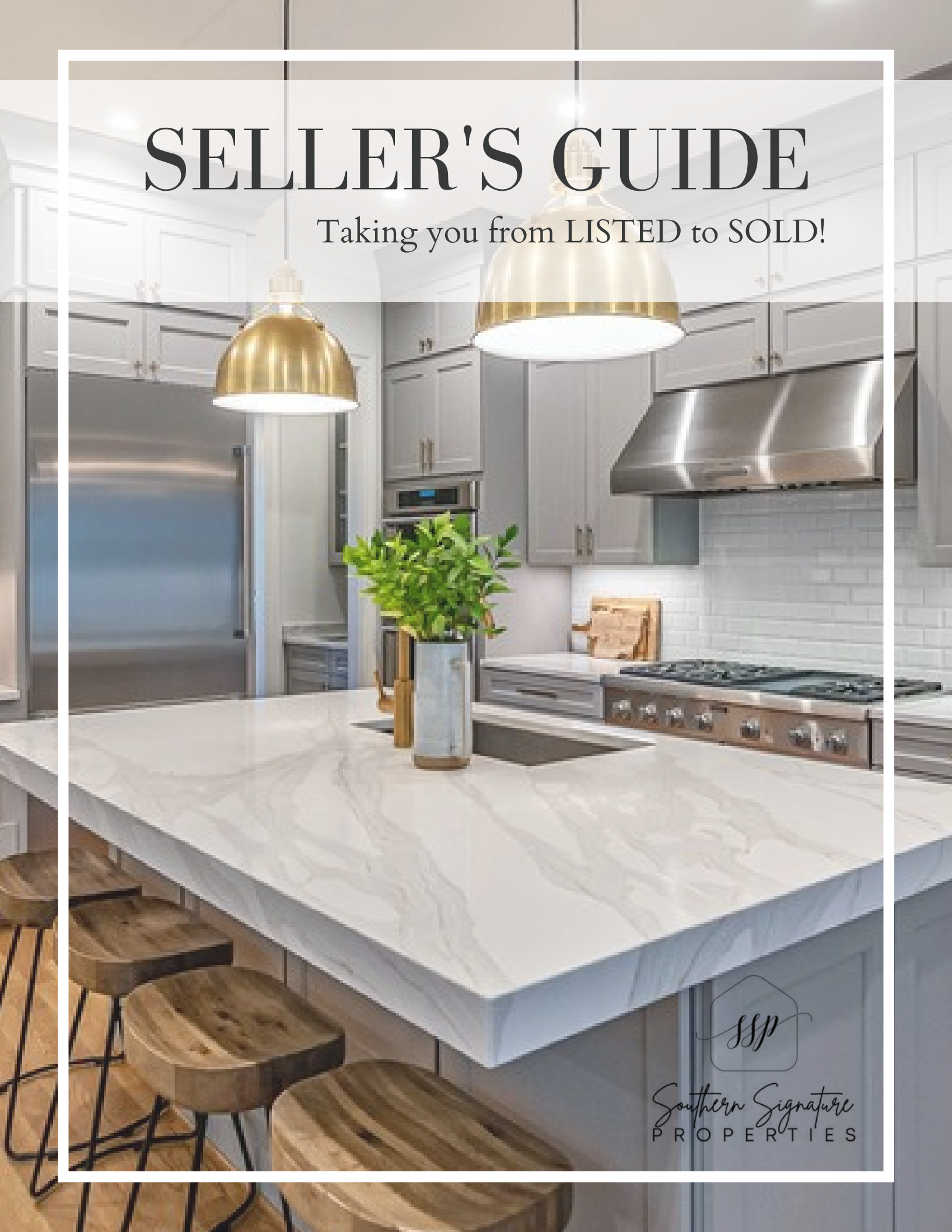
SELLER'S GUIDE

Taking you from LISTED to SOLD!



SSP

Southern Signature
PROPERTIES

SELLER'S GUIDE



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MEET SOUTHERN SIGNATURE PROPERTIES



At Southern Signature Properties, we believe that buying or selling a home should be one of the most exciting and rewarding experiences of your life. Based in the heart of Winston-Salem, North Carolina, we are a locally rooted real estate firm dedicated to helping individuals and families find a home that truly fits their lifestyle. Our team brings together deep market knowledge, professional expertise, and a genuine passion for people to make every step of the process smooth and stress-free.

