

SELLER

handbook

FROM LISTING TO CLOSING

WHITNEY SALAZAR

REALTOR®

BOLD CITY REALTY
GROUP INC.



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4 STEPS TO SELLING YOUR HOME

1. GETTING READY

- Evaluate your home's condition
- Complete recommended updates
- Declutter and organize spaces
- Develop a pricing strategy

2. LAUNCH PREPARATION

- Professional photography scheduled
- Listing description created
- Marketing plan finalized
- Home staged for showings

3. LIVE ON THE MARKET

- Showings and open houses begin
- Buyer interest monitored
- Offers reviewed and negotiated
- Adjust strategy if needed

4. UNDER CONTRACT

- Inspections completed
- Appraisal ordered
- Final paperwork signed
- Closing day scheduled

A minimalist living room with a large arched mirror, a wooden side table, a white sofa, and a large woven ottoman. The room is dimly lit, creating a cozy atmosphere. The text "THE SPACE YOU CALL home" is overlaid on the image.

THE SPACE
YOU CALL
home

HOME SELLING

journey

1

PREPARE YOUR HOME

Meet with your agent to review your home's condition, discuss improvements, and create a plan to present your property at its best.

2

SET THE RIGHT PRICE

Analyze local market data and comparable sales to price your home competitively and attract serious buyers.

3

MARKET YOUR PROPERTY

Professional photos, online exposure, and strategic marketing help your home reach the right audience.

4

REVIEW OFFERS

Your agent will present and explain each offer, helping you negotiate terms that align with your goals.

5

INSPECTION & APPRAISAL

Address buyer inspections and complete the appraisal process required by the buyer's lender.

6

FINALIZE & CLOSE

Review closing documents, complete final steps, and hand over the keys on closing day.

SETTING THE RIGHT LIST PRICE

Choosing the correct list price positions your home to attract the most qualified buyers. Strategic pricing creates urgency, maximizes interest, and leads to stronger offers.

WHEN A HOME IS PRICED...

BUYER INTEREST TYPICALLY COMES FROM...

20% ABOVE MARKET VALUE

5% OF BUYERS

10% ABOVE MARKET VALUE

20% OF BUYERS

AT MARKET VALUE

65% OF BUYERS

5% BELOW MARKET VALUE

80% OF BUYERS

10% BELOW MARKET VALUE

90%+ OF BUYERS





YOUR HOME OVERVIEW

ESTIMATED MARKET VALUE

\$689,000

ESTIMATED VALUE

\$670,000

SUGGESTED LIST PRICE

\$710,000

HIGH-END MARKET RANGE

\$695,000

TARGET PRICE

PROPERTY HIGHLIGHTS

- 4 BEDROOMS
- 3 BATHROOMS
- OPEN-CONCEPT LIVING
- UPDATED KITCHEN
- 2-CAR GARAGE
- PRIVATE BACKYARD

PROPERTY DETAILS

TYPE: SINGLE-FAMILY HOME

STYLE: CONTEMPORARY

LOT SIZE: 0.28 ACRES

LIVING AREA: 2,450 SQ FT

YEAR BUILT: 2018

TAXES: \$6,120 / YEAR

COMPARABLE HOMES



421 MAPLE RIDGE DR

- 4 BEDROOMS
- 3 BATHROOMS
- OPEN-CONCEPT LIVING
- UPDATED KITCHEN
- 2-CAR GARAGE
- PRIVATE BACKYARD

\$689,000
SOLD PRICE

18
DAYS ON MARKET



806 OAK VALLEY CT

- 5 BEDROOMS
- 3 BATHROOMS
- FINISHED BASEMENT
- LARGE BACKYARD
- 3-CAR GARAGE

\$558,000
SOLD PRICE

12
DAYS ON MARKET



1297 CEDAR BROOK LN

- 4 BEDROOMS
- 2 BATHROOMS
- RENOVATED BATHROOMS
- COVERED PATIO
- MODERN FINISHES

\$530,000
SOLD PRICE

21
DAYS ON MARKET



YOUR
JOURNEY TO

Sold

OUR SEVEN STEPS

TO SELLING YOUR HOME SUCCESSFULLY

PRICING
STRATEGY

HOME
PREPARATION

PROFESSIONAL
PHOTOS

DIGITAL
MARKETING

SHOWINGS &
OPEN HOUSES

OFFER
NEGOTIATION

CLOSING
COORDINATION



PREPARING YOUR HOME TO SELL

ORGANIZE & SIMPLIFY

- REMOVE EXTRA FURNITURE TO OPEN UP EACH ROOM
- CLEAR SHELVES, COUNTERS, AND TABLETOPS
- STORE SEASONAL ITEMS OUT OF SIGHT

