

Selling Guide

your step-by-step guide to selling your home



Welcome to our Seller Guide

We are excited to guide you through this journey!



As dedicated real estate professionals, we fully understand that selling your home is a major decision, one that requires strategy, preparation, and expert guidance. We are here to simplify the process and walk you through every step, from pricing it right and preparing it for market to launching a powerful marketing campaign, negotiating offers, and closing the deal.

This guide highlights key stages and shows when hiring a professional can help protect your time, money, and peace of mind. Our goal is to help you make the best decision, whether you choose to sell on your own or with expert support.

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STAGE ONE

Preparation of Your Home

The key to a successful sale is preparation. If your home is not marketed well or priced right, it could sit on the market too long, leading to frustration. This is where many sellers struggle or give up.

Some sellers do succeed and you can too with the right preparation. Pricing your home correctly, staging it well, and reaching qualified buyers are all essential to selling quickly and for the best price. With proper preparation, you can avoid common mistakes and improve your chances of success.



Getting Market Ready

MAKE REPAIRS

Now is the time to fix those nagging issues you've lived with. Inside, check for stained ceilings, missing tiles, broken windows, doors, and scratched floors. Outside, look for damaged shingles, missing patio pavers, and loose railings. If you have a deck, inspect for cracks and instability.

Make a list of repairs and decide which ones to tackle. A real estate agent can help you determine what's necessary to attract buyers.

For step by step guides, check out: [Wall & Ceiling Repair](#), [Laminate Floor Repair](#), [Shingle Repair](#), and [Deck & Railing Repair](#)

FINISH PROJECTS

Every homeowner has unfinished projects lingering around. Now is the time to paint the guest room, install that ceiling fan from last summer, and stain the wood paneling in the pantry. Completing these small tasks will make your home feel more polished and move in ready for buyers.

CREATE CURB APPEAL

First impressions matter! When potential buyers pull up to your home, you want them to think, "Wow! I could live here!" To ensure they're eager to see the inside, keep the exterior well maintained, tidy, and inviting.

Touch up or repaint the trim, keep the lawn mowed, edge along sidewalks and pathways, and maintain flowers and shrubs. A neat, well kept yard makes a lasting impact especially since you never know when curious buyers might drive by.

CREATE A WELCOMING ENTRYWAY

If your home doesn't have a proper entryway, create your own. Use a padded bench and hang some hooks for coats, or build simple entryway storage and organizer to keep clutter at bay.

REMOVE PERSONAL ITEMS

Fix any cracks especially major ones in the driveway, walkway, or patio. Addressing these issues enhances curb appeal and reassures buyers that the home has been well-maintained. Small fixes like this can make a big difference in attracting buyers and helping your home sell faster.

FIX PET ISSUES

Did Fido leave a stain on the living room carpet? Does the basement smell like a cat's litter box? Address these issues before potential buyers visit the home. Pet smells are serious turn-offs when trying to sell your home.

WASH THE EXTERIOR

If your house has siding, carefully use a pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear before you try to sell your home.



FIX FENCING

A fence adds value to your property. If your wood or chain-link fence needs a little TLC, be sure to take care of any repairs before trying to sell your home.

ROOF REPAIRS

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your home. If your roof needs serious work, be ready to negotiate a lower price with buyers.

FIX CRACKS

Fix any cracks especially major ones in the driveway, walkway, or patio. Addressing these issues enhances curb appeal and reassures buyers that the home has been well-maintained.

TOUCH UP ANY SCUFF MARKS

Even if you're not doing a full on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared for.

