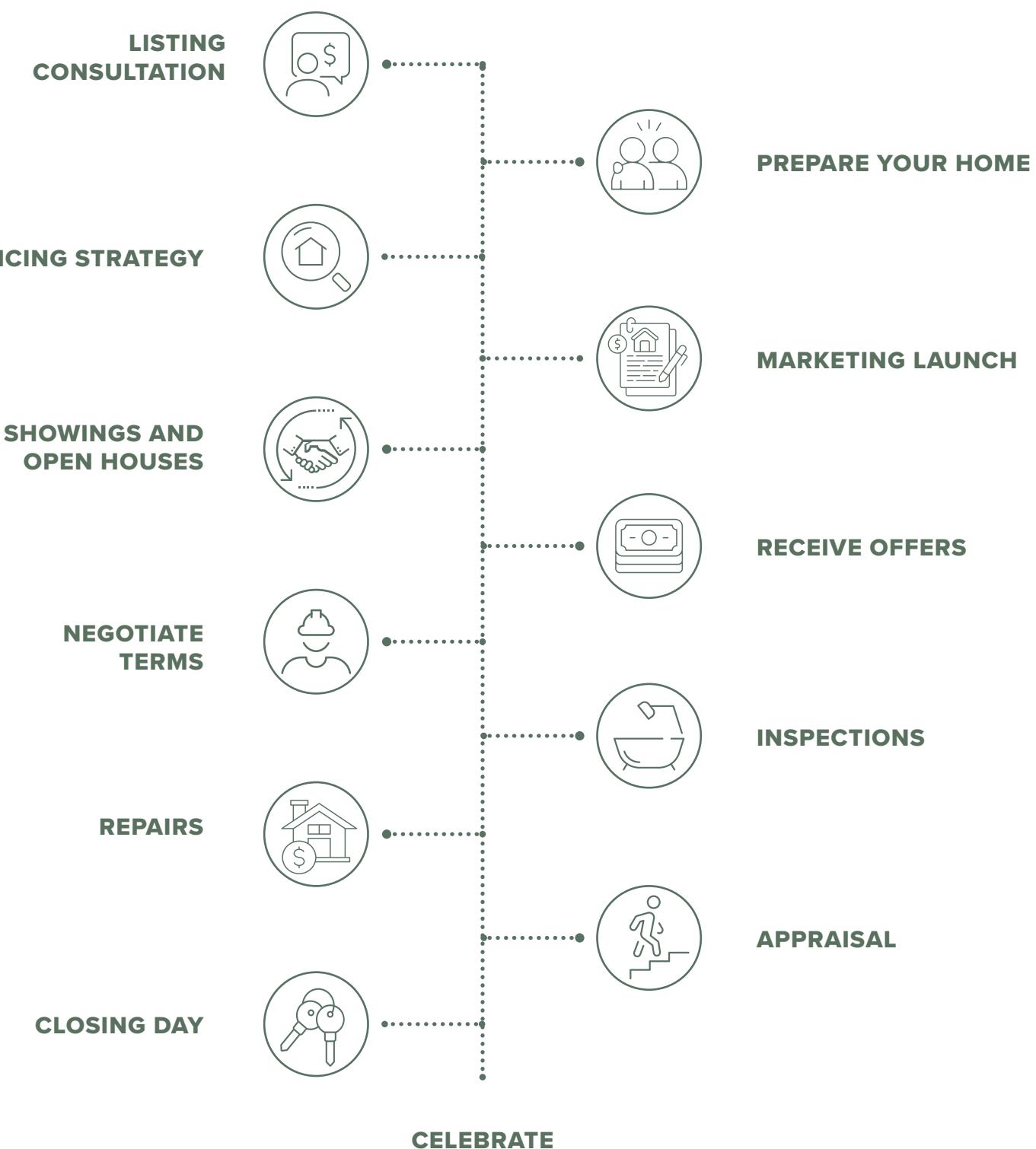
Most buyers will request a home inspection. A licensed inspector will evaluate the structure, roof, plumbing, electrical, and major systems. Depending on the results, they may request repairs or credits. I will help you navigate these negotiations so you maintain as much leverage as possible while keeping the deal moving forward.

