A FREE GUIDE FOR ROANOKE VALLEY HOMEOWNERS

The Smart Seller's Guide to Selling in Roanoke

Price with purpose. Prepare wisely. Compare offers clearly.

Leslie Epperly

REALTOR® · Real Broker, LLC

540-314-3706 · LeslieEpperlyRealtor@gmail.com

START HERE

A smart sale starts before the sign goes in the yard.

Before we talk about price, we talk about you. Four questions will shape almost every decision that follows. Take a few minutes with them. You do not need perfect answers. You need honest ones.

1

When do you want to move?

Your date drives pricing, prep and how long you can wait for the right buyer.

2

Do you need to sell before you buy?

If your next home depends on this sale, we build the timing and terms around that.

3

Which improvements are worth it?

Some work pays off. Some just costs money. We sort them before you spend a dollar.

4

How much certainty matters to you?

The biggest number is not always the best offer. Decide how much risk you are comfortable with.

There is no one right way to sell. The right plan is the one built around what you need.

THE PROCESS

Selling in six steps.

Every sale is different, but the path is familiar. Here is what to expect, in order.

1 Consult

We talk about your goals, your timing and the details of your home. You leave with a clear plan.

2 Price + Prep

We set a market-based price range and pick the prep work that matters most to buyers.

3 Launch

Strong photos, a clear listing story and wide exposure, timed so the first week counts.

4 Showings

Easy access for buyers, honest feedback for you, and quick adjustments if the market tells us to.

5 Offers

We compare price, terms and risk side by side, and show you what each one means for your net.

6 Closing

Deadlines, inspections, appraisal and title are tracked until the keys change hands.

Use this guide to understand the decisions. Then we apply them to your home, with local data and straight advice.

PRICING

Price for the market, not the internet.

An online estimate is a starting point. A real selling range comes from the homes buyers will compare with yours right now. In the Roanoke Valley, a few blocks or one school zone can change that comparison.

A local pricing review looks at:

Competing sales	Recent nearby sales of homes that truly compare with yours.
Current listings	The homes buyers can choose instead of yours today.
Condition	Updates, layout, lot and street, as buyers will see them.
Location	Neighborhood demand, commute and what is nearby.
Price bands	How buyers search in your price range, and where the cutoffs fall.

Priced too high

Fewer showings in the first weeks, price cuts later, and a listing that starts to look stale.

Priced too low

You may leave money on the table. A fast sale is not always a good one.

The goal is a price you can defend, one that helps the right buyer see the value and act.

PREPARATION

Spend where buyers notice.

You do not have to renovate everything. You need to remove distractions, make a strong first impression and avoid problems that can derail a deal later.

High-impact priorities

- Safety issues and obvious repairs
- Cleaning, decluttering and good light
- Curb appeal and the front door
- Simple paint and touch-ups
- Staging that makes each room's purpose clear

Pause before you spend

- Major renovations with no clear return
- Bold, personal design choices
- Replacing things buyers may want to choose themselves
- Repairs that could be handled more simply another way
- Projects that make you miss a good market window

A short prep plan for your home

After we walk through the house, I sort every idea into three piles: **do now**, **consider** and **skip**. Then we match the list to your timeline and budget.

Selling with pets?

Plan where they will be during showings, keep supplies out of sight, and stay on top of odors. A calm, tidy home helps buyers picture themselves in it. I have two cats of my own, so I get it.

YOUR NUMBERS

Know your likely net before you list.

The biggest number on an offer is not always the biggest check you take home. When you know what you expect to net, you can judge every offer against it.

Sale price - Costs = Likely net

What goes into your costs

Mortgage payoff and liens

What you owe at closing.

Closing costs

Settlement and title fees, taxes and commission.

Buyer concessions

Credits you agree to in the offer.

Repairs and prep

Work done before listing or negotiated later.

Timing costs

Overlap, storage, moving and temporary housing.

Tax questions

Ask a qualified tax professional about your situation.

These are estimates only. Final figures depend on your contract, your payoff and the closing statement.

Your planning notes

Target move date: _____

Estimated payoff: _____

Minimum net I would be comfortable with: _____

Timing needs I cannot move: _____

LAUNCH + MARKETING

Make the first week count.

Buyers need a clear reason to notice your home, understand it and act. The photos, the words, the timing and the places it appears should all work together.

Visuals	Professional photography, plus floor plans, video or drone shots when they help the home.
Positioning	A clear story built around what makes your home and neighborhood a good place to live.
MLS + syndication	Accurate details in the MLS, which feeds the major home-search sites.
Digital reach	My website, social media and email, so people who follow the market see it first.
Agent outreach	Direct word to agents in the Valley who may already have a buyer in mind.
Feedback loop	Showing activity and buyer comments tell us what to adjust, and when.

The goal is not just more eyes on your home. It is the right buyers, seeing it at the right time.

OFFERS

Compare the whole offer.