CONDUCT A SMELL TEST

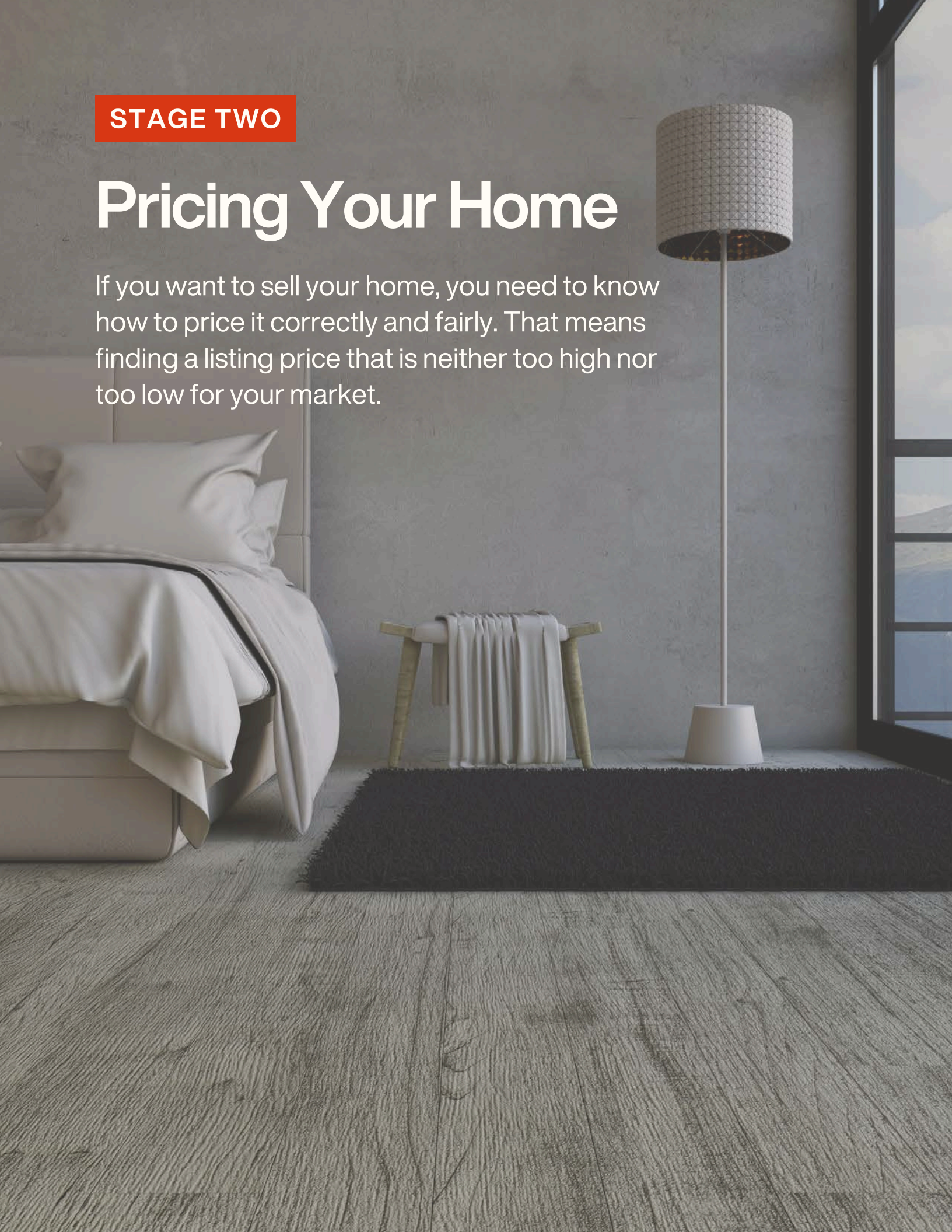
Foul odors, even slight ones, can be a deal breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.



STAGE TWO

Pricing Your Home

If you want to sell your home, you need to know how to price it correctly and fairly. That means finding a listing price that is neither too high nor too low for your market.





THE PROCESS

OF PRICING

The pricing of your home is the most important part of the entire selling process. It sets the tone for how the market will respond and can ultimately determine how quickly and successfully your home sells. When a home is priced too high, it often sits on the market for an extended period, which can be costly. You'll continue to pay carrying costs such as mortgage payments, utility bills, insurance, and property taxes, all while the home remains unsold. More importantly, buyers tend to be skeptical of homes that linger on the market. They may assume there are underlying issues, even if the only problem is the price. This perception can lead to reduced showings and less interest overall. Even if you decide to adjust the price later, it can be difficult to recapture the initial excitement and momentum that comes with a new listing. Pricing it right from the beginning creates urgency, attracts serious buyers, and increases your chances of receiving strong offers—sometimes even multiple offers—early in the process. Our job is to help you find that ideal price point based on current market data, local trends, and the unique features of your home.

Remember, it's just basic economics. Your home will only sell for the price a buyer is willing to pay, no higher. When you set the price for your home, it must be based on similar or comparable homes sold (comps) in your real estate market. Depending on how soon you want it sold, you can price at market value or below market value. Licensed real estate agents have the training and experience to market your home at the right price to the right buyers.

