





THE Ultimate Seller *Guide*



A MODERN GUIDE TO PREPARING,
MARKETING & SUCCESSFULLY SELLING YOUR HOME



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Get Ready!

Selling your home is a major decision and it deserves a thoughtful, strategic approach. This guide is here to walk you through every step of the selling process with clarity and confidence.

From preparing your home for the market to negotiating the best possible offer, my goal is to make the experience seamless, rewarding, and even exciting.

With expert marketing, local market insight, and personalized service, we'll position your home to stand out and attract the right buyers.

You focus on your next chapter. I'll handle the details and deliver results that exceed expectations.

Thank you for trusting me with your home. I'm honored to be your partner in this journey.

Warmly,

Erin



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TABLE OF *Contents*

THE SELLING PROCESS AT A GLANCE	1
WHY YOU NEED A LISTING AGENT	2
PREPARING YOUR HOME TO SELL	3-4
PRICING YOUR HOME STRATEGICALLY	5
STAGING & PRESENTATION	6
SHOWINGS & OPEN HOUSES	7
OFFERS & NEGOTIATIONS	8
UNDER CONTRACT & CLOSING DAY	9
WHY WORK WITH ERIN WALL	10





The Selling Process at a Glance

A CLEAR PATH. CONFIDENT STEPS.
YOUR JOURNEY STARTS HERE.



1. CONSULTATION

We'll discuss your goals, review your home, and create a customized plan for success.



2. HOME PREP

We'll provide expert guidance to help you prepare your home to impress buyers.



3. PRICING STRATEGY

We'll analyze the market and position your home at the right price to attract strong offers.



4. PHOTOGRAPHY

Professional photography showcases your home in the best possible light.



5. LISTING LAUNCH

Your home goes live across the MLS and our comprehensive marketing channels.



6. SHOWINGS

We'll coordinate showings and gather feedback to keep you informed.



7. OFFER REVIEW

We'll review all offers and help you evaluate the best terms and conditions.



8. NEGOTIATION

We'll negotiate skillfully on your behalf to achieve the best possible outcome.



9. UNDER CONTRACT

We'll manage the contract, deadlines, and details to keep everything on track.



10. CLOSING DAY

We'll guide you through closing so you can move forward with confidence.

Why You Need a Listing Agent

Selling a home is more than putting up a sign. It takes strategy, experience, and connections. A listing agent is your partner in getting the best possible result with less stress and more confidence.



STRATEGIC PRICING

We analyze the market, compare comparable sales, and price your home competitively to attract buyers and maximize your return.



PROFESSIONAL PHOTOGRAPHY

High-quality photos make a powerful first impression and help your home stand out online, attracting more showings and offers.



EXPERT MARKETING

Your home is promoted across the MLS and targeted online campaigns to reach the right buyers in all the right places.



QUALIFIED BUYER NETWORK

We leverage our network and industry relationships to connect your home with serious, qualified buyers.



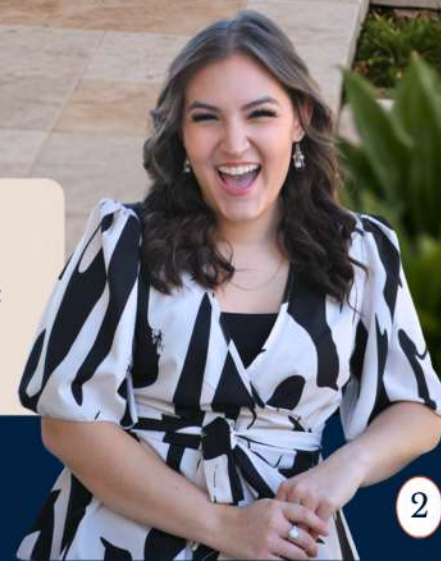
SKILLED NEGOTIATION

We negotiate on your behalf to protect your interests and secure the best terms and conditions.



SMOOTHER TRANSACTION

From paperwork to deadlines, we manage the details so you can enjoy a seamless closing with confidence.



Did You Know?

Homes listed with an agent sell for more and spend less time on the market compared to for sale by owner listings.

Source: NAR – National Association of Realtors

“ The right guidance makes every step feel simpler. ”

– Erin

Preparing Your Home to Sell

A few thoughtful updates can dramatically impact how buyers perceive your home, how quickly it sells, and the value you ultimately walk away with.



Buyers Shop Emotionally First

Before buyers notice square footage or upgrades, they notice how a home makes them feel. Bright, clean, thoughtfully styled spaces help buyers emotionally connect to your home faster and envision themselves living there.



Staging Creates Perceived Value

Professional staging can elevate the way your home photographs, feels, and shows in person. Whether fully staged or thoughtfully redesigned using your existing furniture, a stager can help:

- ✓ Highlight your home's best features
- ✓ Improve flow
- ✓ Remove distractions
- ✓ Rearrange furniture
- ✓ Simplify decor
- ✓ Recommend what to store away

Even subtle styling adjustments can make spaces feel larger, brighter, and more luxurious.



