

SELLER'S GUIDE

Your Straightforward Path to Selling Your
Home with The Orzolek Team

theorzolekteam.com



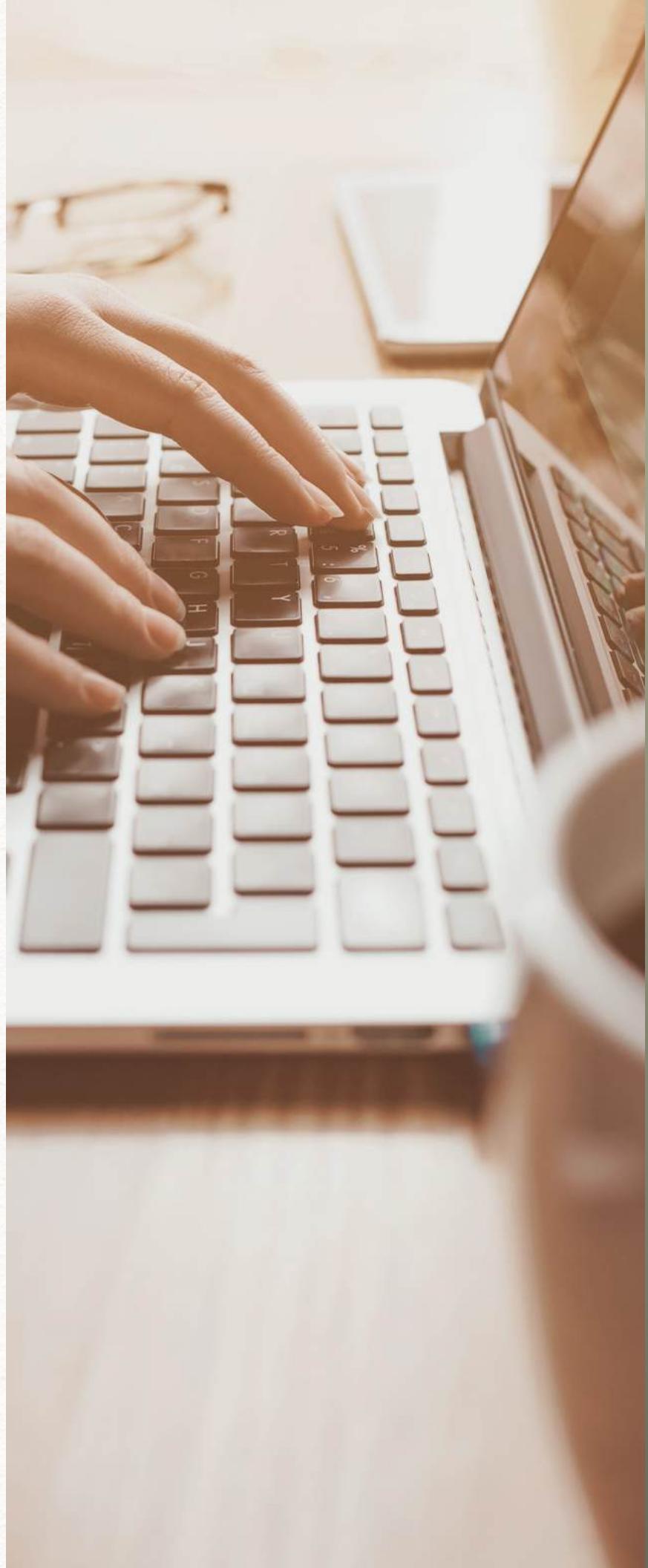
About Me

Hi, I'm Amanda Orzolek, Realtor® and founder of The Orzolek Team with The Land & Residential Connection.

I help homeowners across Central and Northeastern Pennsylvania — from Bloomsburg and Danville to Berwick, Lewisburg, and beyond — sell with confidence, strategy, and heart.

Selling your home can feel emotional, exciting, and sometimes overwhelming. My goal is to take the guesswork out of it. You'll have a clear plan, honest communication, and steady guidance from our first conversation through closing day (and beyond).

You've worked hard for your home — now it's my turn to work hard for you.





HOME BUYING Roadmap

Simple steps. Clear direction.

- Initial Consultation

We'll walk through your goals, timeline, and priorities so I can build a strategy tailored to your needs.

- Pricing Strategy

I'll run an in-depth market analysis to set a price that positions your home to attract the right buyers — and the best offers.

