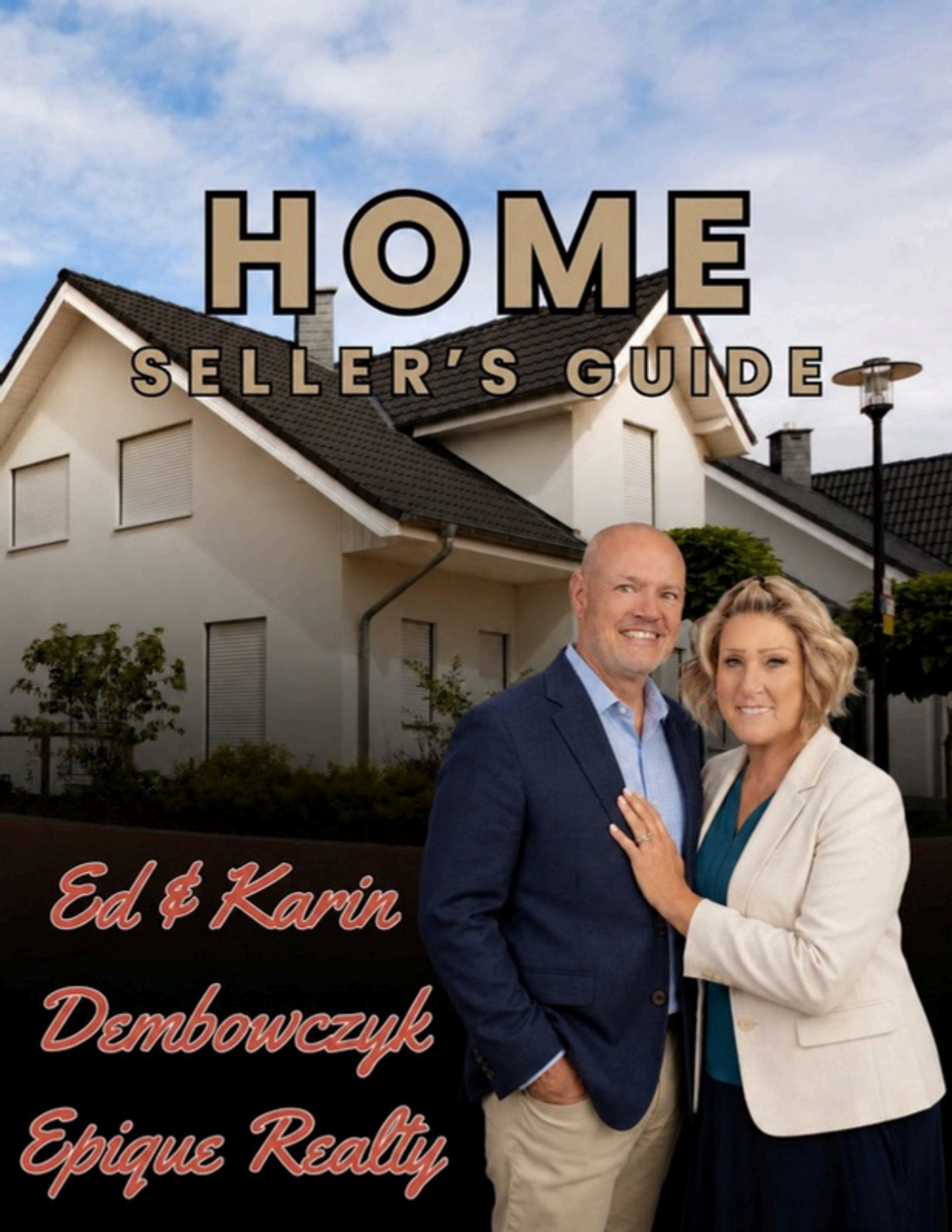
HOME

SELLER'S GUIDE



Ed & Karin

Dembowczyk

Epique Realty

Your guide to selling

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Sell with confidence

A plan built around you

Your home, timeline, and goals deserve personal attention. We help Northeast Tennessee sellers make informed choices about pricing, preparation, marketing, offers, and closing.

What we will cover together

We will tour your home, review comparable sales and current competition, and build a practical preparation plan. We will explain our services and compensation options, then agree on a listing schedule that works for you.

Support from start to finish

You can expect clear communication, honest feedback, and help weighing your options. Family, faith, and community matter to us, and we bring that care to the people we serve.