APPRAISAL

If the buyer is financing, their lender will order an appraisal to confirm your home is worth the agreed upon price. A licensed appraiser will compare your property with recent sales. If the appraisal comes in lower than the contract price, we will discuss strategies to keep the deal on track.

Sellers Journey

This is an overview of the sell-side process, each transaction is different and number of days to close may vary.





The secret to a smooth move, is finding the right team.



What we do for our sellers.

1. Schedule time to meet virtually or in person
2. Explain agency relationships
3. Provide an overview of market conditions
4. Review comparable sales and pricing strategy
5. Explain how commissions work and how a REALTOR® gets paid
6. Provide a seller net sheet
7. Walk through your home to identify possible repair or staging needs
8. Advise on improvements that can increase value
9. Coordinate professional photography and marketing materials
10. Launch a customized marketing plan including MLS, social media, paid ads, and email outreach
11. Highlight transferable warranties or upgrades to showcase value to buyers
12. Manage showings and open houses while protecting your time and privacy
13. Collect buyer feedback after showings
14. Present offers as they are received
15. Negotiate to secure the strongest deal
16. Guide you through inspection requests and repair negotiations
17. Make sure all agreed upon repair items are documented properly
18. Communicate with the buyer's agent, lender, and attorney throughout the process
19. Monitor the appraisal and discuss options if it comes in low
20. Coordinate with the closing attorney to ensure all documents are ready
21. Remind you to schedule utility transfers and moving details
22. Solve any title issues before closing (if any)
23. Review your final closing documents and numbers with you
24. Attend closing and make sure keys, remotes, and accessories are transferred properly
25. Provide home warranty paperwork (if included)
26. Close out your file and stay in touch to check in after the sale

Does staging matter?



WHY STAGING MATTERS

Selling a home is not just about putting it on the market. It is about presenting it in the best possible light so buyers can picture themselves living there. That is where staging comes in. Staging is the art of preparing your home so that it looks inviting, spacious, and move-in ready.

FIRST IMPRESSIONS COUNT

Most buyers form an opinion within seconds of walking through the door. A staged home creates that “wow” moment right away, drawing buyers in emotionally and setting a positive tone for the rest of the showing. By decluttering, rearranging, and highlighting the home’s best features, staging makes every room feel intentional and polished.

SHOWCASING POTENTIAL

Empty rooms can feel cold and confusing. Overly personalized spaces can make it hard for buyers to see past your style. Staging bridges the gap by neutralizing décor and creating a fresh canvas that appeals to a wide range of buyers. It helps buyers visualize how they could use the space, whether it is imagining a cozy reading nook by a window or picturing their dining table set for family dinners.

MAXIMIZING VALUE

A staged home often photographs better, which means stronger online appeal and more showings. More showings lead to more offers, and more offers give you leverage. Studies consistently show that staged homes sell faster and at higher prices than those left unstaged. In today’s competitive market, staging is one of the smartest investments a seller can make.

STANDING OUT ONLINE

The majority of buyers start their search online, scrolling through hundreds of listings. Professional staging paired with quality photography ensures your home grabs attention immediately. Staged

rooms look brighter, bigger, and more inviting in photos, which gives you a distinct edge over unstaged competition.

