

EPIQUE
REALTY

Your Guide to Selling a Home in *Metro Atlanta*

What to expect, how to prepare, and how to get the best outcome for your home.

Right-Sizing Seniors

Veterans & Military

Estate & Inherited
Properties

Relocating in
Metro Atlanta

All Sellers Welcome

Michelle Campbell

REALTOR® • Campbell Group at Epique Realty

www.campbellgrouprealty.com

Cherokee • Cobb • Bartow • Forsyth
Fulton • Paulding • North Metro Atlanta

ABOUT YOUR AGENT

A Trusted Guide For *Your Sale*



Michelle Campbell

Selling a home is one of the largest financial decisions most people make in a lifetime. It deserves an agent who treats it that way — someone who brings market knowledge, honest guidance, and genuine care to every step of the process.

Michelle Campbell is a Metro Atlanta REALTOR® with Campbell Group at Epique Realty and a native Atlantan with deep roots across the Metro — from Cherokee and Cobb Counties to Forsyth, Fulton, Bartow, Paulding, and intown Atlanta neighborhoods.

REALTOR®

Native Atlantan

She specializes in sellers navigating significant life transitions: seniors and their families managing a right-sizing move, veterans selling a home during a PCS or life change, families coordinating the sale of an inherited or estate property, and homeowners selling one home to fund the purchase of their next. Having personally helped her own family navigate a senior living transition, she understands this work from the inside.

For twelve years, Michelle also served as a volunteer NCO with the Georgia State Defense Force, which gives her a genuine connection to the military community that goes well beyond a credential.

Her commitment to every seller is the same: clear communication, honest pricing guidance, strategic marketing, and steadfast advocacy from the day you list to the day you close.

SPECIALIZED EXPERTISE

Sellers I Work *Best With*

Whether you are a senior ready to write the next chapter, a veteran navigating a life change, a family managing an inherited property, or someone selling one home to fund the next, I bring specific, practiced expertise to your situation. Every seller is welcome.

Right-Sizing Seniors

Leaving a home of many years is one of the most emotionally significant moves a family can make. Michelle brings patience, compassion, and a full-circle team of trusted partners — estate sale specialists, senior move managers, and elder law attorneys — to help the entire family navigate the process with clarity and confidence.

Coordinated Team Approach • Family Inclusive Process • Sensitive Timelines

Veterans & Military Families

PCS moves, VA loan payoffs, and military life changes come with their own timelines and pressures. Michelle served twelve years as an NCO with the Georgia State Defense Force and understands military culture from the inside. She can work around deployment schedules and tight relocation windows without missing a beat.

PCS Timelines • VA Loan Payoffs

Estate & Inherited Property Sales

When a parent passes or a family home needs to be sold by multiple heirs, the emotional and logistical complexity can feel overwhelming. Michelle has walked families through this process and brings both the sensitivity it requires and the practical coordination it demands — estate sale specialists, elder law attorney connections, and a clear plan that keeps family members aligned and moving forward together.

Inherited Properties • Multi-Heir Coordination • Estate Sale Connections

Sellers Buying Simultaneously

Selling your current home while purchasing your next one is one of the most logistically complex situations in real estate. Michelle coordinates both transactions together, managing contingencies, timelines, and negotiations across both sides so you are never caught without a place to land.

Simultaneous Closings • Contingency Management • Timeline Coordination

STEP BY STEP

The Home Selling *Roadmap*

Selling a home involves more moving parts than most people expect. Understanding the process in advance removes the surprises and puts you firmly in control of your outcomes.

① Seller consultation and listing agreement

We sit down to discuss your goals, timeline, and expectations. I will walk you through current market conditions, review your home's features, and explain the full scope of what I will do on your behalf. Once you are ready, we sign a listing agreement that formalizes our working relationship and outlines compensation.

SENIORS AND FAMILIES: This first conversation often includes family members. I welcome that and will make time for everyone's questions.

② Pricing strategy and comparative market analysis

Setting the right price is the single most important decision in your sale. I will provide a detailed Comparative Market Analysis (CMA) — a review of recent sales of similar homes in your area — and help you understand exactly where your home sits in the current market. Pricing is a strategy, not a guess. We will discuss the tradeoffs together and land on a number that positions you to win.

③ Preparing your home to sell

Before any photos are taken or buyers set foot inside, we will walk through your home together and I will give you honest, specific advice on what to address and what to leave alone. I will advise which repairs earn back more than they cost, which cosmetic updates move buyers, and what to prioritize if time or budget is limited. There is no need to over-improve — the goal is to present your home in its best light, not renovate it.