Ed & Karin Dembowczyk

At Home with Ed & Karin
Epique Realty

Ed: 423-426-4939
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Let us get to know your goals

Your contact information

Seller name(s)

Phone number(s)

Email address(es)

Property address

Your next chapter

Why are you considering selling?

When would you like to move?

How long have you owned the home?

Home & financial details

Expected price range / mortgage or other liens

Bedrooms / bathrooms / approximate square footage

Features, amenities, upgrades, or known concerns

Before you list

Choose your priorities

Start with a walkthrough together. We will help you decide what to clean, repair, update, or leave alone before spending money.

Make room for buyers

Declutter counters, closets, and main living areas. Store personal photos and valuables, and arrange furniture so rooms feel easy to move through.

Clean & freshen up

Clean windows, floors, kitchens, and bathrooms. Address the source of odors and use light, neutral scents. A tidy entry and maintained yard help the first impression.

Plan for daily life

Make a showing plan for people and pets. Gather manuals, warranties, repair records, and property information. Coordinate any public marketing with us before posting.

A pre-listing inspection can help you learn about condition before buyers do. We can discuss whether it fits your home, budget, and timeline.

The selling process

GETTING READY & GOING LIVE

01 Meet & make a plan

We discuss your goals, tour the property, and review the listing agreement, services, compensation, and a realistic timeline.

02 Set a pricing strategy

We compare recent sales, current competition, condition, and location. Together, we choose a starting price and decide when to review market feedback.

03 Prepare the property

Focus on cleaning, decluttering, and agreed repairs. Complete the required property information and disclosures with our guidance.

04 Launch the marketing

Schedule photography, prepare the listing, and coordinate the launch. Marketing tools and timing depend on the plan we agree on.

05 Welcome buyers

We coordinate showings and discuss whether an open house is useful. Feedback helps us understand how buyers are responding.

The selling process

FROM AN ACCEPTED OFFER TO THE FINISH LINE

06 Compare & negotiate offers

Review price, financing, contingencies, requested concessions, closing dates, and possession terms. We help you weigh the complete offer.

07 Track contract deadlines

Once an offer is accepted, we monitor the agreed dates and coordinate with the buyer's agent and closing team.

08 Work through the inspection

The buyer may inspect the home under the contract. We review any requests and help negotiate a written resolution when needed.

09 Prepare for the appraisal

If the buyer is financing, the lender may require an appraisal. We coordinate access and help address any issues under the contract.

10 Close & hand over possession

Review your closing statement, complete agreed tasks, and sign the required documents. Funding and possession follow the contract and closing instructions.



Your pre-listing checklist

Use this as a starting point. We will tailor the list to your home and budget.

Clean & declutter

- ☐ Clean floors, windows, and surfaces.
- ☐ Clear counters and organize closets.
- ☐ Reduce extra furniture and decor.
- ☐ Secure valuables and personal records.
- ☐ Remove odors at their source.

Repair & maintain

- ☐ Address leaks and known concerns.
- ☐ Check doors, latches, and hardware.
- ☐ Replace burned-out light bulbs.
- ☐ Check smoke and CO alarms.
- ☐ Gather repair and service records.

Outside

- ☐ Mow, trim, and tidy landscaping.
- ☐ Clear paths and the front entry.
- ☐ Clean outdoor living areas safely.
- ☐ Remove yard clutter and debris.

Before the launch

- ☐ Discuss disclosures with us.
- ☐ Confirm included and excluded items.
- ☐ Prepare for the photo appointment.
- ☐ Agree on showing access and notice.



A welcoming exterior



Start at the front door

Clear the walkway, clean the entrance, and make sure the door and hardware work smoothly. Simple, tidy details can help buyers feel welcome.

Care for the yard

Mow and trim, remove debris, and maintain healthy landscaping. Focus on what buyers see from the street and the main outdoor living spaces.

Address condition first

Discuss damaged paint, drainage, rot, and other maintenance concerns. Use cleaning methods suited to each surface; get professional help when needed.

Avoid these seller mistakes

Pricing from hopes alone

A useful pricing plan considers comparable sales and today's competition. Review feedback and market activity instead of relying only on an online estimate.

Spending without a plan

Major renovations can cost more than buyers will pay for them. Talk with us before taking on a project; start with condition and presentation.

Looking only at the offer price

Financing, contingencies, concessions, and timing affect the strength of an offer and what you may receive at closing.

