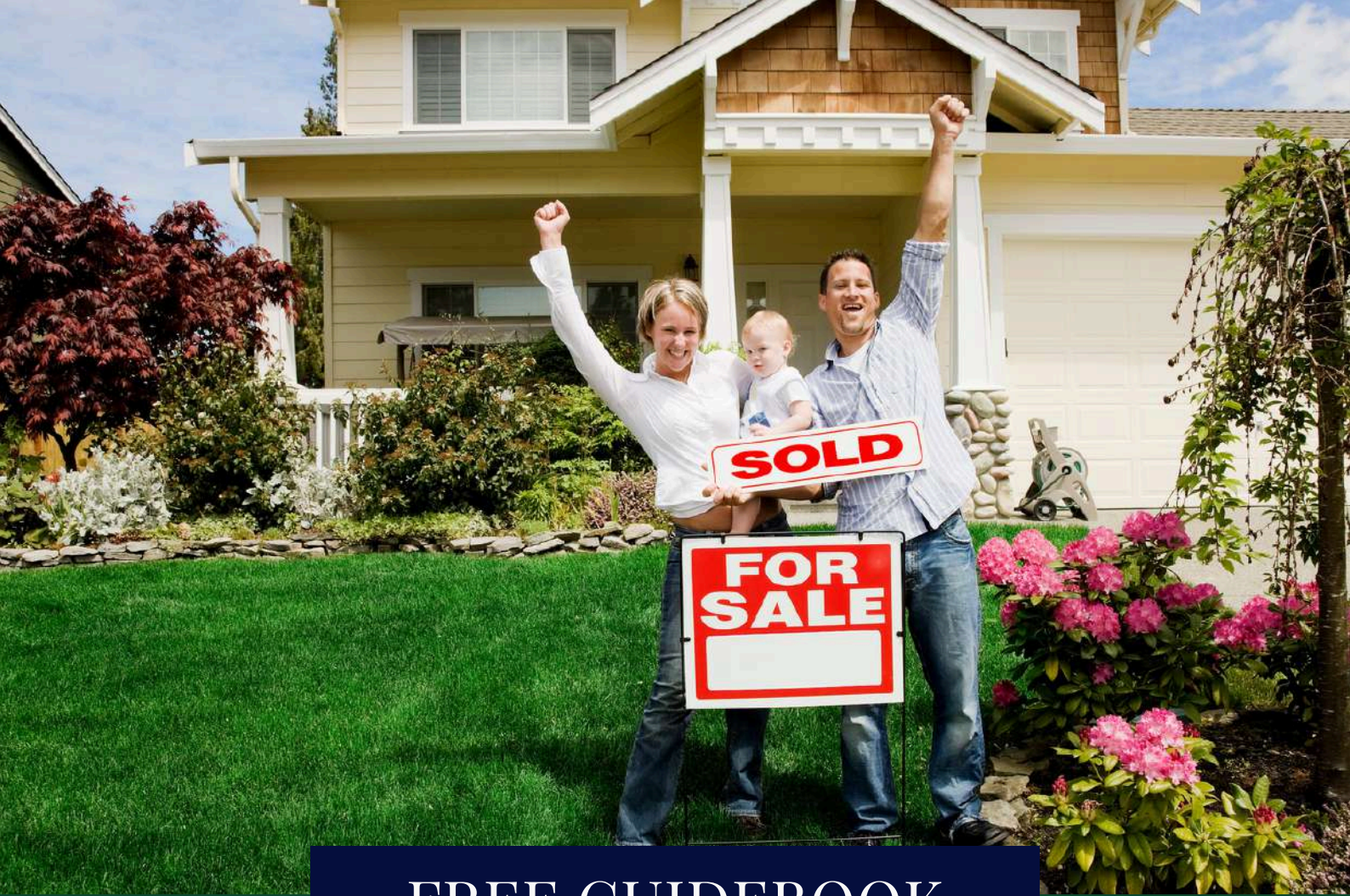




FREE GUIDEBOOK

HOW TO SELL YOUR HOME FOR TOP DOLLAR IN THE NRV & ROANOKE VALLEYS

Your step-by-step guide to a smooth and profitable home sale.