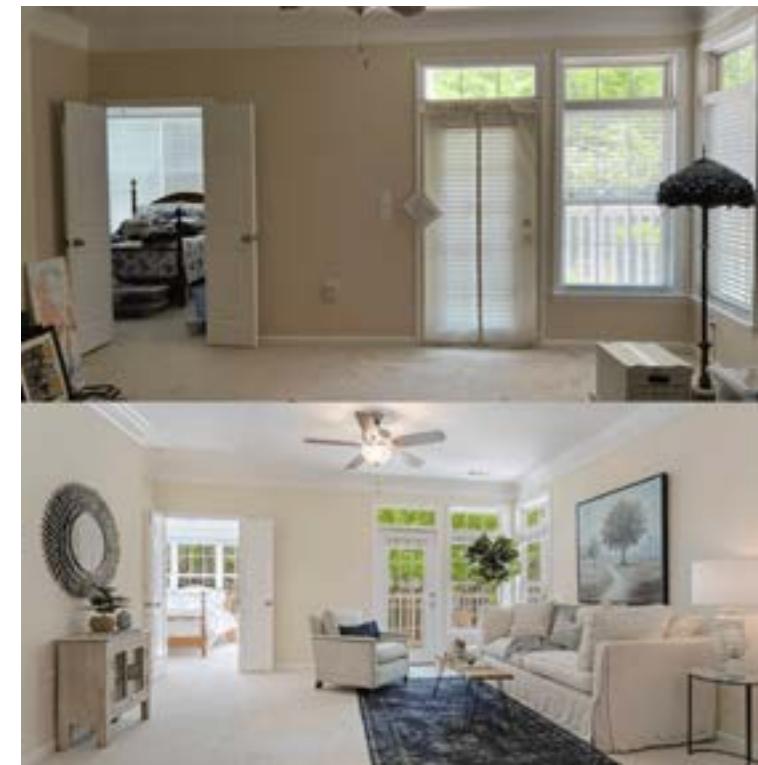
REDUCING BUYER HESITATION

When a home feels cluttered, dated, or awkwardly arranged, buyers may question its condition or true value. Staging eliminates distractions and presents the home as cared for and move-in ready. The fewer objections buyers have, the easier it is for them to move forward with an offer.

PEACE OF MIND FOR SELLERS

Finally, staging helps sellers feel confident. Knowing that your home looks its absolute best takes the stress out of showings. It also signals to buyers that you are serious about selling, which can translate into stronger, cleaner offers.

In short, staging is not just about making a home pretty. It is about strategy. It is about creating a space that resonates with buyers, accelerates the selling process, and maximizes your bottom line. When selling your most valuable asset, staging is not optional. It is essential.



Reviewing an Offer

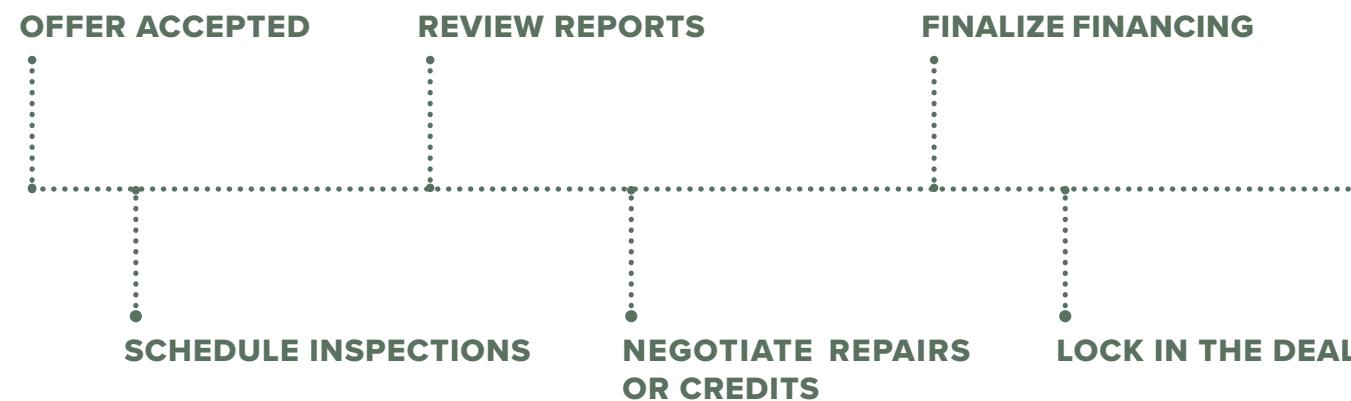
MARKET VALUE: We will review comparable homes in your neighborhood and surrounding area to determine fair market value. This ensures you understand whether an offer is strong and competitive.

CONDITION OF THE PROPERTY: Buyers will consider the age of your home, recent upgrades, and any repairs needed. We will evaluate how these factors impact the strength of an offer and whether they could come up in negotiations.

LOCATION: Your home's location plays a large role in how buyers value it. Proximity to schools, shopping, and future development plans all influence price. We will highlight the strengths of your location to help maximize buyer interest and offers.

