

Sell your home faster for more money

The Savvy sellers handbook

EPIQUE



Sara Hape-REALTOR®



EPIQUE
R E A L T Y

About Me

As a trusted real estate professional with Epique Realty, I specialize in delivering a seamless and sophisticated selling experience for discerning homeowners. Partnering with a brokerage renowned for its innovation and excellence, I leverage Epique Realty's exclusive resources to showcase your property at its absolute best. From professional photography to AI-driven marketing strategies and unparalleled online exposure through premier platforms like Realty.com, your home will receive the attention it deserves from a curated audience of qualified buyers.

With a commitment to precision, discretion, and personalized service, I guide you through every step of the selling process, ensuring your goals are met with ease and confidence. Backed by Epique Realty's industry-leading tools and expertise, I'm dedicated to maximizing your home's value and exceeding your expectations. Let's create a success story worthy of your exceptional property.

“Sell your home faster for more money.”



Why I Chose Epique Realty—And Why It Works for You—Smarter Tools. Stronger Strategy. Better Results.

At Epique Realty, technology isn't just about exposure—it's about helping your home sell faster, for more. I chose this brokerage because they give me the tools and support to deliver modern, effective strategies that make your experience smoother from start to finish.

- **AI-Driven Pricing Strategy**

Using real-time market and buyer data, we price your home to attract interest early—and invite strong, serious offers.

- **Precision Marketing to Real Buyers**

I use targeted digital campaigns to promote your home to the right audience—based on search behavior, location, and buyer intent.

- **Top Placement on Major Platforms**

Your home gets enhanced visibility through partnerships with Realty.com and Zillow Premier Listings—meaning more exposure to serious buyers where they're already searching.

- **Dynamic Strategy with Real-Time Feedback**

With access to live data and buyer engagement stats, I adjust marketing in real time to keep your listing top-of-mind.

- **High-End Visuals That Drive Action**

From professional photos and videos to 3D models and virtual tours, we showcase your home with tools that make buyers stop, click, and schedule.

- **A Track Record That Speaks for Itself**

Homes listed with Epique consistently sell faster and for more compared to industry averages—and with the right strategy, yours can too.

I chose Epique so I can deliver more than service—I can deliver results. That's exactly what your home deserves.



PRICING FRAMEWORK

PRICING STRATEGIES THAT SELL HOMES.

Pricing your home correctly is one of the most critical factors in achieving a successful sale. The right strategy can create excitement, attract serious buyers, and maximize your home's value. Below is an overview of the most common pricing strategies agents may use, along with the strategic approach that yields the best results for most sellers.

Market Value Pricing

Definition: Setting the price based on the comparative market analysis (CMA) to align with similar homes currently on the market.

- **Outcome:** While this strategy may eventually attract offers, it often leads to longer time on the market and may not generate competitive bidding.

Aspirational Pricing

Definition: Pricing above the fair market value with the expectation of negotiating downward. This approach is typically reserved for unique or high-profile properties (e.g., celebrity homes).

- **Outcome:** This strategy can deter buyers and result in fewer showings or prolonged market time, making it unsuitable for most homes.

Event-Based Pricing

Definition: Listing below the market value to create buzz, attract attention, and generate multiple offers, often driving the final sale price above the original asking price.

- **Outcome:** This strategy is highly effective in creating competition among buyers, leading to faster sales and higher net proceeds.

Our Pricing Strategy

We use a strategic approach to pricing your home to ensure it sells quickly and for the most money possible. Here's how we do it:

- **Market Value Analysis:** We carefully evaluate comparable homes, market trends, and your property's unique features to determine the most competitive and accurate price.
- **Buyer Psychology:** By leveraging event-based pricing, we strategically list your home slightly below market value to generate buzz, attract multiple buyers, and create a competitive environment that drives offers above the asking price.
- **Maximizing First Impressions:** Pricing your home correctly from the start ensures it stands out to serious buyers, prevents it from becoming "stale" on the market, and increases your chances of receiving strong, competitive offers within the first few weeks.

Pricing Your Home Correctly

is one of the most critical steps in achieving a successful sale. Homes priced too high can linger on the market, becoming "stale" and leading to lower offers, while homes priced too low may fail to maximize your equity. Our strategic approach ensures your home is priced to attract serious buyers, create excitement, and drive competitive offers.

We start with a comprehensive market analysis, reviewing recent sales, current competition, and market trends to determine the most accurate and competitive price for your home. By leveraging event-based pricing, we strategically list your property slightly below market value to generate buzz and attract multiple buyers. This often results in a competitive bidding environment that drives offers above the asking price.

