



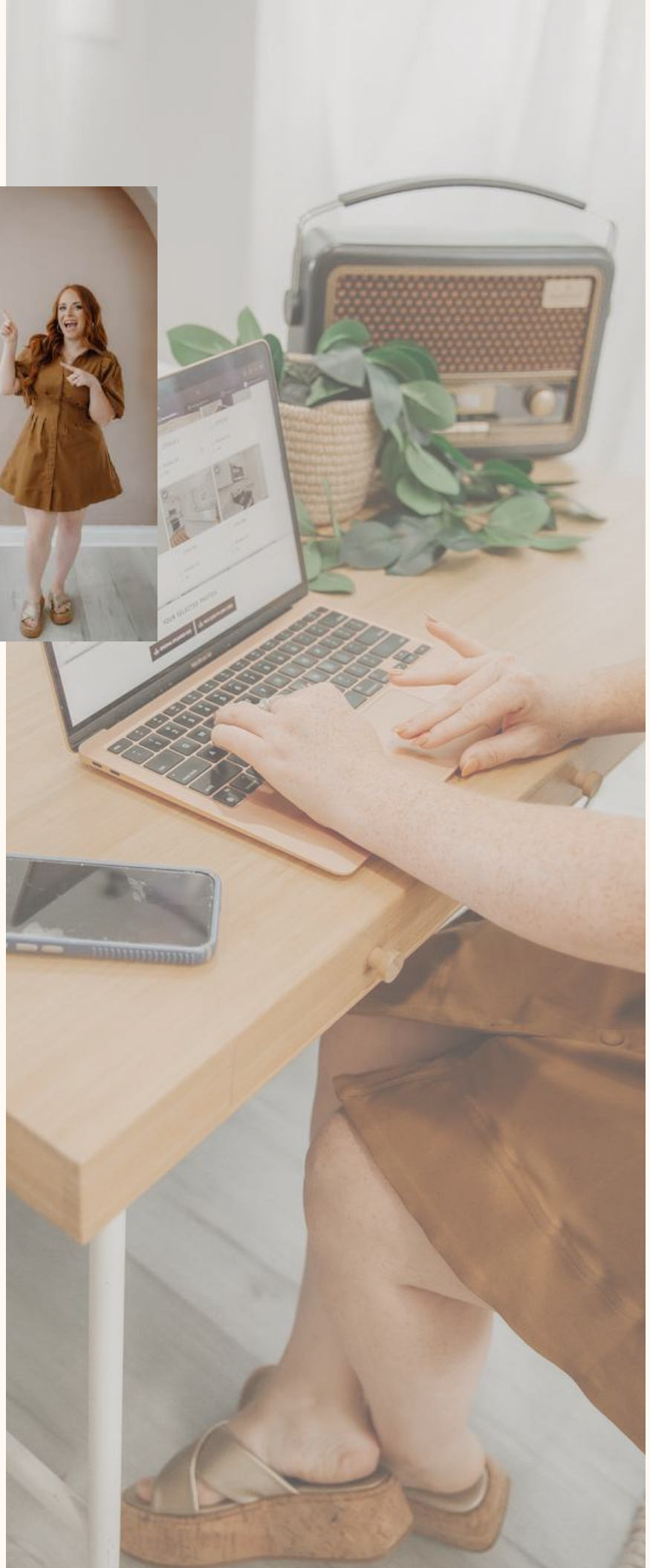
SELLER'S GUIDE

THE
HOWARD
HOME TEAM

PAINT THE TOWN *Teal*

With the right strategy,
a little staging magic, and a whole
lot of heart, we'll get your home
sold at the best price possible.

buysellwithabigail.com



About Me

Hi, I'm **Abigail Howard** with Real Broker and The Howard Home Team. I work with buyers, sellers, and investors across Camden, Florence, Darlington, and Hartsville. My joy is helping people step into new chapters of life with confidence — and building long-lasting relationships along the way.



Home Seller's ROADMAP

Find Your Agent

You don't have to figure this out alone. I'll guide you from start to finish.

Establish the Price

We'll set a smart, strategic price that attracts buyers and maximizes your return.

Prep + Stage Your Home

Less is more. Together we'll create a space buyers can picture themselves in.

Marketing with Maximum Impact

From photos to social media, I'll make sure your home gets the spotlight it deserves.