Cleanliness Matters More Than You Think

Buyers often associate cleanliness with how well a home has been maintained overall. Even small messes, odors, dust, or buildup can create doubt and distract buyers from your home's best features.

- ✓ Deep clean kitchens
- ✓ Baseboards & trim
- ✓ Windows
- ✓ Grout
- ✓ Pet areas
- ✓ Carpets & rugs
- ✓ Bathrooms
- ✓ Light fixtures

A professional deep cleaning before photography and showings is highly recommended.

PREPARING YOUR HOME CHECKLIST



First Impressions Matter

- CURB APPEAL** – Keep the exterior clean, tidy, and well-maintained.
- LANDSCAPING** – Trim trees, mow the lawn, add fresh mulch and seasonal plants.
- ENTRYWAY** – Clean the front door, add a new doormat, and make sure lighting is welcoming.



Declutter & Depersonalize

- REMOVE EXCESS DECOR** – Less is more. Clear surfaces and open up the space.
- REMOVE FAMILY PHOTOS & RELIGIOUS ITEMS** – Help buyers picture themselves in the home.
- NEUTRALIZE SPACES** – Use neutral colors, simple decor, and timeless styling.
- SIMPLIFY ROOMS** – Remove bulky furniture and create open, inviting spaces.
- LOCK AWAY WEAPONS & VALUABLES** – Ensure your home is safe, secure, and show-ready.



Light Updates with High ROI

- PAINT** – A fresh coat of neutral paint can make the entire home feel clean and updated.
- FIXTURES** – Update outdated faucets, shower heads, and door handles.
- LIGHTING** – Brighten your home with modern light fixtures and warm bulbs.
- HARDWARE** – Replace cabinet pulls, knobs, and hinges for a polished look.



PRO TIP FROM ERIN

Small improvements can make a big impact on buyer perception and your final sale price.

“Presentation creates perceived value.”

– Erin



Pricing Your Home

STRATEGICALLY

Pricing your home correctly from the beginning is one of the most important factors in attracting strong buyer interest and maximizing your final sale price.



What Is a CMA?

A Comparative Market Analysis (CMA) evaluates recently sold homes, current competition, neighborhood trends, and buyer demand to help determine a strategic listing price for your home.

- Recent sold homes
- Current competition
- Neighborhood trends
- Condition & upgrades
- Buyer demand



Why Overpricing Hurts

While it may seem smart to "leave room for negotiation," pricing too high can actually reduce buyer interest and cause your home to sit on the market longer.

- ✓ Fewer showings
- ✓ Reduced urgency
- ✓ Stale listing perception
- ✓ Price reductions later
- ✓ Weaker offers



Buyer Psychology

Today's buyers are highly informed and compare homes online before ever scheduling a showing. Homes priced correctly tend to generate stronger interest, more activity, and better momentum early on.



Market Timing

The first few weeks your home is on the market are critical. Strategic pricing helps you stand out, attract more buyers, and create urgency when it matters most.

OVERPRICING TIMELINE



WEEK 1

High Interest

- Most buyer activity
- Fresh listing excitement
- Highest showing potential



WEEK 3

Reduced Activity

- Buyer interest slows
- Fewer showings
- Questions about pricing begin



WEEK 6+

Stale Listing Perception

- Buyers assume issues
- Price reductions often needed
- Weaker negotiating position



PRO TIP FROM ERIN

The first two weeks on market are often the most important. Strategic pricing helps create urgency and maximize early exposure.

Staging & Presentation



— SHOW YOUR HOME AT ITS BEST —

The way your home looks online and in person has a huge impact on buyer interest. Thoughtful staging helps buyers picture themselves in the space, and that's when offers happen.

BEFORE



STAGED



BEFORE



STAGED



BEFORE



STAGED



LIVING ROOM

Styled spaces feel warm, inviting, and aspirational. Buyers can easily imagine how the space fits their lifestyle.



BEDROOM

A clean, calm, and clutter-free bedroom helps buyers feel relaxed and connected to the space.



OFFICE

A well-styled office highlights the space's potential and helps buyers envision how it can work for them.

“Buyers shop emotionally first.”

Our goal is to help them fall in love with your home from the moment they walk in or scroll by.

— SMALL CHANGES THAT MAKE A BIG IMPACT —



FRESH TOWELS



WHITE BEDDING



GREENERY



REMOVING BULKY FURNITURE



WARM LIGHTING



PRO TIP

Investing a little time and effort into staging can lead to stronger showings, higher offers, and a faster sale.





Showings & Open Houses

MAKE EVERY IMPRESSION COUNT

The easier and more enjoyable your home is to show, the more likely buyers are to say “yes.”

A little preparation goes a long way.



Open House prep Checklist



Deep clean

Make sure every room, surface, and corner is spotless.



Declutter & depersonalize

Remove personal photos and excess décor to help buyers envision their own life here.



Boost curb appeal

Mow the lawn, sweep walkways, and add a welcoming touch at the front door.



Stage key spaces

Focus on the living room, kitchen, primary bedroom, and bathrooms.