PERSONAL ITEMS

- TAKE DOWN FAMILY PHOTOS AND PERSONAL COLLECTIONS
- NEUTRALIZE BOLD DÉCOR AND THEMED ROOMS
- CREATE A CLEAN, WELCOMING FEEL FOR ALL BUYERS

CLEAN THOROUGHLY

- WASH WINDOWS, MIRRORS, AND GLASS DOORS
- CLEAN BASEBOARDS, VENTS, AND CEILING FANS
- SCRUB KITCHENS AND BATHROOMS UNTIL THEY SHINE

HANDLE SMALL REPAIRS

- FIX LEAKY FAUCETS AND SQUEAKY DOORS
- REPLACE BURNED-OUT BULBS AND BROKEN SWITCHES
- TIGHTEN HARDWARE AND REPAIR MINOR DAMAGE

REFRESH WALLS & FLOORS

- TOUCH UP SCUFFED WALLS WITH NEUTRAL PAINT
- CLEAN CARPETS AND RUGS
- MOP HARD FLOORS AND POLISH WHERE NEEDED

BOOST CURB APPEAL

- TRIM LANDSCAPING AND REMOVE DEBRIS
- CLEAN THE FRONT ENTRY AND PORCH
- ADD SIMPLE PLANTS OR FRESH MULCH

WHY STAGING MATTERS

Home staging helps buyers visualize how a space can function and feel. A well-staged home highlights the best features, creates emotional connection, and often leads to stronger offers.



79%

of buyers say staged homes feel more inviting and move-in ready

61%

of staged homes spend less time on the market compared to unstaged homes

41%

of buyers are more likely to remember a staged home after a showing

ADVANTAGES OF STAGING

- Enhances flow and room functionality
- Emphasizes key features of the home
- Creates a strong emotional response
- Helps photos stand out online
- Can increase buyer confidence

POTENTIAL DRAWBACKS

- Requires time to prepare spaces
- May involve temporary décor changes
- Furniture adjustments may be needed
- Consistency must be maintained for showings



CREATE CURB APPEAL

Make a strong first impression before buyers step inside.

- Tidy walkways and entry areas
- Refresh exterior lighting
- Clean doors, windows, and hardware
- Add subtle greenery or planters

PRESENT A CLEAN INTERIOR

A spotless home feels well cared for and move-in ready.

- Deep clean kitchens and bathrooms
- Dust baseboards, vents, and fans
- Wash windows and mirrors
- Remove pet odors and strong scents

HIGHLIGHT SPACE

Help rooms feel open, functional, and inviting.

- Rearrange furniture for better flow
- Remove oversized or unused pieces
- Keep walkways clear
- Use mirrors to enhance light

SIMPLIFY & ORGANIZE

Less clutter helps buyers focus on the home itself.

- Clear countertops and tabletops
- Organize closets and storage areas
- Store personal collections out of sight
- Limit décor to a few neutral accents



HOME STAGING ESSENTIALS



HIGH-QUALITY LISTING PHOTOS

Professional photography and videography play a key role in attracting today's buyers. High-quality visuals help showcase a home's best features, create a strong emotional connection, and encourage buyers to take the next step.