ANALYSIS

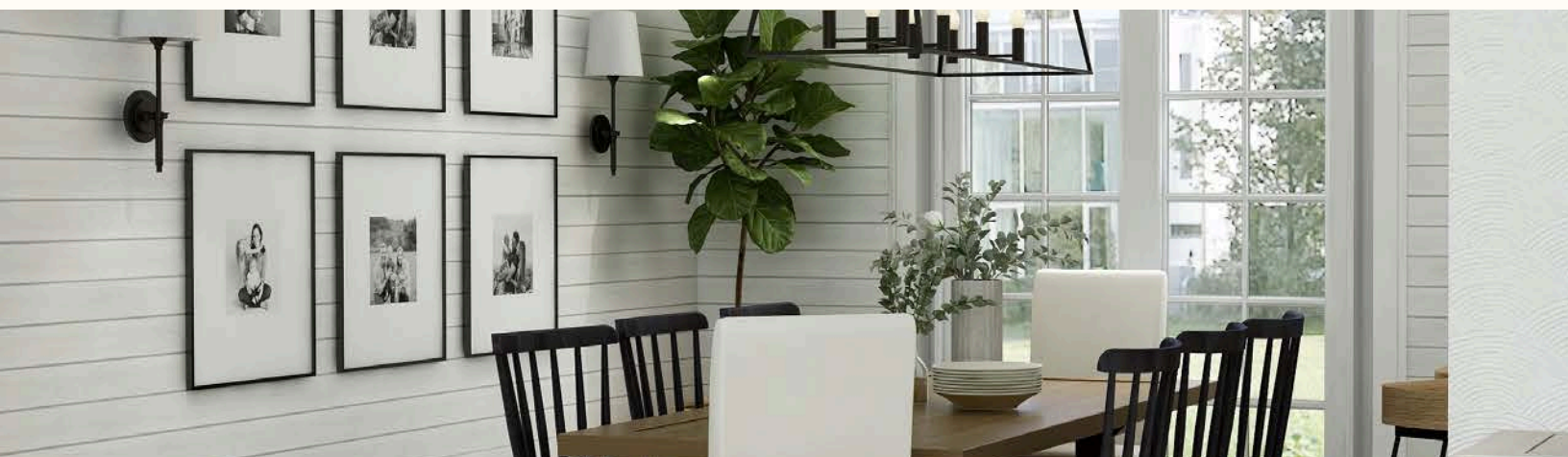
To research and analyze pricing, you can use websites like Zillow.com to filter results for sold properties similar to yours. Compare these sales and adjust your price based on your home's unique features or shortcomings.

This method isn't an exact science and works best in neighborhoods with frequent sales and homes of similar style and size. If your home is unique such as a custom waterfront property, pricing becomes more challenging. However, a proper market analysis remains the key to setting the right price.

CONSIDER:

- Does your house have the same number of bedrooms and bathrooms?
- Do you have less or more square footage?
- Has your house had any major updates or renovations in recent years?
- Is your home in a better or worse school district?

Honestly answering these questions will give you an idea of what you should charge.



CMA VS. APPRAISAL

What's the Difference?

Comparative Market Analyses (CMAs) and appraisals both estimate your home's value, but they serve different purposes.

A CMA is done by a licensed real estate agent to recommend a competitive listing price. It looks at active, pending, closed, and sometimes expired listings to show how your home compares to others. Most agents offer CMAs for free.

An appraisal is completed by a licensed appraiser to determine your home's value for a mortgage loan. Appraisals focus mainly on your home's condition and recent closed sales nearby.

Since lenders won't loan more than the appraised value, a low appraisal can put your sale at risk unless you lower the price or the buyer covers the difference.

In the Las Vegas and Henderson area, appraisals typically start at \$450 and increase based on the home's size.



Accurately Pricing

YOUR HOMES VALUE

01

SOLD LISTINGS

Compare the original list prices of the homes to the final sales prices to determine any price reductions. Compare the final list prices to actual sold prices to determine ratios. Ideally, compare to at least three properties that sold at market value. Your county appraiser should have a list of comps to view.

02

PENDING LISTINGS

The ultimate sales prices of homes that haven't sold yet are obviously unknown until the transactions close. But that doesn't stop you from calling the listing agents and asking them to tell you how much a property is selling for. Again, make note of the days on the market. That can have a direct bearing on how long it will take before you see an offer.

03

ACTIVE LISTINGS

Tour these active-listing homes so you can see what buyers will see when they visit. Make note of what you like and dislike about the properties, as well as the general feeling you got when entering the homes. These properties are your competition. Ask yourself why a buyer would or would not prefer your home over any others, then adjust your price accordingly.

