

HOME SELLER TOOLKIT

GAINESVILLE & HALL COUNTY

Everything You Need to Sell with Confidence



Built on Grit. Fueled by Faith. Committed to Home.

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About Shannon Sanborn



Built on Grit. Fueled by Faith. Committed to Home.

My story isn't built on polished slogans or a carefully crafted sales pitch. It's built on hard work, responsibility, and years of hands-on experience around homes. Long before I became a Realtor, I spent more than two decades working in construction, remodeling, and home improvement. Those experiences taught me that a home is much more than four walls and a roof — it's where people build their lives, raise their families, create memories, and invest in their future.

That's why I don't take buying or selling a home lightly. For most people, it's one of the biggest financial decisions they'll ever make. It's not just about square footage, price, or a closing date. It's about timing, opportunity, risk, and the life waiting for you on the other side of the transaction.

My approach has always been relationship-first, not transaction-first. I believe people deserve honest advice, clear communication, and someone who will show up consistently throughout the process. Real estate isn't about collecting transactions — it's about earning trust.

My path back to real estate wasn't a straight line. There was a season when I stepped away because I couldn't serve clients at the level they deserved. Rather than stay half-committed, I chose to step back until I could fully dedicate myself to the profession and the people who trusted me with such important decisions. Looking back, that decision helped shape the way I do business today — with purpose, patience, and a commitment to doing things the right way.

Today, I'm proud to serve buyers and sellers throughout Gainesville, Hall County, and North Georgia. Brokered by eXp Realty, LLC, I strive to bring a practical, down-to-earth approach to real estate — one built on experience, strong values, and genuine relationships. My goal is simple: help people make confident decisions, provide real value, and be the kind of Realtor they can trust long after the closing table.

More Than a Realtor. A Member of the Community.

Real estate is about more than homes— it's about the communities people choose to call home.

When I'm not helping buyers and sellers throughout Gainesville and Hall County, you'll often find me exploring local trails, attending community events, volunteering, supporting local businesses, or working toward my pilot's license. I believe the best way to serve my clients is to stay connected to the communities I represent.

Over the years, I've learned that people aren't just looking for a house. They're looking for a place to build memories, raise a family, start a new chapter, or enjoy the lifestyle they've worked hard to create. That's why I spend time getting to know the neighborhoods, parks, schools, restaurants, businesses, and hidden gems that make Gainesville and Hall County such special places to live.

Whether it's a morning walk along the Midland Greenway, a summer evening on Lake Lanier, a First Friday event in Downtown Gainesville, or a local charity fundraiser, I believe being present in the community helps me provide better guidance to the families I serve.

My goal is simple: to be more than just the agent who helps you buy or sell a home. I want to be a trusted local resource before, during, and long after closing day.

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—ShannonSanborn, TheFlyingRealtor, BrokeredbyXp Realty, LLC

Why My Construction Background Matters

Anyone can tell you they have "years of experience." Here's what that actually looks like in practice.

On a recent listing, a buyer's inspector flagged a hairline crack in the drywall near a bedroom corner as a possible foundation issue — the kind of finding that can spook a buyer into walking away or demanding thousands in unnecessary credits. Because I'd already walked the home myself before we listed it, I knew the crack was cosmetic settling, common in homes of that age, not a structural problem. I was able to show the buyer's agent the framing above the crack and explain exactly why it wasn't a foundation concern. The deal stayed together, and the seller didn't give up a dollar they didn't need to.

That's the difference construction experience makes. It's not a marketing line — it's the ability to tell you, specifically and confidently, what's actually wrong with a house and what isn't, before it becomes a renegotiation, a lost buyer, or money left on the table.

The Bottom Line

Twenty years of building and remodeling homes means I'm not guessing when something comes up during your sale — I've likely already seen it, fixed it, or built it myself.

Get Your Free Home Value Estimate

Before you dive into the checklists ahead, here's the fastest way to get a real answer to the question every seller starts with: "What's my home actually worth?"

I've built dedicated, up-to-date home value pages for Gainesville and Hall County zip codes — including a look at recent comparable sales, buyer demand, and what actually influences pricing in your specific area.

Check Your Zip Code

Visit [ExploreGainesvilleGA.com](https://www.explore Gainesville GA.com) and search your zip code (30501, 30504, 30506, 30507, and more) for a free, no-obligation home value estimate — or reach out directly for a personalized, in-person evaluation.

An online estimate is a great starting point. But since automated tools can't account for renovations, true condition, or how buyers are responding to homes like yours right now, I'm always happy to follow up with a more precise, in-person number.

Before You List: What This Guide Covers

Selling a home takes more than a sign in the yard and an MLS listing. This guide walks you through the five stages that matter most — pricing, preparation, repairs, marketing, and closing — using the same approach I bring to every listing I take.