HOMES WITH PROFESSIONAL VISUALS

**SELL UP TO 28%
FASTER**

*than homes using standard
photos*

**RECEIVE NEARLY 50%
MORE ONLINE VIEWS**

*when professional images
are used*

**ARE 3X MORE LIKELY
TO GENERATE
SHOWINGS**

*when video or virtual tours
are included*

OUR DIGITAL

Marketing

MLS DISTRIBUTION

ZILLOW PREMIER

REALTOR.COM SHOWCASE

TARGETED EMAIL CAMPAIGNS

FACEBOOK & INSTAGRAM ADS

PROPERTY LANDING PAGE

YOUTUBE VIDEO FEATURES

**ONLINE OPEN HOUSE
PROMOTION**



OPEN HOUSE EVENTS

SHOWCASING YOUR HOME TO BUYERS

Open houses and private showings allow potential buyers to experience your home firsthand. These opportunities help buyers explore the layout, notice details, and better understand how the space could fit their lifestyle, increasing overall interest in the property.



TIPS FOR A SUCCESSFUL OPEN HOUSE

- Clean and organize all rooms to create a bright, welcoming atmosphere
- Complete small repairs that improve the home's overall appearance
- Add subtle touches such as fresh flowers or neutral décor
- Store personal items and valuables safely out of sight
- Maintain a comfortable temperature and pleasant scent throughout the home



PRINT *Marketing*

We showcase your property using high-quality photos, short videos, and reels that capture attention and encourage buyers to explore the listing further.

PRINT COLLATERAL

01

PROPERTY FLYERS

Professionally designed flyers highlight key features and are shared during showings and open houses.

02

JUST LISTED CARDS

Postcards are distributed locally to create awareness and generate interest from nearby buyers.

03

FEATURE SHEETS

Detailed one-page sheets provide buyers with important information they can reference after viewing the home.

04

OPEN HOUSE SIGNAGE

Clear, well-branded signage directs traffic and increases turnout during open house events.

05

AGENT MARKETING MATERIALS

Branded brochures and handouts reinforce professionalism and support follow-up conversations.

PREPARING FOR SHOWINGS

STEP 1

Ensure the home is clean, bright, and ready for visitors before each showing.

STEP 2

Remove personal items and secure valuables to create a neutral environment.

STEP 3

Open curtains, adjust lighting, and maintain a comfortable temperature.

STEP 4

Leave the home during showings to give buyers space to explore freely.

STEP 5

Follow up with your agent to review buyer feedback and adjust as needed.

HOME SHOWING CHECKLIST

INTERIOR PREP

- Clear countertops and tabletops
- Make beds and straighten furniture
- Open curtains and blinds for natural light
- Turn on lights in darker rooms
- Empty trash and recycling

KITCHEN & BATHS

- Wipe down sinks, counters, and appliances
- Store small appliances out of sight
- Hang fresh towels
- Close toilet lids
- Remove personal toiletries

LIVING AREAS

- Remove excess décor and personal items
- Arrange furniture for easy flow
- Tidy shelves and storage areas
- Adjust thermostat for comfort

BEDROOMS

- Make beds neatly
- Clear nightstands and dressers
- Organize closets
- Remove laundry and personal items

EXTERIOR

- Sweep entryways and porch
- Remove vehicles from driveway if possible
- Put away toys, tools, and hoses
- Ensure outdoor lights are working

FINAL TOUCHES

- Secure valuables and documents
- Add light, neutral scents if desired
- Turn off TVs and personal electronics
- Leave the home during showings

SHOWING INSIGHTS



COLLECTING FEEDBACK

After each showing, we gather responses from buyers and their agents to understand overall impressions.

This feedback helps identify what is working well and whether any details may be affecting buyer interest.

We look for consistent themes related to price, condition, layout, or presentation. Reviewing this information allows us to adjust strategy if needed and keep your home positioned competitively.

QUESTIONS WE'LL DISCUSS

- How did buyers feel about the home's layout and size?
- Were there comments about price or value?
- Did any features stand out positively or negatively?
- How does your home compare to others buyers have toured?
- Are there small changes that could improve future showings?



THE CONTRACT
&
close

NAVIGATING THE NEGOTIATION

Negotiation plays a key role in achieving the best possible outcome when selling your home. Understanding market conditions, buyer motivation, and offer terms allows us to guide you through decisions with confidence and clarity.

Our approach focuses on protecting your interests while maintaining momentum toward a successful agreement. Each step is handled strategically to help you secure favorable terms and move forward smoothly.