WELCOME TO WAGONER REALTY GROUP

Selling your home is one of the biggest financial and personal decisions you'll ever make.

At **Wagoner Realty Group**, we understand that it's not just about putting a "For Sale" sign in the yard — it's about presenting your home in the best light, reaching the right buyers, and negotiating the best possible outcome.

That's why we don't just list homes — we prepare, market, and guide you every step of the way.

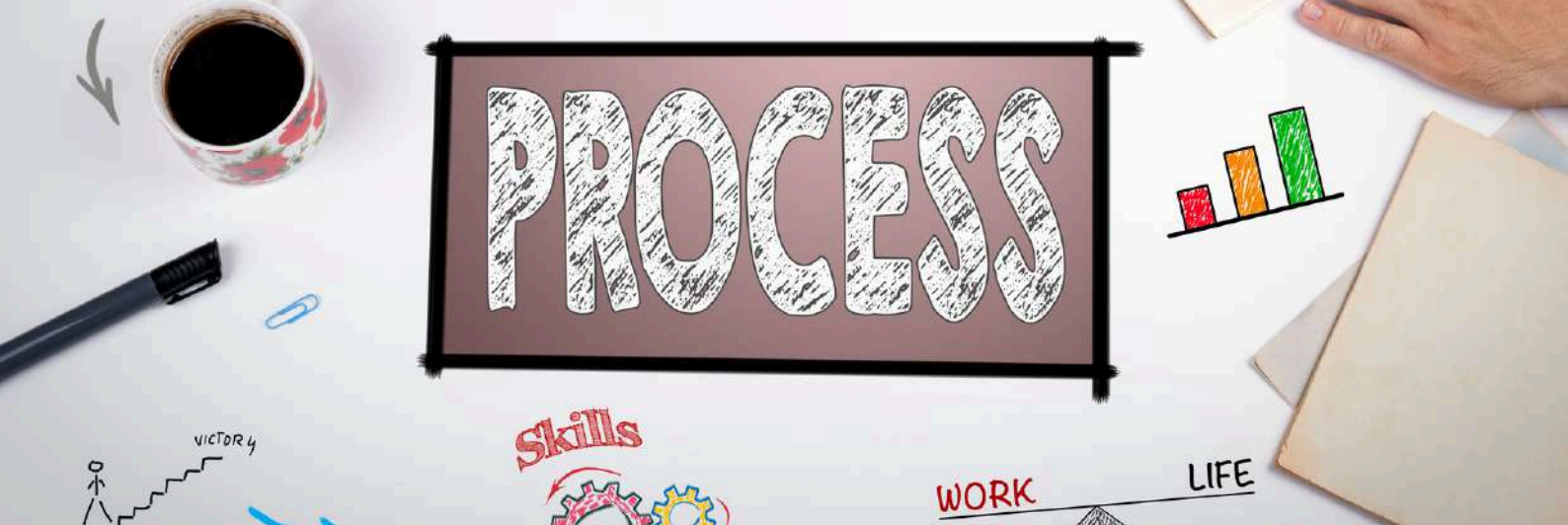
This guide is designed to show you exactly how to:

- The exact steps to selling your home from start to finish.
- How to boost curb appeal and make buyers fall in love at first sight.
- The pricing strategies that lead to faster, stronger offers.
- What to expect during showings, negotiations, and closing.

With the right preparation and guidance, selling your home in the New River or Roanoke Valleys can be smooth, stress-free, and rewarding.

Let's get started — and let's get your home sold for top dollar.





THE SELLING PROCESS: STEP BY STEP

01

HOME PREP & STAGING

Declutter, deep clean, make light updates, and highlight your home's best features. First impressions matter, and staging can help buyers visualize living there.

02

PRICING STRATEGY

We create a Comparative Market Analysis (CMA) to determine the ideal price — not too high to scare off buyers, and not too low to leave money on the table.

03

MARKETING LAUNCH

Your home is showcased through MLS, professional photography, video tours, social media campaigns, and open houses to generate buzz

04

SHOWINGS & FEEDBACK

We schedule and manage showings, gather buyer feedback, and make adjustments if needed to keep interest strong.