We pride ourselves on combining big-city resources with small-town hospitality. Whether you're purchasing your very first home, relocating to the Triad, selling your current property, or searching for an investment, Southern Signature Properties is committed to guiding you with honesty, transparency, and attention to detail. From your first consultation to the closing table, we're with you every step of the way—listening to your needs, answering your questions, and advocating for your best interests.

Our name, Southern Signature, reflects more than just a business—it's a promise. Every client we serve receives our signature blend of professionalism, local insight, and warm Southern service. We're proud to call Winston-Salem home, and we're equally proud to help our neighbors and newcomers alike discover all the beauty and opportunity this area has to offer.

Let's Connect

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You can also find us on:

GET READY TO SELL!



FROM LISTED TO SOLD



PRE-LISTING PREPARATION



1. Schedule a tour of your home with your agent.
2. Discuss any potential repairs, upgrades or staging to be completed before listing your home.
3. Establish an asking price based on the current market and comparable property listings.
4. Prepare your home to be photographed and put on the market.



PRICING YOUR HOME TO SELL

The market value of your home is based on a combination of factors including:

- The Current Market
- Comparable Listings
- Location
- Neighborhood
- Age of the Home
- Condition of the Home
- Improvements



» Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.



It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

FAIR MARKET VALUE



A home that is priced at a fair market value will attract more buyers, and is more likely to get multiple offers and sell faster.



7 EASY CURB APPEAL TIPS
THAT WILL MAKE BUYERS FALL IN LOVE

1
FRESH COAT OF PAINT ON THE FRONT DOOR
Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

2
ADD FLOWERS TO THE FRONT PORCH
Sometimes the simplest things can make the biggest difference. New planters on the front porch filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

3
PRESSURE WASH THE SIDING AND WALKWAY
A clean exterior signals that the home is well maintained. This first impression sets the tone for the entire property. It can also increase the home's curb appeal and overall value.

4
UPDATE EXTERIOR LIGHT FIXTURES
Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

5
KEEP THE LAWN & GARDEN TIDY
An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

6
ADD OR REPLACE HOUSE NUMBERS
Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

7
ADD A WELCOME MAT
Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.



PHOTOS & SHOWINGS PREP



In today's market, professional photographs are a requirement for every successful listing. We've put together a checklist to help get your home photo-ready, as well as preparing to show to potential buyers.

PHOTOS & SHOWINGS
CHECKLIST

THINGS YOU CAN DO AHEAD OF TIME

INSIDE

- [ ] Clear off all flat surfaces - less is more. Put away papers and misc. items.
- [ ] Depersonalize: take down family photos and put away personal items.
- [ ] Clear off the refrigerator: remove all magnets, photos and papers.
- [ ] Replace burnt out light bulbs and dust all light fixtures.
- [ ] Deep clean the entire house.
- [ ] Touch up paint on walls, trim and doors.

OUTSIDE

- [ ] Increase curb appeal: remove all yard clutter and plant colorful flowers.
- [ ] Trim bushes and clean up flower beds.
- [ ] Pressure wash home
- [ ] Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

KITCHEN

- [ ] Clear off countertops, removing as many items as possible.
- [ ] Put away dishes, place sponges and cleaning items underneath the sink.
- [ ] Hang dish towels neatly and remove potholders, trivets, etc.

BATHROOMS

- [ ] Remove personal items from counters, showers and tub areas.
- [ ] Move cleaning items, plungers and trash cans out of sight.
- [ ] Close toilet lids,and hang towels neatly.

IN GENERAL

- [ ] House should be very clean and looking it's best.
- [ ] Lawn should be freshly mowed and edged.
- [ ] Move pet dishes, toys and kennels out of sight.
- [ ] Make beds, put away clothing, toys and valuables.
- [ ] Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

TOP 5 WAYS
TO PREP YOUR HOME TO SELL FAST

1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

2 DEPERSONALIZE & MINIMALIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

LISTING & MARKETING



When we list your home, your listing will receive maximum exposure using our extensive marketing techniques.

LISTING YOUR HOME



MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.