Two offers at the same price can put very different money in your pocket and carry very different risk. Look at the full package before you decide.

What to look at in every offer

Term	What to review	Why it matters
Price	Purchase price and any escalation clause	It sets the starting point for your proceeds
Financing	Cash, conventional, FHA or VA, and how solid the lender approval is	It affects how likely the sale is to close
Deposit	Earnest money amount and when it is due	It shows the buyer's commitment and adds security
Timing	Closing date and when the buyer wants possession	It has to fit your next move
Concessions	Closing-cost credits or other items you would pay	They change your likely net
Appraisal	Whether the buyer has a plan if the appraisal comes in low	A low appraisal can force the price to be reopened
Other terms	Inspection and repair requests, what stays with the house, other contingencies	Each one can add cost, delay or risk

Then ask one question: which offer best fits my net, my move and my comfort with risk?

CONTRACT TO CLOSE

Under contract is not the finish line.

Once you accept an offer, dates and paperwork matter most. My job is to keep things moving and bring up problems early.

1. **Contract + deadlines.** We confirm every date, deposit and contact.
2. **Buyer inspections.** The buyer inspects within the window in the contract.
3. **Repair negotiation.** We weigh each request, its cost and the strength of the deal.
4. **Appraisal + loan.** We track the lender's progress and answer questions fast.
5. **Title + closing.** We coordinate payoff, documents, signing and your move-out.

How deposits and termination work in Virginia

The buyer's earnest money deposit is held in escrow, not by you. Your contract names who holds it and when it is due. Virginia rules set a short deadline for getting it into escrow after both sides sign.

If the buyer ends the contract the way it allows, such as under an inspection or financing contingency, the deposit generally goes back to the buyer. If the buyer defaults, the contract says what happens to the deposit.

If you and the buyer disagree, the escrow holder generally cannot pick a side. It usually takes written agreement from both of you, or a court process.

Your contract controls. Confirm how this applies to your sale with your attorney.

WHY WORK WITH ME

Local knowledge. Direct service.

Selling a home is personal. Here is what you can count on when we work together.

1

I have lived here since 1995.

More than 30 years in the Roanoke Valley. I raised my family here and I know the neighborhoods, from Cave Spring and Raleigh Court to Vinton, Daleville and Smith Mountain Lake.

2

You work with me directly.

I work on my own. The person you meet is the person who answers your calls, walks your home, prepares your pricing review and negotiates your offers.

3

I listen first.

Before real estate, I spent more than 20 years as an independent sales rep. Listening is how I learned to help. Your goals set the plan, not mine.

I moved three times in four years, so I know what a move asks of you.

I serve sellers across the Roanoke Valley, Smith Mountain Lake, and many areas throughout Southwest Virginia.

CHECKLIST

Your seller checklist.

Use this to organize your questions. We will tailor the final plan to your home, your timing and the market.

Before pricing

- [ ] Clarify your move date and what your next home needs
- [ ] Gather payoff and ownership information
- [ ] List improvements, their ages and any known issues
- [ ] Talk through selling costs and a target net

Before launch

- [ ] Approve the priority prep plan
- [ ] Declutter, clean and secure valuables
- [ ] Plan for pets, showings and access
- [ ] Review photos, listing details and launch date

While active

- [ ] Keep the home show-ready
- [ ] Review feedback and market activity
- [ ] Stay flexible when qualified buyers ask to see it
- [ ] Revisit the plan when the evidence changes

Under contract

- [ ] Track every deadline
- [ ] Prepare for the inspection and appraisal
- [ ] Review repair requests in context
- [ ] Confirm movers, utilities, keys and handoff

Print this page and check things off as we go.

MEET YOUR REALTOR

Leslie Epperly



I am a Roanoke REALTOR® with Real Broker, LLC, and I have called the Roanoke Valley home for more than 30 years. I help sellers across the Roanoke Valley, Smith Mountain Lake, and many areas throughout Southwest Virginia. My goal is simple: a smooth sale, clear communication, and a home, not just a house, for the next owner.

"This is the second time we have used Leslie. She is an outstanding agent that got our house under contract while we were out of country for a month. We signed paperwork on line while she managed the details and negotiations in our absence. We are presently looking for another home with Leslie. I highly recommend Leslie Epperly."

Zillow review, bought and sold in Fincastle, 2026

"Leslie Epperly made buying in Roanoke a great experience. She ran interference with a few of the issues and had people to come assist and put my mind at ease. Everything was handled professionally and we always felt supported. Would definitely work with Leslie Epperly again."

Andrea Blake, Zillow review, bought and sold in Roanoke, 2025

YOUR NEXT STEP

Find out what your home is worth.

Start with a free home valuation. You will see how buyers may compare your home and what to do next.

leslieepperly.com/evaluation

Or call or text 540-314-3706 · LeslieEpperlyRealtor@gmail.com

Educational only. Not legal, tax, lending or financial advice.