



RESIDENTIAL AND COMMERCIAL
PROPERTY ADVISOR

Your HOME SELLER'S GUIDE

PREPARING FOR A SUCCESSFUL HOME SALE

Selling your home involves much more than placing a sign in the yard. Proper preparation, pricing, marketing, and negotiation all play important roles in maximizing your home's value.

This guide provides an overview of what you can expect during the selling process.



MEET YOUR REALTOR®

A REALTOR® provides market expertise, pricing guidance, professional marketing, contract negotiation, and transaction management from listing through closing.

The right agent helps position your home to attract qualified buyers while working to achieve the best possible outcome.



STEP 1

UNDERSTAND YOUR HOME'S VALUE

Before listing your property, your REALTOR® will evaluate:

- ✓ Recent comparable sales
- ✓ Current market trends
- ✓ Property condition
- ✓ Location
- ✓ Buyer demand

This information helps determine a competitive listing price.

STEP 2

PREPARE YOUR HOME

First impressions matter.

Preparing your home may include:

- ✓ Decluttering
- ✓ Deep cleaning
- ✓ Minor repairs
- ✓ Fresh paint
- ✓ Landscaping
- ✓ Professional photography

Well-prepared homes often sell faster and for higher prices..

STEP 3

LIST YOUR HOME

Once your home is ready, it will be marketed to potential buyers through a variety of channels including online real estate platforms, social media, and professional marketing materials.



CONTINUE YOUR HOME SELLING JOURNEY

STEP 4

SHOWINGS AND OPEN HOUSES

Buyers may schedule private showings or attend open houses.

Keeping your home clean and show-ready throughout the listing period helps create the best experience for prospective buyers.

STEP 5

REVIEW OFFERS

When offers are received, you'll evaluate factors such as:

- ✓ Purchase price
- ✓ Financing
- ✓ Closing timeline
- ✓ Contingencies
- ✓ Requested concessions

The highest offer isn't always the strongest offer. Your REALTOR® can help you evaluate the complete picture.

STEP 6

UNDER CONTRACT

Once an agreement is reached, the buyer typically completes:

- ✓ Home inspection
- ✓ Appraisal
- ✓ Loan approval

During this time, additional negotiations may occur if repairs or appraisal issues arise.



STEP 7

CLOSING

Prior to closing you'll prepare to move and complete any agreed-upon repairs.

At closing you'll:

- ✓ Sign the required documents
- ✓ Transfer ownership
- ✓ Receive your proceeds (after applicable expenses)

Congratulations on successfully selling your home!



ABOUT TANISHIA NICOLE RAVNELL

Selling your home is more than simply listing it for sale. It is about making informed decisions that help you maximize your investment and achieve your goals. As a **Seller Representative Specialist (SRS®)**, I have advanced training in representing sellers and developing strategic marketing and negotiation plans to help position homes for success in today's market.

My mission is to educate and inspire individuals and families to build wealth through real estate by providing expert guidance, honest communication, and exceptional service throughout the selling process. Whether you are selling your first home, upgrading, downsizing, relocating, or selling an investment property, I am committed to making your experience organized, informed, and as stress free as possible.

If you are thinking about selling your home, I would love the opportunity to learn about your goals, answer your questions, and help you understand your home's current market value.



Contact me today at **904-595-9895** to schedule a complimentary home selling consultation, and let's create a personalized strategy to help you sell with confidence.





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