- Prepping Your Home

We'll talk through updates or staging tips that can boost your return without unnecessary stress or expense.

- Professional Marketing Launch

I handle photography, videography, online listings, social media campaigns, and everything needed to make your home stand out.

- Showings & Feedback

I'll coordinate every detail, manage appointments, and keep you updated on what buyers are saying.

- Offers & Negotiation

I'll present each offer clearly and guide you through negotiation — protecting your interests every step of the way.

- Under Contract

Once you've accepted an offer, I'll handle inspections, appraisals, and communication with all parties involved.

- Closing Day

Sign the papers, hand over the keys, and take a deep breath — you did it. Your next chapter starts here.

WHY WORK WITH a *listing* Agent



Selling a home isn't just about getting an offer — it's about getting the right offer.

When you list with me, you can expect:

- A pricing strategy rooted in data, not guesswork.
- Marketing that actually makes your home stand out.
- Negotiation that protects your profit.
- A clear plan for what happens before, during, and after the sale.
- A partner who keeps you informed and calm through every turn.

You don't have to figure it all out. That's what I'm here for.

UNDERSTANDING THE *Process*

- Market Analysis
We'll look at comparable sales, local trends, and buyer behavior to pinpoint your home's sweet spot — where it sells fast and strong.
- Listing Agreement
This document officially authorizes me to market your home and represent you. It outlines terms, price, and commission.
- Staging & Prep
A little effort here goes a long way. I'll help you decide what's worth tackling — and what's not — to make the best impression.
- Marketing & Exposure
From professional photos to online listings, ads, and video tours, your home will get the exposure it deserves.
- Showings
We'll coordinate schedules so buyers can easily view your home, while respecting your time and privacy.
- Offers
Once offers come in, I'll break them down line by line — price, contingencies, timelines, and terms — so you can make the best decision.
- Inspection & Appraisal
Buyers may request repairs or credits after inspection; I'll guide you through negotiations. Then the lender confirms the home's value through an appraisal.
- Closing
When everything checks out, we'll sign, transfer ownership, and celebrate your sale.

PREPARING TO SELL: *The Details That Matter*



- **Declutter & Refresh**
Less is more. Clear surfaces and open spaces help buyers picture themselves in your home.
- **Repairs & Touch-Ups**
Small fixes (paint, hardware, lighting) can make a big difference. I'll help you prioritize what's worth it.
- **Curb Appeal Counts**
First impressions matter — even small landscaping touches or a clean entryway can elevate the feel.
- **Staging**
You don't have to hire a designer. Sometimes it's just about rearranging furniture or adding light to make rooms feel larger and warmer.



PRICING *with Purpose*

Your home's value isn't about what you want for it — it's about what the market will support.

That's why I pair local expertise with real data to price your home strategically.

Price too high, and you lose momentum. Price too low, and you leave money on the table. We'll find the perfect balance that gets you seen, shown, and sold.



MARKETING *that Works*

Your home deserves more than a “For Sale” sign. My marketing plan is designed to meet buyers where they are — online, on social, and in your local market.

What's Included:

- Professional photography + video walkthroughs
- Listing across MLS, Zillow, Realtor.com, and social platforms
- Facebook and Google ad campaigns through Platform
- Branded feature sheets and signage
- Email marketing to my database of local and agent contacts
- Consistent communication so you know what's happening, always

Every home has a story — my job is to tell yours in a way that captures attention and drives offers.





CLOSING & WHAT *comes next*

The finish line is in sight — but I'll make sure nothing falls through the cracks along the way.

Before closing, we'll:

- Confirm all contingencies are met
- Coordinate move-out dates and final details
- Complete your final walkthrough with confidence

Once the papers are signed, I'll be right there celebrating with you — because every sale is the start of something new.

And just like my buyers, my sellers stay in the family. Whether you're moving across town or out of state, I'll be here for recommendations, referrals, and whatever comes next.

HOME PREP *Checklist*

- Declutter main living areas
- Deep clean kitchens & bathrooms
- Freshen paint or touch-ups
- Replace burnt-out bulbs
- Curb appeal updates
- Stage or style key rooms
- Professional photos scheduled
- Pre-listing repairs complete





Let's Make Your Move Seamless.

Selling your home doesn't have to feel chaotic. With a clear plan, honest communication, and someone who's done this a thousand times, you can rise above the ordinary — and actually enjoy the process.

You've got enough on your plate. Let me handle the details.



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