The first few weeks of your home being on the market are critical, as this is when it will generate the most interest. Pricing it correctly from the start ensures it stands out to buyers, prevents it from becoming overlooked, and maximizes its chances of selling quickly and for top dollar. Our proven pricing strategy minimizes time on the market, reduces the need for price adjustments later, and positions your home to achieve its highest potential value.

By combining detailed market research, buyer psychology, and a strategic approach to pricing, we ensure your home captures attention and delivers the best possible results.

Pricing Your Home Right From the Start

Because the First Impression... Is Everything

Setting the right price is one of the most important steps in selling your home—and one of the hardest for sellers to do objectively. That's why I use a data-driven approach to help you price with confidence.

Comparative Market Analysis (CMA)

I'll review similar homes in your area—active, pending, and recently sold—to see where your home fits in today's market. We'll consider:

- Neighborhood & location
- Square footage, layout, and features
- Recent updates and condition
- Market timing and buyer demand

Finding the Sweet Spot

Price too high, and buyers may scroll past your listing.

Price too low, and you risk leaving money on the table.

The right price:

- Attracts serious, qualified buyers
- Generates stronger offers faster
- Reduces time on market and the need for price cuts

The First 7-10 Days Matter Most

Your listing gets the most attention in its first week. That's when buyers are most active—and most motivated. Pricing right from day one creates momentum and buyer urgency.

Bottom line:

Strategic pricing isn't about guessing—it's about using market data to position your home as the best option in its price range.

A hand is shown moving a black chess piece on a dark board with a light-colored hexagonal grid pattern. The board is partially covered with other chess pieces, including pawns and a knight.

THE STRATEGY

Event Based Pricing

THE 4 PHASES OF SELLING YOUR HOME FASTER FOR MORE MONEY.

PHASE 1: THE READY PHASE

First impressions are critical. This phase ensures your home is meticulously prepared to attract and impress serious buyers. Here's how we get it ready:

Inspection by a Licensed Inspector

Why it's Important:

- identifies needed repairs before listing, ensuring your home is in top condition.
- Builds buyer confidence by addressing potential concerns upfront.
- Reduces buyers' negotiating leverage, helping protect your final sale price.

Repairs and Touch-Ups

Why It's Important:

- Creates a move-in-ready home that attracts serious buyers and stronger offers.
- Resolves issues upfront, avoiding repair-related negotiations and speeding up the process.
- Reduces buyer leverage, helping protect your sale price.
- Keep repair receipts to include in the buyer packet, providing buyers with confidence and minimizing negotiations.

Advertisement

What we will do:

- Professional photography, yard signs, video tours, floor plans and more.
- Targeted marketing campaigns,
- Create a buzz through "coming soon" marketing campaigns and

Preliminary Title Report

Why is this important:

- A preliminary title report reveals any liens, encumbrances, or potential red flags on the home's title. Identifying these issues early gives us the opportunity to address them upfront, ensuring smoother negotiations and a seamless transaction process.

PHASE 2: SET THE STAGE

This phase is all about creating excitement and anticipation for your home. By strategically building buzz through pre-listing campaigns and a well-planned launch event, we position your property to attract maximum interest and drive competitive offers.

Targeted Market Launch

A Targeted Market Launch is a strategic, results-driven approach designed to maximize exposure, generate competition, and secure the best possible outcome for your property. Here's how it works and why it's an essential part of selling your home:

How It Works:

1. **Pre-Listing Buzz:** A "Coming Soon" campaign is launched to generate early interest among buyers and agents, building anticipation before your home officially hits the market.
2. **Professional Presentation:** High-quality photos, engaging descriptions, and a custom landing page are created to showcase your home's most attractive features.
3. **Strategic MLS Listing:** The property is listed on the MLS with showings intentionally delayed until a planned launch event, creating urgency and excitement.
4. **Launch Event:** A carefully coordinated open house or scheduled viewing event brings multiple buyers to your property at once, encouraging competitive interest.
5. **Offer Review Timeline:** A defined timeframe for submitting offers ensures buyers act quickly and present their highest bids.

Key Benefits

- **Maximized Exposure:** Early and strategic marketing efforts position your property to reach the largest and most qualified audience.
- **Enhanced Buyer Interest:** A targeted launch creates excitement and drives traffic to your listing.
- **Stronger Offers:** Concentrated buyer activity fosters competition, often resulting in higher sale prices.
- **Efficient Process:** Clear timelines for showings and offer submissions streamline the sale, reducing time on the market.

By implementing a Targeted Market Launch, your property is poised to capture attention, generate demand, and achieve a successful sale at the highest value possible.

PHASE 3: OPTIMIZATION

This phase focuses on removing buyer doubts and creating the confidence needed for them to submit their highest and best offers.