SENIORS AND FAMILIES: I will help identify which items are worth addressing and connect you with trusted contractors who are reliable, fairly priced, and respectful of your home.

④ Photography, marketing launch, and going live

Professional photography is non-negotiable. Buyers form their first impression online, and your listing photos are your home's first showing. Once photography is complete, your home goes live on the MLS and syndicates immediately to Zillow, Realtor.com, Redfin, Trulia, and hundreds of additional sites. I also promote your listing through social media and my personal network of active buyers.

⑤ Showings and open houses

Buyers and their agents will schedule showings through an automated system, and I will keep you updated on activity after every visit. I will share buyer feedback with you regularly and flag any patterns worth addressing. Open houses, when appropriate, give additional exposure to buyers who are still exploring neighborhoods and not yet working with an agent.

MILITARY SELLERS: I can work with your schedule, coordinate showings around your availability, and manage the process remotely if needed.

⑥ Reviewing and negotiating offers

When offers come in, I will present each one clearly and walk you through every term — price, closing date, contingencies, earnest money, and any special requests. A higher offer is not always the best offer. I will help you evaluate the full picture: financing strength, contingencies, and the buyer's flexibility. We negotiate on your behalf until we reach terms that serve your goals, or we move on to better options.

⑦ Under contract: inspections and appraisal

Once you accept an offer, the buyer will order a home inspection — typically within 3 to 10 days. The inspector will note any issues they find. I will help you decide which repair requests are reasonable to honor, which to negotiate, and which to decline. After inspections, the buyer's lender will order an appraisal to confirm your home's value supports the loan amount. I will monitor both and keep you informed throughout.

⑧ Closing day

Once the buyer receives their Clear to Close, we are on our way to the closing table. In Georgia, closings are handled by a closing attorney rather than a title company. You will sign the deed and related documents, the buyer's funds will be confirmed, and you will hand over the keys. You typically receive your proceeds the same day or within one business day. Congratulations — your home is sold!

SENIORS AND FAMILIES: This first conversation often includes family members. I welcome that and will make time for everyone's questions.

THE MOST IMPORTANT DECISION YOU WILL MAKE

Getting Pricing *Right* PART ONE

Pricing is not simply about what you want for your home. It is a strategic decision that determines how quickly you sell, how many buyers you attract, and what you ultimately net. Understanding both sides of this equation is essential.

The right price attracts the right buyers at the right time. Overpricing doesn't protect your money — it costs you.

A principle every experienced listing agent knows from watching it play out firsthand.

Benefits of Pricing Correctly

Faster sale

A properly priced home sells sooner, saving you mortgage payments, taxes, insurance, and carrying costs during the listing period.

More buyers, more competition

Pricing at market value opens your home to every qualified buyer in that range, not just those looking for a deal.

Stronger offers

When buyers feel the price is fair, they are less likely to lowball. Fear of losing a well-priced home motivates competitive offers.

Appraisal protection

A home priced at market value is far more likely to appraise, protecting the transaction from last-minute renegotiations.

Higher net proceeds

Proper pricing combined with a shorter market time often results in more money in your pocket than an aspirational price that eventually requires reductions.

Risks of Overpricing

Buyers move on

Today's buyers are highly informed. If your home is priced above comparable sold homes, they will dismiss it without touring and focus on better-priced alternatives.

Days on market work against you

The longer a home sits, the more buyers assume something is wrong with it. Price reductions signal desperation and invite lower offers than a correct initial price would have received.

Helps the competition

An overpriced listing makes other homes in the neighborhood look like better value, driving buyers toward your neighbors.

Appraisal problems

Even if an overpriced offer is accepted, the lender's appraisal will reflect market value, and the deal will likely fall apart or require painful renegotiation.

Lower net proceeds

Homes that sit and require price reductions almost always sell for less than they would have at a correct initial price.

THE MOST IMPORTANT DECISION YOU WILL MAKE

Getting Pricing *Right* PART TWO

The right price does not come from instinct or aspiration. It comes from a careful analysis of six factors that together tell us exactly where your home sits in today's market, and where to position it for the best possible outcome.

<p>01</p> <p>Location</p> <p>Neighborhood, school district, proximity to amenities and employment</p>	<p>02</p> <p>Comparable Sales</p> <p>Recent closed sales of similar homes in your immediate area — the most reliable market indicator</p>
<p>03</p> <p>Size and Condition</p> <p>Square footage, lot size, layout, age of systems, and overall upkeep relative to competing homes</p>	<p>04</p> <p>Market Conditions</p> <p>Current inventory levels, buyer demand, interest rates, and overall economic climate</p>
<p>05</p> <p>Unique Features</p> <p>Views, renovations, upgrades, special amenities, and distinguishing characteristics</p>	<p>06</p> <p>Your Timeline</p> <p>A faster required sale may call for sharper pricing; flexibility allows for a longer exposure period</p>

YOUR HOME'S VISIBILITY

How I Market *Your Home*

Effective marketing is not simply putting a home on the MLS and waiting. It is a coordinated strategy to reach the right buyers, present your home at its best, and create the conditions for a competitive sale.