Making access difficult

Reasonable showing access gives interested buyers a chance to see the home. Agree on practical notice and scheduling limits.

Waiting to calculate your net

Review an estimated net sheet early. Mortgage payoffs, fees, agreed credits, and other costs affect your proceeds.

A brighter interior



Let the light in

Clean windows, open shades when appropriate, and turn on working lights for photos and showings. Keep rooms comfortably lit.

Keep rooms easy to understand

Arrange furniture to show how each space can be used. Clear walking paths and reduce visual clutter on counters and shelves.

Refresh with purpose

Touch up worn areas and consider neutral paint where useful. Ask us which changes fit your home before replacing fixtures, flooring, or cabinets.

Ready for the camera

The camera notices the little things. A few finishing touches help your home look its best.

Throughout the home

- ☐ Clean windows and visible surfaces.
- ☐ Open curtains and shades as directed.
- ☐ Turn on lights; match bulb tones.
- ☐ Hide cords, bins, and pet supplies.
- ☐ Remove personal photos and valuables.

Kitchen & bathrooms

- ☐ Clear most countertop items.
- ☐ Remove magnets from the refrigerator.
- ☐ Put away soaps and toiletries.
- ☐ Close toilet lids.
- ☐ Hang clean, simple towels.

Bedrooms & living areas

- ☐ Make beds and smooth bedding.
- ☐ Tidy nightstands and shelves.
- ☐ Straighten pillows and furniture.
- ☐ Put away toys, laundry, and shoes.

Outside

- ☐ Move vehicles away from key views.
- ☐ Tidy the porch, deck, and yard.
- ☐ Stow hoses, tools, and trash bins.
- ☐ Secure pets before the appointment.



Showings made simpler

Give buyers room to look

When practical, step out during the showing. Buyers often feel more comfortable exploring and talking with their agent when the seller is away.

Make a plan for pets & parking

Secure or remove pets as agreed. Keep entrances and parking areas easy to access, and share any important access instructions with us.

Do a quick reset

Turn on appropriate lights, set a comfortable temperature, make beds, clear counters, and put away laundry. Secure valuables, medication, and personal information.

Let us handle the follow-up

We will collect feedback and answer questions about the property. Share useful details with us rather than negotiating directly with a visiting buyer.

The ten-minute routine: lights on, counters clear, beds made, valuables secured, pets ready. Aim for welcoming and tidy; the home still needs to work for your daily life.

The home inspection



What the inspection does

An inspector evaluates the home's visible, accessible condition and reports concerns. The report can include repairs, maintenance needs, and items that may need a specialist.

How to prepare

Provide access to the attic, crawl space, electrical panel, and major systems. Keep utilities available as required, secure pets, and leave relevant service records for the agreed process.

What happens after the report

The buyer's rights and deadlines depend on the contract. Requests may lead to a repair agreement, credit, other resolution, or a decision under a contingency.

Review obligations before deciding

Inspection requests are not automatically an obligation to repair every item. The contract, applicable requirements, and lender conditions can affect what must be resolved. We will review your options together.

Get written approval for negotiated changes and keep receipts for agreed work. Ask us or your attorney about questions specific to your contract.

The appraisal

An opinion of value

An appraisal estimates a property's value based on factors such as comparable sales, condition, and market information. A lender may require one for a financed purchase.

Prepare useful information

Make access easy and keep the home in its usual maintained condition. Gather information about recent improvements, permits, and relevant property features to share through the appropriate channels.

If the value is lower than expected

The next step depends on the contract and financing. Options may include reviewing supporting information, renegotiating, addressing a buyer's funding gap, or using a contract contingency.

If the lender requires repairs

Some loan programs have property-condition requirements. We will help identify the issue and discuss timing and responsibilities with the buyer's agent and closing team.

An appraisal and an inspection serve different purposes. Neither guarantees that the transaction will close.

Preparing for closing



Confirm the dates & possession

Review the closing date, moving plan, and possession terms in your contract. Do not assume keys or occupancy transfer as soon as the documents are signed.

Finish the agreed tasks

Complete required repairs, retain receipts, and remove belongings as the agreement requires. Keep included fixtures and items in place and prepare for the buyer's final walkthrough.

Review the money & paperwork

Confirm mortgage payoffs, costs, credits, and estimated proceeds with the closing team. Bring the identification and documents they request, and ask about any item you do not understand.