Here's how we optimize the sale process for maximum results:

- **Due Diligence Package:** Buyers receive a comprehensive packet upfront, including seller disclosures, inspection reports, repair invoices, and utility bills. This transparency reduces uncertainties and encourages strong offers while minimizing the likelihood of renegotiation later.
- **Leverage Control:** Addressing potential issues proactively removes opportunities for buyers to negotiate lower prices after inspections, ensuring you maintain your desired sale price.
 - **Backup Offer Strategy:** During the offer review period, we create urgency by clearly communicating deadlines to all buyer agents.
 - After accepting a primary offer, we actively engage strong buyers from the initial pool to secure a legally binding backup offer.
 - This strategy ensures continued buyer motivation, discourages concessions from the primary buyer, and allows for a seamless transition if the primary offer falls through.

By combining these tactics, the Optimization Phase builds buyer confidence, reduces risks, and ensures your home sells at its highest potential value.

PHASE 4: EXECUTION

The Execution Phase is focused on maintaining momentum to ensure a smooth, timely, and successful closing. During this stage, we proactively manage the transaction, keep buyers motivated, and ensure all deadlines are met for a seamless process.

What we do to maintain motivation and compliance during the execution phase:

- **Maintaining Buyer Motivation:** By communicating the existence of a strong backup offer, we encourage the primary buyer to stay on track, meet deadlines, and adhere to contract terms. This reduces the likelihood of delays or renegotiations.
- **Constant Deadline Monitoring:** Our team tracks every contractual deadline and contingency, ensuring all steps are completed on time to keep the transaction moving forward smoothly.
- **Supporting a Seamless Valuation Process:** We ensure all parties involved in the valuation process, including lenders and buyers, have accurate and transparent information about the property to minimize potential obstacles and keep the transaction progressing smoothly.
- **Dedicated Transaction Coordination:** Our experienced transaction coordinators oversee all paperwork and manage every detail, ensuring accuracy and efficiency at each step of the process.

The Execution Phase ensures the sale of your home remains on track, minimizing risks and keeping everything aligned for a successful and timely closing.



What if the EVENT BASED PRICING doesn't work?

If event-based pricing does not achieve the desired outcome—such as the home failing to sell after the open house event, despite strategically building anticipation and pricing below market value—it's essential to take a step back and thoroughly reassess the market conditions.

First, we'll analyze the landscape since the home was listed on the MLS. Have there been new listings in the area that directly compete with your property? If so, we'll need to assess how those properties compare in terms of features, pricing, and overall appeal. New inventory can shift buyer attention, making it crucial for your listing to remain competitive.

Next, we'll look at any price reductions among similar homes in the neighborhood or market segment. If comparable properties have adjusted their prices, it could indicate evolving buyer expectations or a shift in demand. This may require us to recalibrate our pricing strategy to align with the current market dynamics.

Additionally, we'll examine broader market trends. Has the pace of the market slowed down? For instance, are homes taking longer to sell, or is there a noticeable decline in buyer activity? Factors such as seasonality, economic changes, or interest rate adjustments can all influence buyer behavior.

Finally, we'll use this information to determine the best course of action moving forward. This could involve re-evaluating the price, refreshing the marketing strategy, or highlighting unique features of the property to distinguish it from the competition. Our goal remains the same: to position your home in the best possible light and attract the right buyer as efficiently as possible.

While event-based pricing is not a guaranteed path to a sale, it is one of the most effective strategies for giving your home a competitive advantage. By pricing strategically below market value and leveraging anticipation through targeted marketing and an impactful open house, we aim to make your property a standout on the market. This approach is designed to showcase your home as a unique opportunity for buyers, not just another listing lost in the crowd. It's about creating a buzz and positioning your property as a "must-see" that demands attention. However, even with these efforts, success ultimately depends on how the market responds.

CREATING THE STORY OF YOUR HOME THROUGH VISUALS



Professional Photography That Sets the Tone for Every Step That Follows
Your home has a story—and the way we tell it begins with how it looks online.

In **South Carolina's fast-moving market**, buyers aren't just browsing—they're comparing, judging, and clicking away in seconds. Strong visuals help your home make an immediate impact.

Professional photography isn't just about beautiful images—it's about strategy. Listings with high-quality photos in South Carolina have been shown to sell up to 32% faster, and depending on the price point, can sell for \$3,000 to \$110,000 more than those without. These images increase your home's perceived value and build trust with buyers before they ever step through the door.

Why It Matters:

- Highlights light, layout, and lifestyle in a way phone photos can't
- Creates emotional connection and invites buyers to imagine themselves in the space
- Lays the foundation for every other visual layer we add—from tours to 3D modeling and more
- Used across your listing website, social media campaigns, and digital ads

At Epique Realty, every listing is photographed professionally, no matter the price point—because how your home is introduced online sets the tone for the entire buyer experience.

Strong photography doesn't just showcase your home—it opens the door to every next step in your marketing plan.