REVIEWING OFFERS

Once offers are received, we carefully evaluate price, contingencies, timelines, and financing strength. Every detail is reviewed to ensure the offer aligns with your goals and market expectations.

We will walk you through each option, explain the pros and cons, and help you decide whether to accept, counter, or continue negotiations based on what best supports your objectives.



PROPERTY DISCLOSURES

Providing accurate disclosures helps ensure transparency throughout the transaction. These documents inform buyers about known conditions of the property and help reduce surprises later in the process.

INSPECTION PERIOD

During this stage, buyers complete inspections to evaluate the home's condition. Any findings are reviewed carefully, and requests for repairs or credits may be discussed.

APPRAISAL REVIEW

The appraisal confirms the home's value for the buyer's lender. If the appraisal supports the agreed price, the transaction moves forward smoothly. If not, we work through the next steps together.

FINAL STEPS TO CLOSING

As closing approaches, paperwork is finalized, timelines are confirmed, and final preparations are made. We coordinate each detail to help ensure a smooth and successful closing experience.



REVIEWING AN OFFER

Once an offer is submitted, there are several ways to move forward. We will review all terms together so you can make a confident and informed decision that aligns with your goals.

ACCEPT AS WRITTEN

You may approve the offer exactly as presented and move forward to the next stage of the transaction.

COUNTER THE PRICE

You can propose a different purchase price while keeping the remaining terms the same.

ADJUST TERMS OR TIMELINES

You may request changes to closing dates, contingencies, or possession timelines.

REQUEST REPAIRS OR CREDITS

You can negotiate repairs, seller credits, or other concessions as part of the agreement.

ACCEPT WITH CONDITIONS

You may agree to the offer contingent upon specific changes or clarifications.

REJECT THE OFFER

If the terms are not favorable, you can decline and continue marketing the property.

WAIT FOR A BETTER OFFER

In certain situations, it may be beneficial to hold off and evaluate additional offers before deciding.



CLOSING STEPS

SCHEDULE THE INSPECTION

Once the home is under contract, a professional inspection is arranged to review the property's condition and identify any potential concerns before moving forward.

COMPLETE THE APPRAISAL

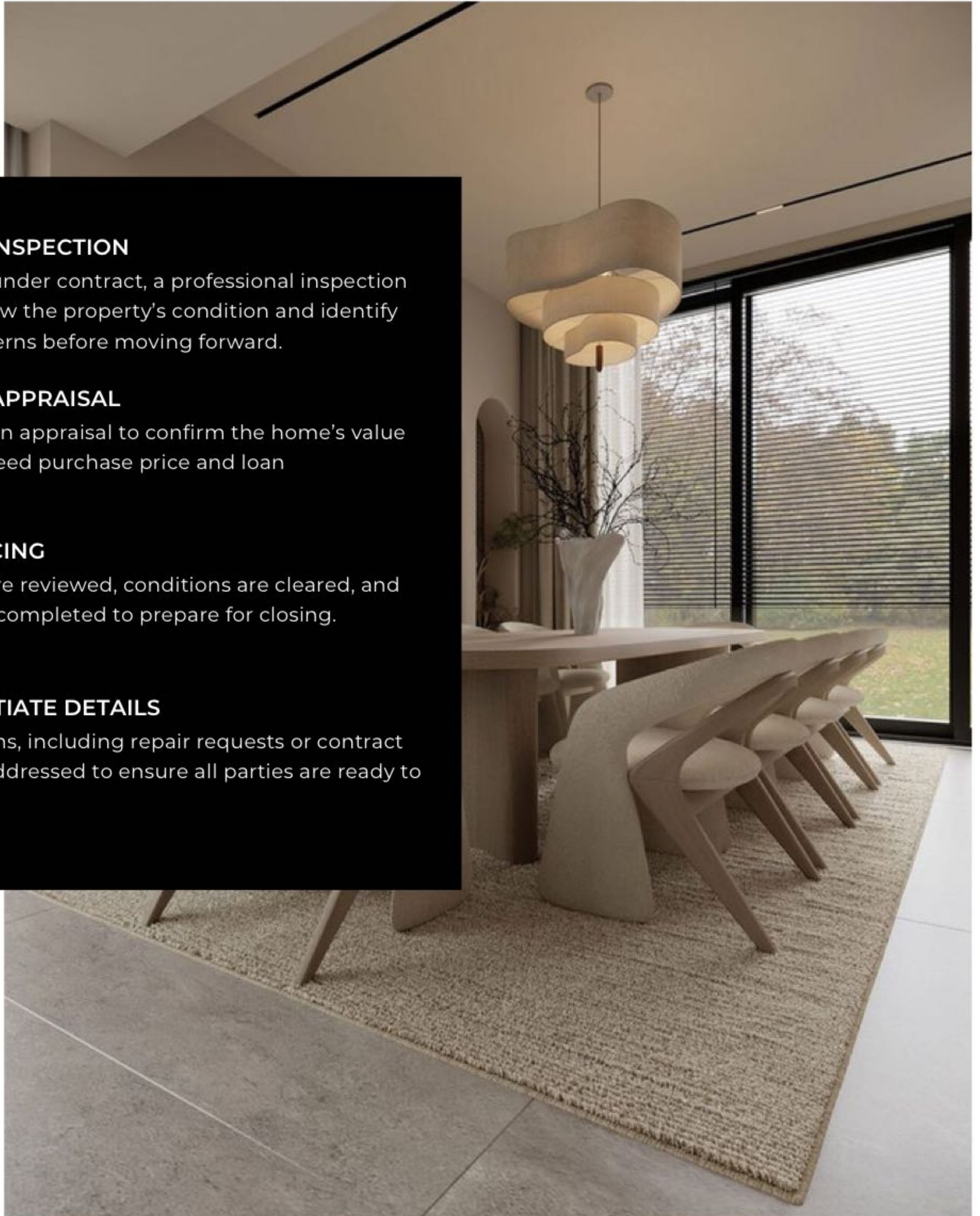
The lender orders an appraisal to confirm the home's value aligns with the agreed purchase price and loan requirements.