Due Diligence

Due diligence is the period after you accept an offer when the buyer investigates the property. During this time, buyers typically schedule inspections, review HOA documents if applicable, and confirm financing. Our role is to guide you through each step, negotiate requests, and keep your best interests protected.



If you decide to back out during the due diligence period, you can usually walk away without losing your earnest money, though some contracts may include a small termination fee. This timeframe is designed to protect you, giving you the chance to uncover issues and make sure the home is right for you before you are locked into the purchase.

Countdown to Closing

Once due diligence is complete, the process shifts toward finalizing the sale. At this stage, we make sure all requirements are met so you can close smoothly.

LOAN APPROVAL AND APPRAISAL

The buyer's lender will finalize their approval and order an appraisal. If the appraisal comes in low, we will review your options and negotiate to keep the deal intact.

TITLE SEARCH AND ATTORNEY INVOLVEMENT

The closing attorney will confirm there are no liens or title issues tied to your property. We work directly with the attorney to resolve anything that arises.

CLOSING DISCLOSURE

At least three days before closing, the buyer will receive a closing disclosure. This outlines their loan terms and final numbers. We will also review your side of the closing documents and net proceeds.

FINAL WALK-THROUGH

Usually the day before or the morning of closing, the buyer will walk through the home one last time to confirm it is in the same condition as when they went under contract. We prepare you for this step and verify agreed upon repairs are complete.

CLOSING DAY

On closing day, you will meet at the attorney's office or title company to sign the final paperwork. Once documents are signed and funds are released, you will hand over keys, remotes, and any warranties to the buyer and officially close the chapter on this home.



Local Partners

After working in the industry, we've found certain companies that consistently exceed expectations in serving our clients. We want to share these trusted businesses with you, as they will enhance your buying experience both during and after your home purchase.

ELECTRICIAN

Transition Electric
transitionelectricco.com
transitionelectricco@gmail.com | 864-652-7620

HOME INSPECTION

Pro-Tech Inspections
pro-techinspections.com
info@pro-techinspections.com | 864-386-3810

MOVING

Swamp Rabbit Moving Company
swamprabbitmoving.com
sales@swamprabbitmoving.com | 864-702-2759

SEPTIC

SC Septic
scseptic.com
Dail@SCSeptic.com | 864-395-5539

STRUCTURAL

Upstate Structural Repair
upstatestructuralrepair.com
info@upstatestructuralrepair.com | 864-527-6330

INSURANCE

Carolina Home and Auto
carolinashomeandauto.com/
info@carolinasha.com | 704-302-1000

CLEANER

Luxy Clean
luxycleangvl.com
stefhymunoz33@yahoo.com | 864-631-4767

PLUMBING

Integrity Plumbing of the Upstate
integrityplumbingsc.com
864-382-7506

GENERAL CONTRACTOR

Jerry Peacock
864-518-0671

HANDYMAN

American Pointer
americanpointer.co
Justin@americanpointer.co | 864-243-1698

HVAC

Byars Heating and Air
byarshvac.com
info@byarshvac.com | 864-657-0480

PAINTER

DC Paint and Repair
dcpaintandrepair.com/
dcpaintandrepair@gmail.com | 864-385-8892

ROOFER

Arnold Roofing and Restoration
arnoldroofs.com
info@arnoldroofs.com | 864-668-3061

INTERIOR DESIGNER

Ario Studio
ariostudio.com
matthew.arnold@ariostudio.com | 864-477-6477



COMMUNICATION GUARANTEE

Buying or selling a home should feel exciting, not confusing. That is why we make communication our top priority from the moment you start looking until the day we transfer the keys. We call it our **Communications Guarantee**, and it means you will never be left wondering what is going on.

We will guide you step by step so you know exactly what is coming next. You will stay in the loop on inspections, appraisals, and lender updates so there are no surprises. We are here to answer questions as they pop up and to make sure you always know where things stand.

With us, you will never feel like you are chasing down your agent or trying to decode real estate lingo alone. We believe buying or selling a home should be clear, smooth, and even a little fun, and we are here to make sure you feel confident the whole way through.

B&T

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