Once we've captured your home in its best light, we build on that foundation with layered visual tools that let buyers explore, engage, and connect with your space in meaningful ways—all before they even set foot inside.



Let buyers step inside without stepping in

Giving Buyers a Real Feel for Your Home—From Anywhere with My Cutting Edge, EPIQUE Technology

Before a buyer ever sets foot in your home, they've already made a decision about how they feel about it. In today's market, that decision often happens online—and in seconds. That's why your home deserves more than just pretty photos.

With cutting-edge visual technology like 3D home models, interactive walkthroughs, and detailed floor plans, we create a virtual experience that captures attention and keeps buyers engaged.

One of the biggest complaints I hear from buyers browsing MLS or third-party sites is:

"I just can't tell what the layout is."

That uncertainty often stops them from setting an appointment at all—meaning potential buyers scroll right past your home without ever seeing how perfect it might be for them.

These tools change that. They allow buyers to step inside, explore every room, and understand the layout—without ever leaving their couch. It's not just convenient; it's powerful. It helps your home stand out, attract the right buyers, and generate stronger, more serious interest.

Whether a buyer is across town or across the country, they'll be able to experience your home in a way that builds connection, confidence, and urgency.

3D Home Models (Dollhouse View) Let Buyers See the Full Picture—All at Once

Imagine giving buyers the ability to view your entire home as if it were a miniature model they could spin, zoom in, and explore—before they ever schedule a showing. That's exactly what 3D home models, often called dollhouse views, allow us to do.

Using advanced scanning technology, we create a fully interactive 3D model that displays your home's entire structure from above, showing the full layout and flow in a way that flat photos simply can't.

Buyers can:

- See the full layout at once, including multiple levels

- Zoom and rotate the view to explore from different angles

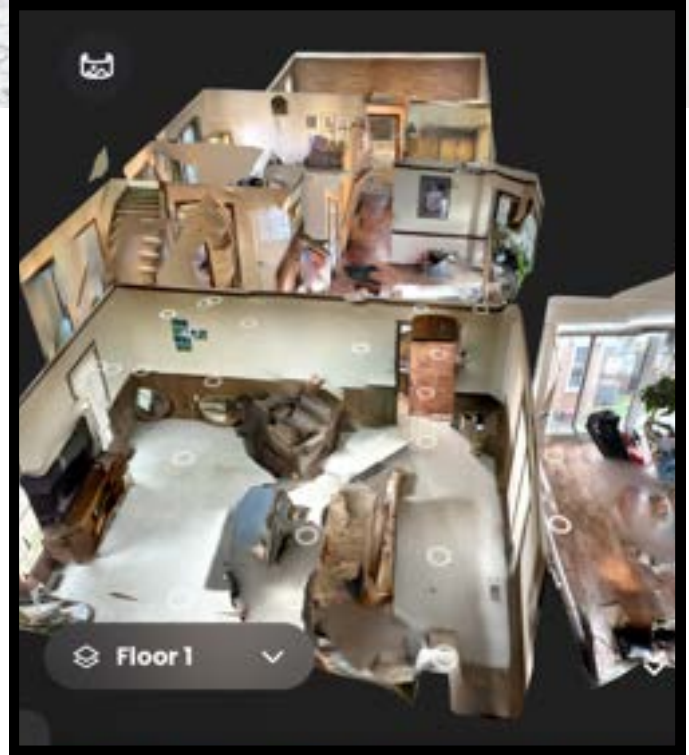
- Understand how rooms connect and flow together

- Visualize how furniture might fit within the space

The dollhouse view helps prevent confusion and hesitation by giving buyers a clear, instant understanding of how your home is laid out—especially valuable for multi-story homes, open floor plans, or unique designs.

It works seamlessly for homes of all sizes and styles—from cozy ranches to spacious multi-level properties. And when paired with the interactive walkthrough, it offers a full virtual experience that keeps your listing front and center.

Bottom line: The 3D dollhouse view gives buyers instant clarity, helps your home stand out, and keeps them engaged longer—which leads to faster, more serious offers.



Interactive Walk Throughs-The Next Best Thing to Being There

Let Buyers Move Through Your Home—Just Like They're Really There

Photos can only show so much. Today's buyers want to experience a home—how it flows, how it feels, and how they'd live in it. That's where interactive walkthroughs shine.