FINALIZE FINANCING

Loan documents are reviewed, conditions are cleared, and final approvals are completed to prepare for closing.

REVIEW & NEGOTIATE DETAILS

Any remaining items, including repair requests or contract adjustments, are addressed to ensure all parties are ready to proceed.



ITEMS NEEDED FOR CLOSING

A VALID, GOVERNMENT-ISSUED PHOTO ID

**CERTIFIED FUNDS OR CONFIRMATION OF WIRE
TRANSFER FOR CLOSING COSTS**

**FINAL CLOSING DISCLOSURE OR SETTLEMENT
STATEMENT**

**PROOF OF HOMEOWNERS INSURANCE WITH
LENDER LISTED**

ANY LENDER-REQUESTED DOCUMENTS OR FORMS

KEY FACTORS THAT INFLUENCE YOUR HOME'S VALUE



LIST PRICE STRATEGY

Setting a competitive price based on current market data helps attract serious buyers early. Homes priced correctly from the start often receive more showings and stronger offers.



NEIGHBORHOOD APPEAL

Setting a competitive price based on current market data helps attract serious buyers early. Homes priced correctly from the start often receive more showings and stronger offers.



PROPERTY CONDITION

Well-maintained homes with recent updates tend to stand out. Buyers are often willing to pay more for properties that appear move-in ready and require minimal immediate repairs.



CURRENT MARKET TRENDS

Supply and demand directly affect pricing. In competitive markets, limited inventory can drive prices higher, while increased listings may require strategic positioning.



HOME SIZE & FUNCTIONALITY

Square footage, bedroom count, layout, and usable living space influence buyer interest. Flexible spaces such as home offices, bonus rooms, and updated kitchens are especially appealing.



Congratulations


Your home sale is officially complete, and we're proud to have guided you through every step of the process with care, strategy, and professionalism.

SOLD WITH CONFIDENCE


This result was achieved through thoughtful pricing, targeted marketing, and skilled negotiation designed to protect your goals from start to finish.


WHITNEY SALAZAR REALTOR®

Bold City Realty Group Inc

 [TheSalazarSignature.Com](https://www.TheSalazarSignature.Com)

 Whitney@BoldCityRealtyGroup.Com

 859-302-4850

 Jacksonville FL &
Surrounding Areas