HOMESMART™
EXPERT REALTY

Sell With A Plan

Triangle Homeowners

Free Seller's Guide



Christopher Weber

November 2026

CHRISTOPHER WEBER
HomeSmart Expert Realty

FREE SELLERS GUIDE

Your Raleigh & Triangle Home Selling Guide

Sell with a plan.
Move with confidence.

Selling your home is a series of decisions - about timing, preparation, price, offers, and your next move. I help you connect those decisions into a clear plan.

Your path from planning to the closing table
Plan > Prepare > Price > Market > Negotiate > Close

CHRISTOPHER WEBER

HomeSmart Expert Realty | NC License 321781

919-344-9366 | broker@chrisleadsnc.com

www.chrisleadsnc.com

Making Moves Magic

CHRISTOPHER WEBER
HomeSmart Expert Realty

01 / PLAN, PREPARE & PRICE

Start with your goals.

A strong launch begins before your home goes on the market.

Define your next move

Westart withyour timing, priorities,next-home plans, and any constraints. Your selling strategy should support the life you want after the sale.

Prepare with purpose

Awalk-through helpsus prioritizecleaning, decluttering, presentation, and repairs. We weigh likely buyer impact against time and cost rather than assuming every renovation will pay off.

Price from market evidence

Ihelpyou compare recentsales, competing listings, condition, location, and current demand. An automated estimate is a starting point, not a complete pricing strategy.

Understand your estimated proceeds

Anestimated sellernet sheethelpsyou plan aroundyour mortgage payoff, negotiated brokerage fees, concessions, and other expected costs. It is an estimate, not a guarantee.

GATHER BEFORE WE MEET

Your ideal timeline, improvement records, warranties, HOA information, and questions about your mortgage payoff. We will discuss applicable disclosures and when to involve your attorney.

How I help: Turn market information and preparation choices into a practical pricing and launch plan.

CHRISTOPHER WEBER
HomeSmart Expert Realty

02 / LAUNCH & LEARN

Give buyers a clear reason to act.

Thoughtful presentation and a coordinated launch help your home compete.

Build a property-specific marketing plan

We agree on theservices, costs, andapproach beforelaunch.Depending on your home and agreement, the plan may include coordinated photography and presentation, accurate MLS and online exposure, compelling property copy, and appropriate digital promotion.

Make showings work for you

We planshowing accessaround yourneedswhilemaking it practical for buyers to visit. Keep rooms tidy and bright, secure valuables and private information, and make a plan for pets.

Use feedback to make decisions

Ihelpyou interpret showing activity, buyerfeedback, and competing inventory. Page views are useful signals, but they are not the same as qualified buyers or offers.

WHEN ACTIVITY DOES NOT BECOME OFFERS

We review the evidence together. Price, presentation, access, and market competition may each deserve attention. Changes should follow what the market is telling us.

How I help: Coordinate the launch, communicate your home's strengths, gather useful feedback, and recommend practical adjustments.

03 / OFFERS & CONTRACT

Compare the whole offer.

The highest headline price is only one part of the decision.

Look beyond the purchase price

We comparefinancing and buyer qualifications, contingencies, due diligence and earnest money terms, requested concessions or repairs, closing timing, and possession. The best fit depends on your priorities and the complete terms.

Negotiate with a clear purpose

I explain thebusiness terms, help youcompareoptions, and negotiate at your direction. You decide what to accept, counter, or decline. Your attorney advises on legal questions.

Stay organized after acceptance

NorthCarolinatransactions can involve due diligence, inspections, appraisal, and financing. The signed agreement controls the terms and deadlines. I help coordinate with the buyer's agent, lender, inspectors, and closing attorney, track next steps, and flag issues early.

KNOW WHAT EACH MILESTONE MEANS

A showing is a visit. An offer is a proposal. A signed contract creates obligations under its terms. Closing is a later milestone; an accepted offer does not guarantee the sale will close.

How I help: Keep your goals central while managing negotiations, communication, and the details between contract and closing.

04 / CLOSING & YOUR NEXT CHAPTER

Finish well. Move forward.

Professional guidance matters from your first question to the final details.

Prepare for a smooth handoff

Completeagreed repairs anddocuments, planmove-out and possession, and review the settlement with your closing attorney. Coordinate keys and utilities according to the agreement. Independently verify wiring instructions using a trusted phone number.

Why work with Christopher?

Clearpricing guidance grounded in comparablehomes and current competition.
Preparation priorities that respect your time, budget, and goals.
Coordinated marketing with a consistent message and practical feedback.
Offer and negotiation support that considers more than price.
Organization and communication through deadlines and your next move.

My role is to help you make informed decisions, keep the process organized, and advocate for the goals we agree on. You remain in control of the decisions.

Let's build your home-selling plan.
Start with a conversation about your home, timing, and priorities.
Christopher Weber | HomeSmart Expert Realty
919-344-9366 | broker@chrisleadsnc.com
www.chrisleadsnc.com | NC License 321781



General educational overview; not legal or tax advice. Services and fees are set by written agreement. Results and timelines vary. North Carolina seller resources: ncrec.gov and ncleg.gov (Chapter 47E).