Using advanced camera technology, I create a fully immersive, 360° virtual tour of your home. Buyers can:

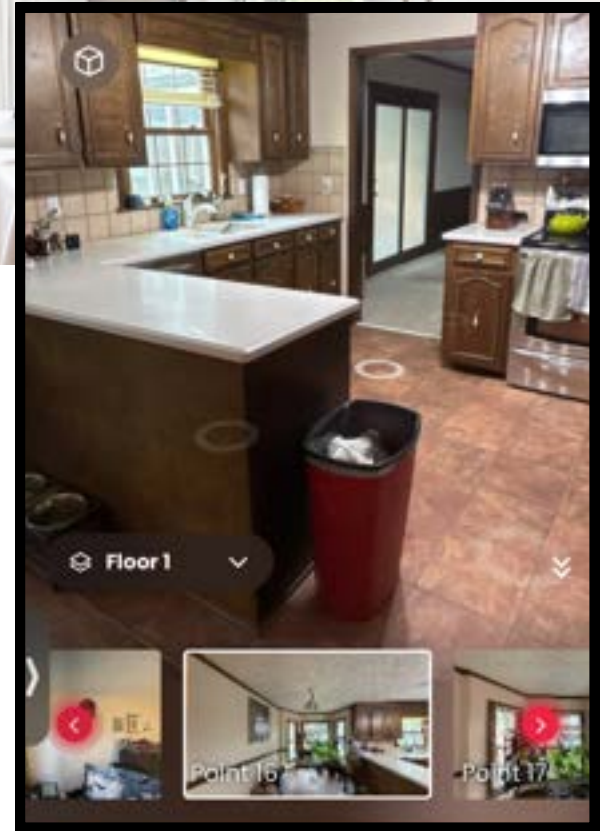
- Navigate from room to room at their own pace
- Look around in every direction—left, right, floor to ceiling
- Zoom in on features like finishes, lighting, or details they care about
- Get a true feel for how the home is laid out and how it lives

Available on any device, 24/7, this digital experience allows buyers to explore your home whether they're across town, out of state, or just browsing late at night. It's especially powerful for buyers who are relocating, comparing multiple homes online, or simply want to be sure before they book an in-person tour.

Why it matters:

- Keeps your home top-of-mind longer
- Creates deeper engagement and emotional connection
- Filters out casual browsers—leaving you with more serious showings
- Adds convenience without sacrificing the experience

Interactive walkthroughs make your home accessible, memorable, and hard to scroll past.



Not Flashy, Just Smart—Why 2D Floor Plans Matter



Simple. Clear. Practical.

While a 2D floor plan may not be as visually immersive as a 3D walkthrough or virtual tour, it's one of the most practical tools we use to help buyers understand your home.

These clean, overhead diagrams show the structure of your home at a glance, including:

- Room sizes and dimensions
- Wall placement, windows, and doorways
- How rooms flow and connect
- The overall footprint of the home



It's especially helpful for buyers who want to double-check square footage, compare layouts, or plan furniture placement. In fact, many buyers use the floor plan to revisit your home after viewing, as a reference point during their decision-making process.

Why it matters:

- Gives buyers clarity on the size and layout of your home
- Appeals to planners, detail-focused buyers, and long-distance shoppers
- Adds credibility and trust to your listing
- Complements photos and virtual tours by tying everything together
-

Whether your home is a cozy single level or a multi-story layout, a professional 2D floor plan brings valuable insight that photos alone can't provide.

Bottom line: It might not be flashy—but it's one of the most useful tools for helping buyers say yes with confidence.

OPEN HOUSES THAT DRIVE RESULTS

Smart Timing. Real Urgency. More Eyes on Your Home.

Open houses aren't just for weekends—and they're not just a checkbox on a marketing list. When done strategically, they create a sense of urgency, increase exposure, and help your listing stand out in a competitive market.

Intentional Scheduling

Most open houses happen on Sundays—but not all buyers shop the same way. That's why I schedule two different styles of open houses for maximum impact:

- Thursday Twilight Preview (1 hour):
- Weeknight opens capture serious buyers and agents who want to get a first look before the weekend rush. Plus, many relocators and busy professionals tour after work—not on Sundays.
- Weekend Spotlight (60–90 minutes):
- Instead of offering a wide-open, four-plus-hour window that makes buyers feel like they can come whenever, I host shorter, high-impact open house events.
- This creates a natural sense of urgency and encourages more people to show up at once, generating energy and buzz around your home.

Fun Fact: Homes with high first-week activity are more likely to receive stronger offers—and open houses during the first 7–10 days are one of the best ways to generate that momentum.

Promotion That Actually Reaches People

Each open house is promoted across digital platforms, neighborhood mailers, and signage to bring in a mix of local and online buyers. That includes:

- Digital listing billboards (Epique exclusive)
- Social media ads targeted by location & interest
- "Choose Your Neighbor" mailers to nearby homeowners

It's not just about opening the door—it's about making sure people know it's open, and that they don't want to miss it.

Even if your buyer doesn't walk in during the event, open houses spark momentum that often leads to private showings or offers. They're part of a bigger marketing picture—designed to give your listing every competitive advantage.