Professional Photography

- High-resolution interior and exterior photography that presents your home in its best light
- Carefully staged and composed shots designed to stop buyers mid-scroll
- Photos delivered before the listing goes live — never rushed or an afterthought

MLS and Digital Syndication

- Listed on the MLS immediately upon going live, reaching every active buyer's agent in the region
- Automatically syndicated to Zillow, Realtor.com, Redfin, Trulia, and hundreds of additional real estate sites
- Listing kept current and accurate across all platforms throughout the campaign

Social Media Marketing

- Targeted promotion on Facebook and Instagram to buyers actively searching in your area
- Listing shared through personal and professional networks with genuine reach
- Open house promotion across social channels in advance of each event

Buyer Network Access

- Active buyers in my personal database matched to your home's profile before the listing goes public
- Coordination with Epique Realty colleagues across Metro Atlanta whose buyers may be a fit
- Relocation network connections for buyers moving to the Atlanta area

Consistent Communication

- Regular updates on showing activity, market shifts, and feedback from buyers' agents
- Proactive check-ins rather than waiting for you to ask what is happening
- Honest assessments and recommendations if the market is telling us something we need to hear

Showing Management

- Automated showing coordination through ShowingTime so every request is handled promptly
- Feedback collected from every showing agent and shared with you regularly
- Lockbox access with full tracking of who enters your home and when

BEFORE WE GO LIVE

Preparing Your Home *To Sell*

First impressions are everything — online and in person. These are the areas that consistently make the biggest difference to buyers, without requiring a full renovation.

CURB APPEAL AND EXTERIOR

- Mow, edge and add fresh mulch to beds
- Clean or paint the front door and ensure hardware looks polished
- Power wash driveway, walkways and exterior surfaces
- Clean gutters and ensure all exterior lights work
- Add a fresh welcome mat and simple seasonal planting at the entry
- Ensure house numbers are clean and clearly visible

KITCHEN AND BATHROOMS

- Clear countertops completely — show the space, not the stuff
- Clean appliances inside and out, including the refrigerator
- Re-caulk sinks, tubs and showers where grout is discolored or cracked
- Replace dated cabinet hardware if budget allows — high impact, low cost
- Fresh, coordinated towels and minimal accessories in bathrooms
- Address any slow drains or leaky fixtures before photos are taken

INTERIOR — GENERAL

- Declutter every room, closet and storage area — less is always more
- Deep clean throughout, including baseboards, light fixtures and windows
- Neutralize odors at the source — pets, cooking and musty spaces
- Touch up paint in high-traffic areas or repaint rooms with bold colors
- Ensure all lights work and replace dim or dated bulbs (white light is best)
- Store personal photos, collectibles and excess furniture

BEDROOMS AND LIVING SPACES

- Make all beds with neutral, coordinated bedding for photos and showings
- Clear nightstands and dressers of personal items
- Organize closets — buyers will open every door
- Open blinds and curtains to maximize natural light
- Hide cords and electronics clutter in living areas
- Remove excess furniture to improve flow and make rooms feel larger

A note on repairs: Not every issue found in a home inspection needs to be fixed before listing. Some are better left for negotiation; others genuinely affect buyer confidence and should be addressed proactively. I will walk through your home with you and give you an honest, prioritized list, so you spend where it matters and skip what doesn't.

MAKING EVERY SHOWING COUNT

Showings: *Making a Great Impression*

A showing is your home's live audition. Buyers spend on average 20 minutes viewing a home in person, and they make their decision in far less. Here is how to make those minutes work in your favor.

BEFORE EACH SHOWING

- **Deep clean and reset.** Every showing should look like the home was just professionally cleaned. Pay particular attention to the kitchen, primary bathroom, and entry.
- **Declutter surfaces.** Clear counters, tidy visible shelving, and make beds. Less on display makes rooms feel larger and allows buyers to imagine their own lives in the space.
- **Light and air.** Open blinds and curtains to maximize natural light. Set the temperature to a comfortable level. A fresh, neutral scent matters, but avoid heavy air fresheners, which can signal something being masked.
- **Curb appeal check.** Rake leaves, put out trash bins, and ensure the entry looks inviting every time. The driveway and front door are the real first impression.