SQUARE-FOOT COST COMPARISONS

The buyer's lender will order an appraisal after you receive an offer, so you'll want to compare homes with similar square footage to come as close to the eventual appraised value as possible. Appraisers don't like to deviate more 25%, and they prefer to stay within 10% of net-square-footage computations. Comparable homes are those that are 1,800 to 2,200 square feet if your home is 2,000 square feet.

STAGE THREE

MAXIMIZING EXPOSURE

You've done the hard work and are ready to list your home. But don't let poor marketing hold you back! In this section, we'll walk you through the most important steps to market your home effectively and attract the right buyers.



Photos that sell

Good photos are one of the most important parts of marketing your home. They create the first impression buyers will have, so don't skip this step.

For the best results, hire a professional photographer to capture bright, clear photos that show your home at its best. If you take your own photos, use the best camera you have with a wide-angle lens.

Lighting matters. Open all blinds, turn on all lights, and take photos when there's plenty of natural light. Avoid cloudy days.

Photo tips:

- Use landscape orientation for a more natural look.
- Step back to capture the whole room.
- The front exterior photo is the most important. Take it when the sun is shining on the front of your home, not behind it, to avoid shadows.



BEFORE

OWNER PHOTOGRAPHED



AFTER

PROFESSIONALLY PHOTOGRAPHED

Online Exposure

HOW TO MARKETING YOUR HOME ONLINE

Competing With the Pros

When selling your home on your own, you are competing with real estate agents who have expert marketing tools and experience. A yard sign, Craigslist, Zillow ad aren't enough.

In 2024, 51% of buyers found their home online, while only 4% found a home through a yard sign or open house.

(Source: NAR)

Professional Photos Are Essential

Since most buyers start online, high-quality photos are critical. NAR found 41% of buyers said photos were one of the most useful parts of their search.

Hiring a real estate photographer, typically costing between \$150 and \$500, helps show your home in the best light.

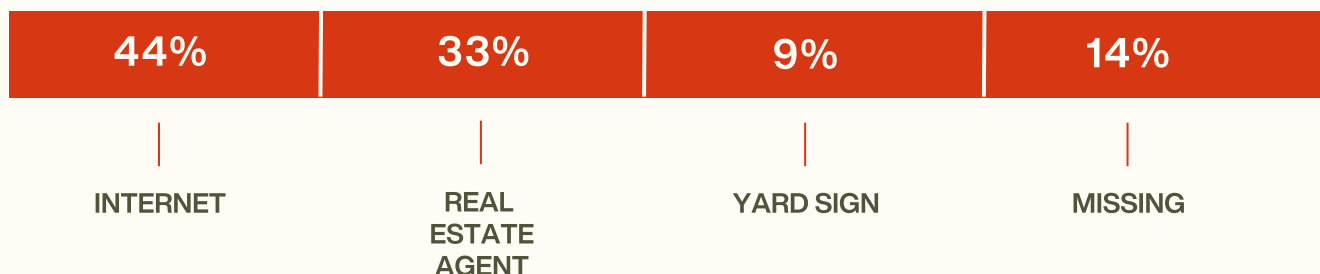
Write a Strong Listing Description

Photos get attention, but detailed descriptions matter too. 39% of buyers said clear property information was important.

(Source: NAR)

Highlight your home's best features, like views, location, upgrades, or nearby schools and amenities. Think about what buyers want and write with them in mind.

HOW BUYERS FIND YOUR HOUSE



SOCIAL MEDIA

SHOW IT OFF

If you are on Facebook, your friends might know someone looking for a home like yours. Once your listing is live with high-quality photos and details, share the link on your profile. Even if your friends aren't buying, they could share it with someone who is.

You can also post in local Facebook groups for your community or real estate. Just search for your city under the "Groups" tab to find them. If you use Instagram, TikTok, Pinterest, or Twitter, share photos, videos, or a virtual tour to show off your home. The more people see it, the better your chances of finding the right buyer.





showings & open houses

Before showing your home, create a welcoming atmosphere. Turn on all lights, open interior doors, and let in natural light by opening blinds and curtains.

If possible, have children stay with a friend or family member to avoid distractions. Secure pets to prevent issues, since some buyers may be afraid of dogs or allergic to cats.