This isn't your typical open house—it's a smart move in a well-executed plan.

Marketing That Moves the Needle

Your Home Deserves More Than Just a Sign in the Yard

Today's buyers are everywhere—scrolling, searching, and driving by—and I make sure your home is too. My multi-channel marketing strategy combines powerful local presence with a smart digital footprint to give your listing the exposure it deserves.

Digital Listing Billboards (Epique Exclusive)

Your home will be featured on high-traffic digital billboards during the most critical launch window. These eye-catching displays create buzz, increase local visibility, and push serious buyers directly to your online listing.

Targeted Neighborhood Mailers

I send “Just Listed” and Choose Your Neighbor postcards to surrounding homeowners. This encourages local referrals from friends, family, or neighbors who want someone they know to move into the area—tapping into networks that digital marketing can't always reach.

Social Media & Internet Marketing

Over 95% of buyers start their home search online, and 51% find the home they purchase on the internet. That's why your listing gets a custom campaign across Facebook, Instagram, and Google—reaching buyers based on their location, online behavior, and search history.

We use a layered approach, including:

- Retargeting ads to re-engage buyers who've already viewed your home
- SEO optimization so your listing ranks in relevant searches
- Custom listing websites and landing pages to capture buyer interest

With 87% of buyers saying high-quality photos are essential, 67% using virtual tours, and listings with interactive features being 60% more likely to be engaged with, we make sure your home stands out from the scroll—and gets results.

Professionally marketed homes can sell for up to 5% more than similar homes without strategic marketing.

And this is just the beginning.

At Epique Realty, we're constantly adding new tools and resources to stay ahead of the market. These are just a few of the most impactful strategies I use to get your home seen, remembered, and sold.

Because selling your home isn't one-size-fits-all. It's personal. And that's how I market it.

expectation

SELLER EXPECTATIONS Your role in a smooth and successful sale

Setting expectations from the beginning is one of the best ways to ensure a smooth transaction—and a successful outcome. When we both know what to expect from each other, we avoid surprises, reduce stress, and keep everything moving forward with confidence.

This isn't just about selling your house—it's about working as a team to make sure your experience is as seamless as possible.

Timely Communication

Respond promptly to questions, offers, or requests from me, buyer agents, or closing professionals. Time is often critical in real estate—quick responses help us keep your sale on track.

Keep the Home Showing-Ready

Aim to keep your home clean, decluttered, and presentable throughout the listing period. Maintain curb appeal by tidying up landscaping and the exterior regularly.

Be Flexible with Showings

Make your home available for showings as often as possible to give buyers the best opportunity to fall in love with it. Be prepared to step out during showings and open houses to help buyers feel comfortable and focused.

Be Transparent and Prepared

Share known updates or issues up front so we can market your home accurately. Keep documents like utility info, HOA details, or warranties ready to help buyers make informed decisions.

Handle Repairs with Flexibility

Be open to reasonable repair requests after inspections.

If a repair can't be made, we'll work together to find the best way to keep the deal moving.

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Pet Prep Makes a Difference

Remove or secure pets during showings and open houses to minimize distractions. Hide beds, bowls, and toys so buyers can focus on the home itself.

Stay Responsive During Closing

Be available to provide documents or signatures quickly when needed by your attorney, agent, or closing coordinator. Attend your closing appointment, and I'll make sure you know exactly what to expect.

Respect the Strategy

Trust the pricing, staging, and marketing plan we've created—even if it differs from advice you may hear elsewhere.

Everything is based on local market data, proven strategies, and what's best for your goals.

Take Feedback in Stride

Not every showing results in an offer, not every agent will leave feedback, and feedback can be subjective. I'll keep you informed, but know that the right buyer is out there—and we're working to attract them.

When we're on the same page from the start, your home sale becomes a team effort—and I'm here to guide you every step of the way.



expectation

What You Can Expect From Me as Your Agent-

A Committed Partner. A Clear Plan. A Calm Guide Through It All.

As your real estate agent, my job is to lead you through the selling process with clarity, confidence, and strategy. You'll never be left guessing about what comes next—or whether you're making the right moves.

Here's what you can count on from me every step of the way:

Clear, Consistent Communication

You'll always know what's happening. I'll keep you updated, answer your questions promptly, and follow up with feedback after showings, offers, or market shifts.

Your Goals Come First

Whether we're negotiating offers or adjusting strategy, I'll always advocate for your best interests and guide you with honest, data-backed advice.

Transparency You Can Trust

No vague updates or surprises here. I'll walk you through each step and make sure you understand every decision before we take it.

Effort That Goes Beyond the Basics

From marketing prep to closing day, I'm fully invested in making sure your home is showcased beautifully, priced strategically, and sold with precision.