05

NEGOTIATIONS

Whether it's one offer or multiple, we guide you through the details so you can choose the best terms and maximize your profit.

06

CLOSING DAY

Finalize paperwork, grab the keys, and start the next chapter of your life in your new home!





BOOSTING CURB APPEAL

First impressions can make or break a sale. A well-kept exterior signals to buyers that the home is cared for and worth their attention.

Here are a few simple yet powerful ways to maximize curb appeal:

01

REFRESH YOUR LANDSCAPING

Fresh mulch, trimmed bushes, and a tidy lawn instantly give your home a polished look.

02

WASH AWAY THE GRIME

Pressure-wash siding, driveways, and walkways to brighten the exterior.

03

ADD SEASONAL TOUCHES

Flowerbeds in spring, lush grass in summer, and clean snow removal in winter all create a welcoming feel.

04

UPDATE THE ENTRYWAY

A freshly painted front door, new doormat, or modern house numbers make a big first impression.

05

KEEP IT SIMPLE & INVITING

Low-maintenance plants, subtle lighting, and clutter-free spaces help buyers focus on your home's best features.

Pro Tip: Many buyers form an opinion within the first 10 seconds of seeing your home — make those seconds count!



Home Prep & Staging Checklist

Preparing your home properly can make all the difference in attracting buyers and securing top offers. **Use this checklist as your roadmap:**

DECLUTTER & DEEP CLEAN

Remove excess items from every room, clear countertops, and organize closets so your home feels more spacious and welcoming.

NEUTRAL PAINT COLORS

Repaint bold or dated walls with light, neutral tones such as beige, soft gray, or off-white.

UPDATED LIGHTING & FIXTURES

Replace outdated or worn lighting, cabinet hardware, and faucets with modern styles.

KITCHEN & BATH REFRESH

Focus on small but high-impact improvements like re-caulking tubs, updating cabinet pulls, and installing a new backsplash or faucet.

LANDSCAPING TOUCH-UPS

Mow the lawn, trim bushes, and edge walkways to give your yard a clean finish.



Pricing Your Home Right

Setting the right price is one of the most important steps in selling. Overpricing can cause your home to sit on the market, while correct pricing attracts more buyers and competitive offers.

At **Wagoner Realty Group**, we use detailed market data and neighborhood trends to position your home for success.

Marketing Your Home

A great price needs great exposure. We market your property with professional photography, video tours, paid online ads, and boosted social posts.

Your listing also reaches buyers through MLS, local networking, and open house events — ensuring maximum visibility and interest.





What to Expect in Negotiations

Once offers start coming in, the negotiation stage begins. This is where having an experienced REALTOR® makes all the difference:

- **Inspections & Repairs** – Buyers may ask for fixes or credits; we guide you on what's fair.
- **Appraisal Contingencies** – If the home appraises low, we help find solutions to keep the deal alive.
- **Multiple Offers** – We help you choose the strongest offer; not just price, but the best terms.

Our goal is to help you maximize profit while ensuring a smooth, stress-free process.

Closing Process & Net Sheet

Selling your home ends with the closing table where all your hard work pays off. Here's what to expect:

- **Seller Costs:** You'll cover REALTOR® commission, transfer taxes, and some closing fees.
- **Net Sheet:** We provide an easy breakdown of your estimated profit after expenses so you know exactly what you'll take home.
- **Smooth Closing:** From inspections to paperwork, we keep the process simple and stress-free until the keys are handed over.

Our focus: clarity, confidence, and the best possible outcome for you.



Ready to Sell Your Home?

Selling your home in the New River & Roanoke Valleys doesn't have to be stressful. With the right strategy, it can be one of the most rewarding financial moves you'll ever make.

I'm here to guide you every step of the way — from preparing your home for the market to handing over the keys at closing.

Here's your next step:

- ✓ Schedule your free seller consultation.
- ✓ Let's review your home, pricing strategy, and market trends.
- ✓ Together, we'll create a plan to sell your home for top dollar.

Contact Travis Wagoner, REALTOR®

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