Keep your home clean, organized, and smelling fresh. Take out the trash, clean litter boxes, and use a mild air freshener or lightly scented candle. Avoid strong scents. Freshly baked cookies or bread can also make your home feel warm and inviting.

YARD SIGNS

DON'T LOOK LIKE A DISCOUNT HOUSE

Directional signs pointing to your home can help attract buyers driving through your neighborhood. Use the largest signs your community allows and include your phone number so buyers can easily contact you.

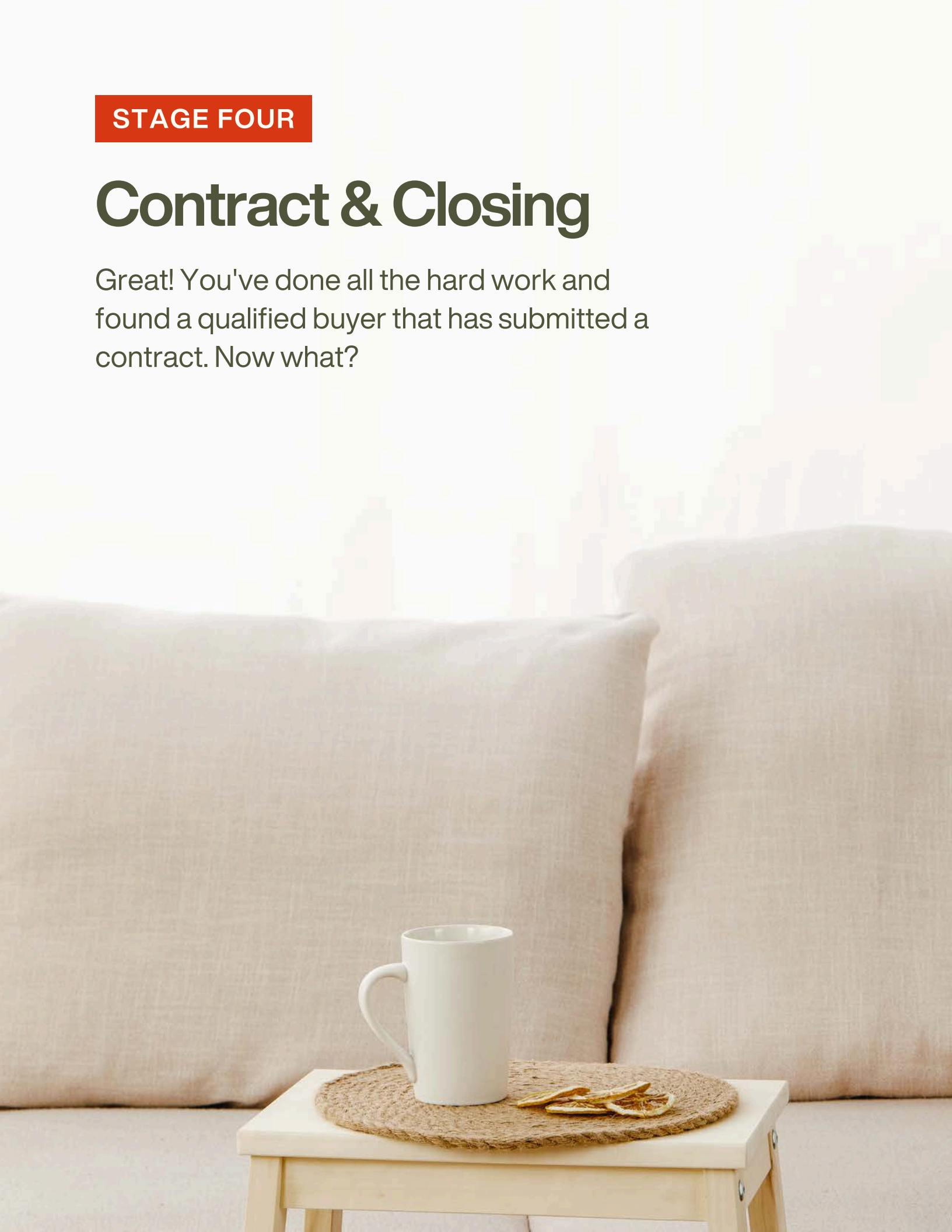
A professional for sale sign can also increase the perceived value of your home. Buyers often associate well-marketed homes with higher value, just like how name-brand products feel more desirable than generic ones. The right signs can make your home feel more valuable and easier to find.



STAGE FOUR

Contract & Closing

Great! You've done all the hard work and found a qualified buyer that has submitted a contract. Now what?