Coordinate the handover

Follow the closing team's confirmation about completion and funding. Arrange keys, remotes, manuals, utilities, and possession according to the written agreement.

Protect your proceeds: verify payment or wiring instructions by calling the closing company at a trusted phone number. Treat last-minute email changes with caution.

Costs & your estimated net

Selling costs to discuss

Your costs may include negotiated brokerage compensation, title or settlement services, recording or transfer charges, attorney fees, and other items assigned by the contract.

Payoffs & adjustments

Mortgage and other lien payoffs reduce proceeds. Taxes, association charges, and other prorations or adjustments may also appear on the closing statement.

Agreed credits & repairs

Repair costs, buyer concessions, and any authorized buyer-agent compensation should be included in your planning. Compensation is negotiable; review the amounts and terms in writing.

Use a net sheet early

We can help estimate what you may receive under different offer scenarios. The final amount depends on actual payoffs, the agreement, fees, and closing adjustments.

Estimated proceeds = sale price minus payoffs, selling costs, agreed credits, and adjustments.
An estimate is a planning tool. Review your final closing statement with the closing team.

What our clients say

A few words from the people we have had the privilege to serve.

Angie Hawkins

“From the first phone call all the way to the day of closing, Ed and Karin demonstrated true professionalism.”

Jason Middleton

“Ed did a fantastic job with the sale of my parents' condo. He demonstrated a servant's heart and was so helpful throughout the entire process. He and Karin are blessings to our family.”

Joel Paden

“They also provided some great pointers of things to do for preparation of the sale. They created content for social media and had a few open houses.”

Selected client testimonials. Individual experiences vary.

Your marketing plan

Present the home clearly

We start with photography and accurate property details so buyers can understand the home's layout, features, and condition.

Reach buyers where they look

We will discuss listing distribution, our website, social media, and other marketing options suited to the property and your goals.

Choose the right tools

Video, floor plans, open houses, paid advertising, or enhanced listing products may be options. We will explain availability, any added cost, and what is included in your plan.

Watch the response & adjust

We review buyer activity, showing feedback, and competing listings. Together, we decide whether pricing, presentation, or the marketing approach needs attention.

Ask us: What is included? When will we launch? How will we share feedback? Which optional tools make sense for this property?

Experience on your side

Ed’s areas of training

Negotiation, pricing strategy, listing services, buyer representation, and professional development.

Professional credentials: RENE, PSA, CELA, ABR, C2EX.

Karin’s areas of training

Seller representation, short sales and foreclosures, and professional development.

Professional credentials: SRS, SFR, C2EX.

What that means for your sale

We bring a thoughtful approach to comparing offers, discussing price, planning preparation, and keeping the process moving. Our job is to explain your choices clearly so you can decide with confidence.

Let’s talk about your next chapter.
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Real estate terms

Appraisal An opinion of property value prepared for a particular purpose, often for a lender.

Assessed value The value used by the local taxing authority to calculate property taxes; it can differ from market value.

Appreciation An increase in a property's value over time.

Closing costs Transaction expenses paid by buyers or sellers, as assigned by the agreement and applicable requirements.

Contingency A contract condition that must be addressed within the stated terms and deadlines.

Escrow An arrangement in which a third party holds funds or documents until agreed conditions are met.

Inspection An evaluation of a home's condition; findings may prompt further review or negotiation under the contract.

MLS A multiple listing service used by real estate professionals to share property listing information.

Title Ownership rights to property. The closing process addresses ownership transfer and title matters.

Spend wisely before you sell

Start with condition & maintenance

Address safety concerns and known problems. Discuss leaks, drainage, system issues, and required repairs before choosing cosmetic updates.

Then improve presentation

Cleaning, decluttering, minor repairs, paint touch-ups, lighting, and a tidy entrance may be practical places to start. Choose projects that fit the home and your budget.

Consider selective updates

Compare the cost of worn flooring, fixtures, or appliances with buyer expectations in your price range. We can help prioritize rather than updating everything.

Pause before major renovations

A kitchen remodel, new windows, or a finished basement does not guarantee a dollar-for-dollar return. Review bids, timing, likely buyer response, and selling as-is before committing.

Before spending: What problem will this solve? What will it cost? Will it delay listing? Is there a simpler option?

General guidance only; your agreement and applicable requirements control. Consumer resources: Preparing to sell | Inspections | Compensation