DURING SHOWINGS

- **Leave the home.** Buyers are not comfortable when sellers are present. They will rush through, avoid rooms, and share fewer reactions — all of which reduces the likelihood of an offer. Take the pets and plan an outing.
- **Lights on.** Leave all interior lights on and lamps lit. A bright home with white lighting photographs and shows better. Buyers associate well-lit spaces with well-maintained ones.
- **Secure valuables and medications.** Store jewelry, prescription medications, and personal financial documents out of sight before every showing, without exception.
- **Feedback follows.** After each showing, I will contact the buyer's agent for feedback and share it with you. Patterns in feedback — positive or negative — are valuable market signals we will act on together.

AFTER YOU ACCEPT AN OFFER

What Happens After *You Accept*

Accepting an offer is exciting. It is also the beginning of a detailed process that requires attention, coordination and steady guidance. Here is what to expect once you are under contract.

Earnest Money Deposit

The buyer delivers their earnest money deposit to the closing attorney within 3 to 5 business days of offer acceptance. This good-faith deposit is held in escrow and applied to the buyer's costs at closing. If the buyer walks away without a valid contractual reason, you may be entitled to keep this deposit.

The Appraisal

If the buyer is financing the purchase, their lender will order an appraisal to confirm your home's value supports the loan amount. If the appraisal comes in below the contract price, we will have options: negotiating a lower price, the buyer making up the difference in cash, or other creative solutions. I will guide you through any scenario.

Final Walkthrough

Within 24 to 48 hours of closing, the buyer will do a final walkthrough to confirm the home is in the agreed condition and any negotiated repairs are complete. This is not a new inspection, it is a final confirmation. I coordinate the timing and am available throughout.

Due Diligence and Inspection Period

In Georgia, buyers typically have a negotiated due diligence period — usually 5 to 10 days — during which they conduct inspections. The buyer may request repairs or a price adjustment based on findings. I will advise you on which requests are reasonable and negotiate on your behalf to protect your position.

Loan Processing and Clear to Close

The buyer's lender processes and underwrites the loan. This period typically takes 3 to 4 weeks. I stay in contact with the buyer's agent and lender throughout to monitor progress and flag any issues before they affect the closing date. Once the lender issues a Clear to Close, we are in the final stretch.

Closing Day and Proceeds

Georgia closings are handled by a closing attorney. You will sign the deed and related documents, the buyer's funds will be confirmed, and you will receive your net proceeds — typically the same day or within one business day. I will review your closing disclosure in advance so there are no surprises at the table.

WORKING WITH ME

What Every Seller *Can Expect*

Regardless of your price range, property type, or timeline, these are the commitments I bring to every listing relationship.

01

Honest pricing guidance

I will tell you what your home is worth in today's market — not what you want to hear, and not an inflated number designed to win your listing. Accurate pricing from the start is one of the most valuable things I can give you.

02

Clear, consistent communication

You will always know where things stand. Showing activity, buyer feedback, market shifts, and next steps. I will keep you informed without you having to chase me down. We will set expectations for communication at the very start.

03

Steadfast negotiation

From the first offer to the final repair request, I negotiate with your interests at the center. I push back when it is warranted, counsel patience when it is needed, and always keep your goals and timeline in view.

04

Trusted local connections

Photographers, contractors, estate sale specialists, closing attorneys, senior move managers — I have built relationships with the best professionals in Metro Atlanta. When you need someone, I already know who to call.

05

Presence through the hard parts

Selling can be stressful, especially during inspections, appraisals and final negotiations. I stay close during those moments because that is exactly when a calm, experienced advocate matters most.

06

A relationship that lasts

My sellers hear from me after closing. Whether you are buying your next home, referring a friend, or simply have a question months down the road, I am still here. The relationship does not end at the closing table.

CLIENT EXPERIENCES

In Their Own *Words*

The best way to understand what it is like to work with Michelle is to hear from sellers who have been through the process with her.



Michelle was our choice to market our parent's home of fifty-eight years. Her expertise and professionalism were evident from our very first meeting. We quickly came to experience her compassion and kindness as well. She promptly responded to emails, texts, phone calls and in person visits. She guided us through each step of the process and patiently explained in a manner which we easily understood. After only days, we received multiple offers over listing price. We are so grateful for our experience with Michelle and think she is absolutely THE BEST!!

Cindy Davidson
Google Review • 2023



Michelle was incredibly helpful in both finding a new house to suit our changing needs and in selling my previous house. She's smart, knowledgeable, helpful, and incredibly kind. She helped make a stressful process easier and even fun.