With more than 20 years of hands-on construction and remodeling experience, my goal isn't just to list your home. It's to help you understand what buyers will actually notice, what's worth fixing, what isn't, and how to price and present your home so it sells for the right price, with the fewest surprises along the way.

A Note Before You Start

This guide and its checklists are educational tools to help you prepare. They aren't a substitute for a walkthrough of your specific property, a personalized market analysis, or the terms of a signed listing agreement. Reach out any time you have a question about how something here applies to your home.

How This Guide Is Organized

Five checklists, one for each stage of the selling process:

- Pre-Listing Checklist — getting your paperwork, timeline, and mindset ready before anything goes on the market
- Home Prep & Staging Checklist — room-by-room quick wins that help buyers connect with your home
- Pricing Strategy Checklist — how a Competitive Market Analysis differs from a standard CMA, and what actually drives your price
- Repairs Worth Making (and Skipping) Checklist — where my construction background saves you money instead of costing you more
- Closing Day Checklist — what to expect, what to bring, and how to avoid last-minute surprises

What to Expect: Listing to Closing

Every home is different, but most sales in Gainesville and Hall County follow a similar timeline. Here's the big picture before we get into the details.



Your specific timeline may move faster or slower depending on your home, your price point, and current market conditions — I'll walk you through what to realistically expect for your situation before we ever list.

Checklist 1: Pre-Listing

Before your home ever hits the market, a little upfront organization saves real time and stress later. Use this checklist to get your paperwork, timeline, and expectations in order.

Paperwork & Records

- ☐ Locate your original closing documents / deed
- ☐ Gather records of major repairs, renovations, or system replacements (roof, HVAC, water heater, etc.)
- ☐ Pull any warranties still in effect (roof, HVAC, appliances, foundation, termite bond)
- ☐ Confirm your mortgage payoff amount with your lender
- ☐ Locate HOA documents and confirm current dues/status, if applicable

Timeline & Goals

- ☐ Set a target listing date
- ☐ Decide your ideal closing timeframe, and any flexibility around it
- ☐ Talk through whether you're buying and selling at the same time, and how that will be coordinated ☐

Set a realistic expectation for how long homes are currently taking to sell in your specific zip code

This is exactly where a Competitive Market Analysis (not just a standard CMA) matters—see Checklist 3.

Access & Logistics

- ☐ Decide how showings will be scheduled (lockbox, appointment-only, notice required)
- ☐ Plan for pets during showings
- ☐ Identify a plan for where you'll be during showings and open houses

Checklist 2: Home Prep & Staging

You don't need a full renovation to make a strong first impression. This checklist focuses on the changes that actually influence how buyers feel when they walk through your door.

Curb Appeal (The First 10 Seconds)

- ☐ Mow, edge, and clear debris from the yard
- ☐ Power-wash the driveway, walkway, and front porch
- ☐ Touch up or repaint the front door if needed
- ☐ Clear gutters and check for visible roofline issues
- ☐ Add simple, well-maintained landscaping color near the entry

Inside the Home

- ☐ Declutter every room — closets and cabinets included, since buyers open them
- ☐ Deep clean carpets, floors, and baseboards
- ☐ Depersonalize: pack away excess family photos and personal collections
- ☐ Repair any obviously broken fixtures, switches, or hardware
- ☐ Address any noticeable odors (pets, smoke, cooking) before showings begin
- ☐ Maximize natural light — clean windows, open blinds, replace dim bulbs

Room-by-Room Quick Wins

- ☐ Kitchen: clear countertops, deep clean appliances, fix any leaky faucets
- ☐ Primary bedroom: simplify bedding, clear nightstands, organize the closet
- ☐ Bathrooms: replace worn caulk, fresh towels, remove personal toiletries from view
- ☐ Living areas: arrange furniture to open up flow and sightlines
- ☐ Garage/storage: organize visibly, even if it's just for showings

From My Construction Background

Staging matters, but it's not a substitute for addressing real condition issues. I'll walk your home with you and tell you honestly which of these matter most for your specific property, and which ones you can skip.

Checklist 3: Pricing Strategy

Pricing is the single biggest factor in how fast your home sells and for how much. Most agents build a standard Comparative Market Analysis (CMA) that only looks at what's currently listed or recently sold nearby. I go a step further with a Competitive Market Analysis that also factors in real buyer demand and buyer behavior in your specific area.

What a Standard CMA Looks At

- ☐ Recently sold homes in your neighborhood or zip code
- ☐ Currently active listings you'll be competing against
- ☐ Basic property specs: square footage, bed/bath count, lot size

What I Add: A Competitive Market Analysis

- ☐ Actual buyer demand patterns in your specific area right now
- ☐ How quickly comparable homes are actually going under contract, not just listed
- ☐ Where buyer interest is concentrated by price point and zip code
- ☐ How your home's condition and updates compare to what's currently selling fastest

Questions to Ask Before You Set a Price

- ☐ How many similar homes are currently for sale in my immediate area?
- ☐ How long are those homes staying on the market before going under contract?
- ☐ What price point is seeing the most buyer activity in my zip code right now?
- ☐ Am I pricing based on what I want, or what the market is actually telling me?