Support Through Every Phase

Whether it's a quick check-in or a last-minute question, I'm here for it. I handle challenges calmly and proactively, so you don't have to carry the stress.

Professionalism with Heart

I take my responsibility to you seriously—and I'll always treat your time, your property, and your trust with respect and integrity.

I'm not just here to list your home—I'm here to lead you through a successful, empowering sale with care, clarity, and confidence.

PHOTOGRAPHY PREP CHECK LIST



Preparing your home for photography is one of the most important parts of a great listing launch. This checklist covers quick, impactful ways to make your photos shine—without overthinking it.

General Preparation

- Declutter Every Room: Remove excess furniture, knick-knacks, and personal items to create open, inviting spaces.
- Deep Clean: Ensure all surfaces, floors, windows, and fixtures are spotless. Pay extra attention to removing smudges, fingerprints, and grime.
- Replace Light Bulbs: Ensure all light bulbs are the same color and style for consistent lighting.
- Open Curtains and Blinds: Maximize natural light in every room.
- Depersonalize: Remove personal photos, family memorabilia, and unique decor items.
- Fix Minor Repairs: Touch up paint, fix squeaky doors, and address any visible wear and tear.

Living Areas

- Arrange Furniture: Highlight the room's flow and functionality. Remove oversized or unnecessary pieces.
- Fluff Pillows and Throws: Arrange neatly to add a cozy touch.
- Hide Cables and Wires: Keep all electronic cords out of sight.
- Add Minimal Decor: Use a bowl of fruit or a small vase of fresh flowers as accents.

Kitchen

- Clear Countertops: Remove small appliances, paper, dishes, and clutter.
- Organize Cabinets and Pantry: Tidy up open shelves and visible spaces.
- Remove Refrigerator Magnets: Clear all notes, photos, and magnets from the fridge.
- Clean Appliances: Polish stainless steel and clean interior/exterior surfaces.

PHOTOGRAPHY PREP CHECK LIST



Bathrooms

- Clear Counters: Store all personal items, including toothbrushes, razors, and makeup.
- Remove Shower Items: Take out shampoo bottles, soap, and toys from the shower and tub.
- Close Toilet Lids: Ensure all lids are down.
- Hang Fresh Towels: Use clean, matching towels for a polished look.
- Remove Trash Cans and Bath Mats: Keep the bathroom as clean and simple as possible.

Bedrooms

- Make the Beds: Use neutral bedding and arrange pillows neatly.
- Declutter Nightstands: Remove personal items, books, and clutter.
- Tidy Closets: Organize and declutter to show ample storage space.

Exterior

- Mow the Lawn: Trim edges, pull weeds, and remove debris.
- Sweep and Clean Hardscapes: Ensure porches, driveways, and pathways are spotless.
- Remove Yard Clutter: Store garden tools, hoses, toys, and trash bins out of sight.
- Arrange Outdoor Furniture: Clean and position cushions neatly.
- Park Cars Away: Keep driveways and streets in front of the home clear.

Pet Preparations

- Remove Pet Items: Store beds, bowls, toys, and litter boxes.
- Clean Pet Areas: Address any odors or visible damage from pets.
- Relocate Pets: Arrange for pets to be out of the house during the photo session.

PHOTOGRAPHY PREP CHECK LIST



Final Photo Prep Touches

- Turn On All Lights: Ensure every light in the home is on, including lamps and accent lighting, to brighten the space.
- Check Window Reflections: Remove visible items outside that could distract from clean, clear windows.
- Adjust Blinds and Curtains: Open them evenly to let in natural light while maintaining a polished look.
- Polish Surfaces: Wipe down reflective surfaces like mirrors, glass, and countertops to remove smudges.
- Hide Personal Items Last-Minute: Ensure personal or distracting items are tucked away before the photographer arrives.
- Do a Final Walkthrough: Check each room to ensure everything is clean, tidy, and photo-ready.

Photo Day Prep Wrap-Up

You don't need perfection—just a clean, bright, and welcoming space!

Following this checklist helps us highlight your home's best features and create beautiful, scroll-stopping photos that get buyers excited. Simple touches like turning on all the lights, clearing surfaces, and minimizing distractions (like cords and pet items) go a long way.

And remember:

Done is better than perfect. If you're unsure about anything, I'll walk through with you before photos to make final tweaks.

Your effort up front helps create a powerful first impression—and that's what brings the right buyers through the door.

Seller FAQs

Real Questions from Real Sellers—Answered with Strategy

**DID
YOU
KNOW?**

Selling your home is a big decision, and it's normal to have questions along the way. My job is to help make the process smoother, less stressful, and more strategic—so here are answers to some of the most common things sellers ask:

Do I need to fix everything before I list?