Karen Ordway
Google Review • 2023



Outstanding customer service and professionalism! Michelle became a close friend and confidant, we actually have used her to sell 2 houses and buy another. I highly recommend!!

Thomas Willis
Google Review • 2023



The house I was selling needed a lot of work, but Michelle saved me a lot of money by helping me figure out which repairs were going to pay and which weren't needed. She was spot on in the pricing and the house sold quickly for the price I wanted. I also had a few unusual requests and situations with potential buyers and Michelle went above and beyond in finding answers and navigating some fraught circumstances. She was that steady hand telling me things were going to be ok when I was in full freak out mode. Guess what? She was right!

Matt0327
Zillow Review • 2021

PROTECT YOURSELF

Wire Fraud: *Sellers Are Targets TOO*


For your protection, I will never ask you to wire money through email instructions. You should always verify wiring details by calling the receiving party directly using a trusted phone number. If anything ever feels off, pause and reach out to me immediately.


Wire fraud targets homeowners — and it works


The FBI's Internet Crime Complaint Center has reported a significant rise in real estate wire fraud. In many cases, scammers don't need to hack an account, they can monitor transactions through public information or intercept email communications, then send messages that appear to come from a trusted party.


Because real estate transactions involve multiple parties and timelines that can sometimes be publicly visible, scammers can time these messages to arrive right before closing (when you're expecting them).

For sellers, this can mean fraudulent instructions designed to redirect your proceeds or compromise your personal financial information before closing. These emails can be very convincing, but the instructions are fraudulent. By the time the issue is discovered, the funds are often extremely difficult to recover.

 Never wire funds based solely on email instructions, even if the email looks exactly like it came from me, the closing attorney or your lender.

 Always call your agent, closing attorney, or lender directly (using a number you already have on file) to verbally confirm any wiring instructions before sending.

 Be suspicious of any "updated" wiring instructions received by email. Legitimate wiring instructions never change at the last minute.

 If something feels off, stop and call. A few minutes of verification is worth everything.

KEY TERMS

Seller Terms, *Explained Simply*

Comparative Market Analysis (CMA)

A detailed report comparing your home to recently sold, currently listed, and expired listings nearby. It is the foundation of accurate pricing.

Due Diligence Period

In Georgia, the negotiated period during which buyers conduct inspections and can terminate the contract for any reason.

Net Proceeds

What you actually take home after the sale price is reduced by your mortgage payoff, agent commissions, closing costs, and any agreed seller concessions.

Contingency

A condition in the purchase contract that must be satisfied for the sale to proceed. Common contingencies include financing, appraisal and inspection.

Closing Disclosure (ALTA)

A document provided before closing showing final loan terms and all costs for both parties. Sellers receive a settlement statement showing their net proceeds.

MLS (Multiple Listing Service)

The database shared by licensed agents to list and search properties. Listing on the MLS gives your home maximum exposure to every active buyer's agent in the region, and syndicates to other websites.

Days on Market (DOM)

The number of days a home has been listed for sale. Extended DOM often signals overpricing and can weaken your negotiating position.

Earnest Money Deposit (EMD)

The buyer's good-faith deposit held in escrow after offer acceptance, applied to their costs at closing. May be forfeited if the buyer backs out without a contractual reason.

Seller Concessions

Costs the seller agrees to pay on behalf of the buyer — often closing costs or repair credits — as part of the negotiated deal.

Appraisal Gap

When a home appraises below the contract price, creating a gap. The buyer, seller, or both, may need to negotiate how to bridge or absorb the difference.

Closing Attorney

In Georgia, real estate closings are conducted by a licensed closing attorney who prepares the deed, handles the transfer of funds, and records the transaction.

Clear to Close (CTC)

The lender's confirmation that underwriting is complete and the buyer's loan is approved to fund — the signal that closing can proceed.

SERVICE AREA

Wherever Home Is In *Metro Atlanta*

As a native Atlantan, I know this city and its surrounding communities the way only someone who has truly lived here can. From the foothills of Cherokee County to intown Atlanta neighborhoods, I'm at home across all of Metro Atlanta.

Cherokee County

Cobb County

Bartow County

Forsyth County

Fulton County

Paulding County

All of North Metro Atlanta

Including: Acworth • Alpharetta • Atlanta • Ball Ground • Canton • Cartersville • Cumming • Dallas • Decatur • Hiram • Holly Springs • Kennesaw • Marietta • Milton • Roswell • Sandy Springs • Smyrna • Vinings • Waleska • Woodstock

Ready To Talk About *Selling Your Home?*

Whether you are ready to list now or still working through the decision, the best time to start the conversation is before urgency sets the pace. Let's begin with a free, no-obligation consultation.



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