SIGNAGE

A For Sale sign will be placed out in front of your home, as well as Open House signs before an open house takes place.



LOCK BOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings, and a lock box allows agents who schedule showings to access your home with interested buyers.



OPEN HOUSE

An open house will be strategically scheduled to attract attention to your home. Open houses are a great way to generate interest and get more potential buyers to see your home.



VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online. Subject to square foot limitations.

OUR MARKETING STRATEGY



EMAIL MARKETING

We'll match your home with active buyers looking for properties in your price range and area, while marketing it through the MLS to reach thousands of agents and their buyers.

NETWORK MARKETING

We'll actively promote your listing across our extensive network of trusted real estate professionals, increasing your home's visibility and connecting it with a much larger pool of motivated and qualified buyers.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram, Facebook, YouTube and TikTok to get the word out about your listing.

trulia

Zillow

LinkedIn

Instagram

YouTube

facebook

TikTok

OFFERS & NEGOTIATIONS



Being flexible will help the offer and negotiation process go smoother, moving you one step closer to finalizing the sale of your home.

FACTORS TO CONSIDER

Accepting the highest price offer may seem like the logical choice, but there are many factors to consider when reviewing an offer and knowing your options lets you come up with a plan that works best for you.

CASH OFFER

Some sellers accept a lower priced cash offer over a higher priced loan offer because there are typically less issues that come up, like for example a loan falling through. Consider your timeline and finances to evaluate if it is worth accepting a lower offer for a faster closing and often a much simpler process.

CLOSING DATE

Some buyers may be looking to move in as soon as possible, while others may need more time in order to sell their own house. You may be able to select an offer based on a timeframe that works best for you, or you might have to be more flexible in order to close the deal.

CLOSING COSTS

Closing costs fall under the buyer's list of expenses, but buyers may ask the seller to pay for a portion, or all of this expense, as part of the sale negotiation.

CONTINGENCY CLAUSES

A contingency clause is a qualifying factor that has to be met in order for the buyer to move forward with the sale. Contingency clauses often include details of financing, inspections and home sales, and the terms can be negotiated between the parties. The contingency allows the buyer to back out of the contract without penalty if the terms are not met.

UNDER CONTRACT

Once you and the buyer have agreed on terms, a sales agreement is signed and your home is officially under contract.



STEPS BEFORE CLOSING

INSPECTION

Property inspections are done to make sure that the home is in the condition for which it appears. If the property inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.

POSSIBLE REPAIR REQUESTS

After an inspection, buyers may have repairs they would like completed before purchasing your home. Typically there is room for negotiation, but some of these items can be deal breakers. It is necessary for both parties to come to an agreement on what will be repaired and what will not, and if there will be a price deduction in order to accommodate for the repairs.

APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm that the home is worth the loan amount. The appraisal takes into account factors such as similar property values, the home's age, location, size and condition to determine the current value of the property.

FINAL WALK THROUGH

Before a buyer signs the closing paperwork, they will come to the home to do a final walk through. This last step is to verify that no damage has been done to the property since the inspection, that any agreed upon repairs have been completed, and that nothing from the purchase agreement has been removed from the home.

CLEARED TO CLOSE



Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.



CLOSING DAY



CLOSING EXPENSES FOR SELLERS CAN INCLUDE:

- Seller documents
- Transfer tax
- Real estate agent commissions
- Repair invoices
- Prorated property taxes
- Remaining balance on mortgages
- Any unpaid assessments, penalties or claims against your property

ITEMS TO BRING TO CLOSING:

- ☑ Government Issued Photo ID
- ☑ House Keys
- ☑ Garage Openers
- ☑ Mailbox Keys





Sell with confidence

Selling a home is more than a transaction—it's a milestone. At Southern Signature Properties, we're honored to guide you through every step with professionalism, care, and a commitment to your goals.

Our team believes in clear communication, market expertise, and personalized strategies to help you achieve the best possible results. As you move forward, know that we're here as a resource even beyond the closing table—ready to answer questions, provide insight, or simply celebrate your success.

Thank you for allowing us to be part of your journey. We look forward to helping you write your next chapter with confidence and peace of mind.

— Your Southern Signature Properties Team

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