Not at all. I'll help you focus on updates that make the biggest impact—like paint, curb appeal, or small repairs. And if budget is a concern, you may qualify for the Sparq Edge Card, an exclusive program through Epique Realty that lets you cover improvement costs now and pay it back at closing.

You can access up to \$50,000 for pre-sale renovations—giving your home a polished edge without upfront costs.

Are there any upfront costs when I list?

Many sellers are surprised to learn that most of the major costs—like commissions, attorney/title fees, and even renovation expenses—are typically paid at closing. The only out-of-pocket expenses might be small prep items like landscaping, cleaning, or a pre-listing inspection (if you choose to do one). We'll go over everything ahead of time so there are no surprises.

Can I stay in my home while it's listed?

Yes, and we'll make it as stress-free as possible. I'll coordinate showings around your schedule and give you plenty of notice, so you're never caught off guard.

What's included in the sale?

Most attached items—like appliances, lighting, and window treatments—are typically included. But we'll walk through your home and make sure everything is clearly outlined before we list.

Will I have to stage my home?

Staging doesn't always mean bringing in new furniture. Often, it's just decluttering, rearranging, or refreshing your existing setup. I'll offer honest, simple tips to help your home show its best without adding stress or unnecessary costs.

Continued...

Real Questions from Real Sellers—Answered with Strategy

What happens if I get multiple offers?

That's where strategy matters most. I'll help you evaluate more than just the price—things like contingencies, closing timelines, and financing all play a role in choosing the strongest offer.

Do I need to be out for every showing?

It's ideal if possible. Buyers tend to feel more comfortable asking questions and spending time in the home when the seller isn't there. I'll make sure showing times work for your lifestyle.

What if I haven't found my next home yet?

You have options. I can connect you with cash offer programs that allow you to access your home's equity upfront—giving you the power to make a strong, non-contingent offer on your next home. These offers are available to most sellers, and while it may change how we approach pricing or listing, it can give you more control and flexibility. If you plan to sell traditionally, we can also make your next offer contingent on the sale of your current home. That just takes the right strategy and timing, which I'll help manage every step of the way.

How long will it take to sell?

Every home is different. I'll give you a clear idea of average days on market for homes like yours—and keep you updated along the way. The right pricing, prep, and marketing can make all the difference in how fast and how well your home sells.

How do we choose the right price?

We'll use a detailed market analysis that includes recent sales, your home's unique features, and buyer behavior in your area. Pricing isn't guesswork—it's a strategy designed to get you the best result.

You Don't Have to Be Ready to Sell—Just Ready to Feel More Confident

Whether you're ready now or just getting started, I can help you plan with clarity and strategy.

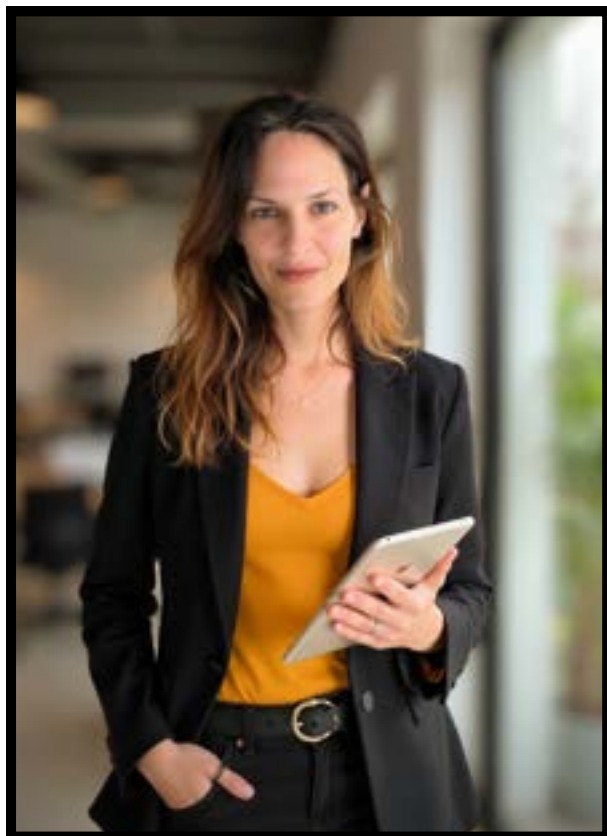
Selling a home isn't something you do every day—but I do. And I'm here to help you navigate it with less guesswork and more confidence.

When we connect, I can help you:

- Understand your home's current value based on real market data
- Explore timing options that align with your goals
- Review ways to maximize your profit without unnecessary stress or spending
- Get a plan in place—even if you're not ready to list yet
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There's no pressure, and no one-size-fits-all approach—just honest advice, tailored to you.

The right move starts with the right information. Let's build a plan that works for you.



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