Why This Matters

A price based only on "what's for sale" or "what sold" can miss the most important piece: whether real buyers are actually out there right now, ready to act at that price. That's the difference a Competitive Market Analysis is built to catch.

Want a Specific Number?

Get a free home value estimate for your exact zip code at [ExploreGainesvilleGA.com](https://www.exploreGainesvilleGA.com), or reach out for a personalized in-person evaluation.

Checklist 4: Repairs Worth Making (and Skipping)

This is where 20+ years of hands-on construction and remodeling experience pay off directly. Not every repair adds value, and some upgrades simply won't be recovered at resale. Use this checklist as a starting point, then let's walk the property together before you spend a dollar.

Usually Worth Fixing Before You List

- ☐ Active roof leaks or visible roof damage
- ☐ Non-functioning HVAC systems
- ☐ Plumbing leaks or visible water damage
- ☐ Electrical issues (exposed wiring, non-functioning outlets, obvious code violations)
- ☐ Foundation cracks or signs of structural movement
- ☐ Broken windows or doors that don't close/lock properly

Often Overlooked, But Worth Addressing

- ☐ Peeling paint or obvious water stains (even if the underlying issue is already fixed)
- ☐ Worn caulk or grout in kitchens and bathrooms
- ☐ Squeaky or damaged flooring in high-traffic areas
- ☐ Outdated light fixtures that make rooms feel dated

Usually NOT Worth the Investment Before Selling

- ☐ Full kitchen or bathroom remodels (rarely recoup full cost at resale)
- ☐ High-end custom finishes buyers may not personally value
- ☐ Major landscaping overhauls beyond basic curb appeal
- ☐ Swimming pool additions (can narrow, not widen, your buyer pool in this market)

The "Skip This, Fix That" Conversation

Before you spend a dollar on repairs, I'll walk your home and tell you plainly which fixes buyers will actually pay more for, and which ones are wasted money. This is the kind of call most agents simply aren't trained to make — but it's second nature after 20+ years in construction.

Checklist 5: Closing Day

Closing day should feel like the finish line, not a scramble. Here's what to have ready and what to expect.

Before Closing Day

- ☐ Confirm final walkthrough date/time with the buyer's agent
- ☐ Complete any repairs agreed to during negotiations
- ☐ Cancel or transfer utilities effective the day after closing
- ☐ Forward your mail or set up a forwarding order
- ☐ Gather all keys, garage remotes, gate openers, and access codes for the buyer
- ☐ Confirm with your lender that your payoff figure is current

What to Bring to Closing

- ☐ A valid government-issued photo ID
- ☐ Any documents your closing attorney or title company specifically requested
- ☐ Voided check or bank information for your proceeds, if wiring

What to Expect

- ☐ A final review and signing of closing documents
- ☐ Confirmation of your net proceeds after payoff, commissions, and closing costs
- ☐ Handoff of keys and access items to the buyer
- ☐ Recording of the deed, which officially transfers ownership

One Point of Contact, Start to Finish

Inspections, appraisal, title, repairs, deadlines — I manage this directly with you so you're never chasing down three different people to figure out what's happening with your own sale.

What Clients Say

5.0 stars, based on current Google reviews for Shannon Sanborn Realtor - eXp Realty.



Ann Marie

"Shannon was an awesome agent to work with as an agent and as a client! When we went to sell our home, I was an agent at the time but didn't want the added stress, so Shannon picked up the pieces and ran with it, he carried the load I didn't want to. Its hard trusting many people with something so important but Shannon was the man for the Job! Our home was sold with ease and he made sure to keep us updated the whole way! He even came over to spread mulch!! Great guy, great business and awesome results. We appreciate you Shannon."

★★★★★ Melanie Nelms

"I know Shannon personally. He is genuine, caring, compassionate and honest. He is a hard worker. He loves helping others. Shannon loves real-estate and would be an awesome person to help you."

★★★★★ Heather Smith

"Shannon helped us so much. Great communication throughout, very knowledgeable, and transparent. Definitely recommend, and would use again!"

Ready to Talk Through Your Home?

This guide gives you a strong starting point, but every home and every seller's situation is different. If you'd like a personalized walkthrough, an accurate home value estimate, or just want to talk through your timeline, I'm happy to help.

Schedule a free, no-obligation consultation any time.

Shannon Sanborn — "The Flying Realtor" — eXp Realty, LLC — [ExploreGainesvilleGA.com](https://www.exploreGainesvilleGA.com)

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