NEGOTIATING

TERMS AND PRICE

Once you find a potential buyer, consider working with an experienced third-party negotiator, such as an attorney or Realtor, to handle the price and terms of the sale. Their expertise can save you thousands of dollars and help you avoid unnecessary stress and conflict.

If you choose to negotiate on your own, start by highlighting the features of your home that the buyer seemed interested in. Buyers will often focus on the negatives to justify lowering the price, but do not take it personally. Stay patient, objective, and calm throughout the process.

For privacy, create a temporary email address to handle all communications regarding the deal. This prevents buyers from having your personal contact information in case negotiations do not work out. Put everything in writing, even small details, to avoid misunderstandings later.

The first offer is often the best one. While you should not jump at the first bid, take it seriously. The longer a home sits on the market, the lower the offers tend to be.

A modern kitchen with white cabinetry, a marble backsplash, and a stainless steel oven. The image is partially obscured by a white overlay containing text.

Paperwork

- ☐ COMPLETED PROPERTY DISCLOSURES
- ☐ TITLE REVIEW & COMMITMENT
- ☐ COVENANTS, RESTRICTIONS, AND HOA
- ☐ PURCHASE AGREEMENT
- ☐ COUNTER OFFER FORMS
- ☐ AMENDMENTS
- ☐ INSPECTION RESPONSES
- ☐ DISCLOSURES
- ☐ FINAL WALK-THROUGH FORM

INSPECTIONS

The signed contract allows the buyer to thoroughly inspect the property.

Buyers typically hire professional inspection companies to examine the home from top to bottom, identifying any necessary repairs or replacements. Unless your home is brand new, they will find issues, trust us!!

If major repairs are needed, you may be required to fix them. Other findings could lead the buyer to renegotiate the price or, in some cases, cancel the sale altogether.

Inspections typically completed are:

Septic – Is it clogged? Does the size match the number of rooms?

Well, Water Test – Is it free and clear of bacteria, heavy metals,

and other contaminants?

Termite Inspection

Full Home Inspection

Radon Inspection

Land Survey



**REMEMBER, ANY AND ALL REPAIRS ARE NEGOTIABLE
BUT ISSUES WITH THE PROPERTY ARE NORMALLY
TAKEN CARE OF BY THE SELLER (THAT WOULD BE YOU!).**

WHAT TO EXPECT AT CLOSING

At closing, you will meet with the buyer and other parties, such as your attorney, to officially transfer ownership of your home. Closing is sometimes called settlement. This is when all paperwork is signed, agreements are finalized, and the sale is completed. It usually takes about an hour.

The location of your closing depends on local customs. It often happens at the closing agent's office. Stay in touch with the closing agent to make sure everything stays on track.

There shouldn't be any surprises at closing. All costs should already be discussed and agreed upon in writing between you and the buyer. Below is a list of common seller costs at closing, although these can vary.

EXPECTED COST

Title insurance
Escrow or attorney's fee
Transfer tax
Survey costs
Home warranty fee
Mortgage payoff
Outstanding utility bills
Recording fee
Survey costs
Inspection costs
Buyer's agent commission

What Our Clients Are Saying



I had the best experience working with Justin and Georgia on finding my new home in Henderson. They are very professional, they know thier job very good and are always available to answer any questions or assist you in any way they can. I recommend their services

Anselma R.



I couldn't be happier with the results with Georgia as my real estate agent. Within 24 hours, she secured a full asking cash offer for my home, marketing strategies and dedication. The quality of photography and the attention to detail in the marketing process were impressive. Georgia's communication skills were outstanding, keeping me informed and involved at every step. I recommend Georgia to anyone considering listing their home; she is hardworking, passionate and it shows.

David J.



Justin and Georgia are the most real agents in Vegas. They made sure I fully understood every step of the process and made me feel like they were looking out for me as family. Will definitely use them again when my kids get ready to buy. Great work ethic and truly enjoyable people to be around!

Scott T.



THANK YOU

As dedicated real estate professionals, we fully understand the significance of this decision and the trust you have placed in us. We are committed to providing you with exceptional service, market expertise, and unwavering support as we navigate the intricacies of the real estate process together. Your confidence in our abilities is truly appreciated, and we are excited to embark on this partnership with you. We assure you that we will go above and beyond to exceed your expectations and ensure a smooth and successful experience. Thank you once again for considering our services, and we look forward to the opportunity of working with you.

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