Remove Cars

Remove vehicles from garage and driveway. Buyers want a clear first impression.



Ready, set, go!

Turn on lights, open blinds, play soft background music, and be ready to impress!



Keeping your home showing-ready

Keep surfaces clear, floors clean, and clutter hidden away. A tidy home helps buyers focus on the space, not your things.



Lighting

Open curtains and blinds to let in natural light. Replace burnt-out bulbs and use warm lighting to create an inviting glow in the evenings.



Scent

Keep your home smelling fresh and neutral. Avoid strong cooking odors or overpowering air fresheners. Less is more!



Pets

While we love our pets, not everyone does. Keep pets in a comfortable, secure space during showings.



Valuables

Remove valuables, important documents, and personal items. This helps buyers feel at ease and keeps your belongings secure.



Flexibility matters

The more flexible you are with showing times, the more potential buyers can walk through your home and the better your results.



Pro tip

The goal is to make it easy for buyers to see your home and picture themselves living there.

Offers & Negotiations

— STRATEGY. EXPERIENCE. RESULTS.

I analyze every detail, negotiate with confidence, and fight for the best outcome for you.

My goal is simple: the best terms, the best price, the best result.



OFFER BREAKDOWN

Every offer has key components. Here's what matters most:



Purchase price

The offered amount for your home. Important, but not the only factor.



Contingencies

Conditions the buyer needs to meet. Fewer contingencies often mean a stronger offer.



Closing timeline

The proposed closing date and any requested occupancy needs. Flexibility can be a key advantage.



Financing

The loan type, lender strength, and down payment impact the buyer's ability to close.



Earnest money

The buyer's good-faith deposit shows commitment and reduces risk for you.

NEGOTIATION STRATEGY

My approach is strategic, data-driven, and always focused on your goals.



Multiple offer strategy

We position your home to attract strong competition and create urgency to maximize your outcome.



Appraisal negotiations

If the appraisal comes in low, I negotiate to protect your price and keep the deal moving forward.



Inspection negotiations

I help manage repair requests and find solutions that protect your bottom line without derailing the deal.



Strongest terms vs. highest price

The best offer isn't always the highest. I evaluate the complete picture to deliver the best result.

“ The best offer isn't always the **highest**. ”

EXPERTISE THAT PROTECTS.
NEGOTIATION THAT DELIVERS.



Anyone can stick a sign in the yard. **It takes an expert Realtor** to win a negotiation and get their client a deal.

Under Contract

Your home is officially under contract. Here's what happens next and what to expect throughout the closing process.



Inspections

Buyer inspections are typically completed shortly after going under contract. This allows the buyer to evaluate the condition of the home and request repairs if needed.



Appraisal

If the buyer is financing the purchase, the lender will order an appraisal to confirm the home's market value.



Title & Escrow

The title company works behind the scenes to verify ownership, prepare documents, and coordinate the closing process.



Repair Negotiations

After inspections, repair requests may be submitted. Not every repair request is a deal breaker, and negotiations are very common.



Moving Preparation

Now is the perfect time to begin organizing, packing, scheduling movers, and preparing utilities for transfer.



Closing Timeline

Most contracts close within 30 to 45 days depending on financing, inspections, title work, and negotiated terms.



Helpful Reminder

The contract period includes many moving parts and deadlines, but each step is designed to protect both the buyer and seller throughout the transaction.

"A smooth closing starts with preparation and communication."

Closing Day

The finish line is here. Here's what to expect as your sale officially closes.



Signing Documents

Closing documents are typically signed at the title company on closing day.



Funding Timeline

Once documents are signed and funds are received by the title company, the sale officially funds and records with the county.



Keys Left in the Home

All non-main keys (mailbox keys, garage remotes, etc.) are left in the home unless otherwise negotiated.



Moving Out

Be sure the home is fully vacated unless otherwise negotiated in the contract. Final walkthroughs are often completed shortly before closing.

What Sellers Should Bring



Photo ID



Direct Deposit Information



Main House Key



Forwarding Address Info



Congratulations!

Selling a home is a major milestone, and reaching closing day is the final step in a successful transition.



WHY WORK WITH ERIN WALL



Elevated Representation. Personalized Guidance.

Sellers deserve more than transactions.

My approach combines strategic pricing, market expertise, thoughtful communication, and elevated marketing to create a seamless experience from start to finish.

From preparing your home for the market to negotiating the best terms, I'm committed to guiding you every step of the way with confidence and care.

Here is what I do for you and how I go beyond.



STRATEGIC GUIDANCE

Expert advice tailored to your goals and lifestyle.



MARKET EXPERTISE

Local insight and data driven strategies to help you win.



THOUGHTFUL COMMUNICATION

Clear, honest and responsive every step of the way.



ELEVATED MARKETING

Custom marketing that showcases your property beautifully.



FRIENDS FOR LIFE

Relationships built on trust, care and real connection.



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Let's Connect!

SCAN TO SAVE MY CONTACT INFORMATION TO YOUR PHONE





FOR SALE

SOLD