List Your Property

Your home goes live on the market and we'll paint the town teal with your listing.

Showings that Wow

Open doors, bright lights, and welcoming vibes. I'll help make every showing shine.

Offers + Negotiations

I'll handle the back-and-forth so you feel confident saying yes to the right deal.

Under Contract

We'll work through inspections, appraisals, and paperwork with no surprises, just progress.

Final Details

Time to pack, plan your move, and get excited for what's next.

Closing Day and Beyond

Sign the papers, hand over the keys, and celebrate your next chapter.

Finding Your Agent



Choosing a real estate partner is as important as choosing your next home. You deserve someone who is:

- **Experienced:** I know the market inside and out.
- **Honest:** You'll always get the truth from me, no fluff, no sugarcoating.
- **Fun:** This process is big, but that doesn't mean it has to be stressful.

Think of me as your knowledgeable neighbor who has your back every step of the way.

Pricing with Strategy



Listing Price

Pricing your home is both an art and a strategy. The right price attracts serious buyers and positions you for the best return.

If you price too high, buyers may pass and your home could sit on the market. If you price too low, you risk leaving money on the table. My job is to find that sweet spot a price that sparks interest, creates momentum, and ultimately gets you the results you deserve.

What Determines the Price?

When it comes to pricing your home, you have two smart options:

- **Hire a licensed appraiser** who will give you an independent analysis of your home and neighborhood.
- **Work with me** to compare your home to others recently sold in the area and strategize the best price.



Prepping and Staging

Buyers need to picture themselves living in your home. That means:

- Clear the clutter (less is more!)
- Neutralize the space so buyers see possibility, not distraction
- Add warm, welcoming touches that make the home feel loved

Pro tip: Professional photos are non-negotiable — they're the first impression buyers see online, and I cover this for all my sellers

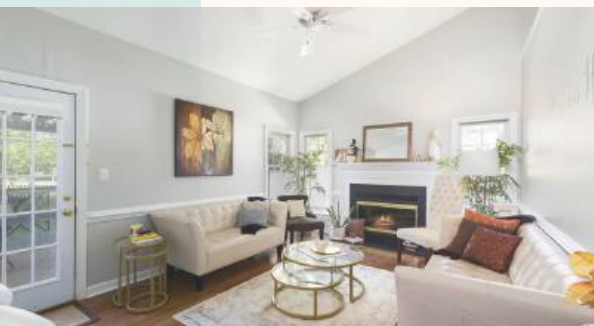


Marketing that Moves

Your home deserves more than a “For Sale” sign. I create a custom marketing plan that might include:

- High-quality photography + video tours
- Social media exposure (yes, we'll paint the town teal!)
- MLS + multi-platform listings for max visibility
- Targeted digital ads

The goal? Make sure the right buyers see your home, and fall in love with it.



Showings

Showings should feel like a home tour, not a hassle. I'll guide you on how to prepare (pets, lighting, last-minute tidy-ups), while I handle scheduling and buyer communication.

Showing Checklist

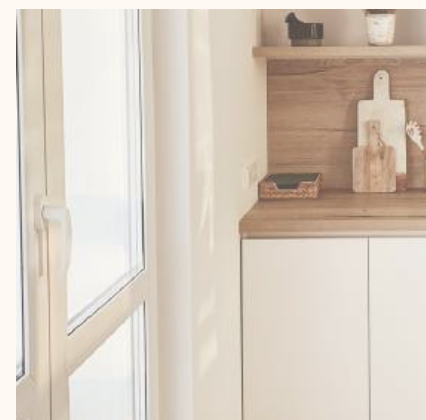


If You Only Have **Fifteen Minutes**

- Make the beds and fluff pillows so the rooms feel inviting
- Toss out any trash and empty garbage cans
- Wipe down countertops and put away dishes
- Pick up clutter and tuck away toys
- Turn on all indoor and outdoor lights for a bright, welcoming vibe

If You Have More Than an **Hour**

- Do everything on the 15-minute list
- Vacuum, sweep, and mop floors for a fresh feel
- Wipe down appliances, mirrors, and glass surfaces until they shine
- Fold or hang any visible clothing neatly
- Dust surfaces and touch-up any spots that need extra care



Offers and Negotiations



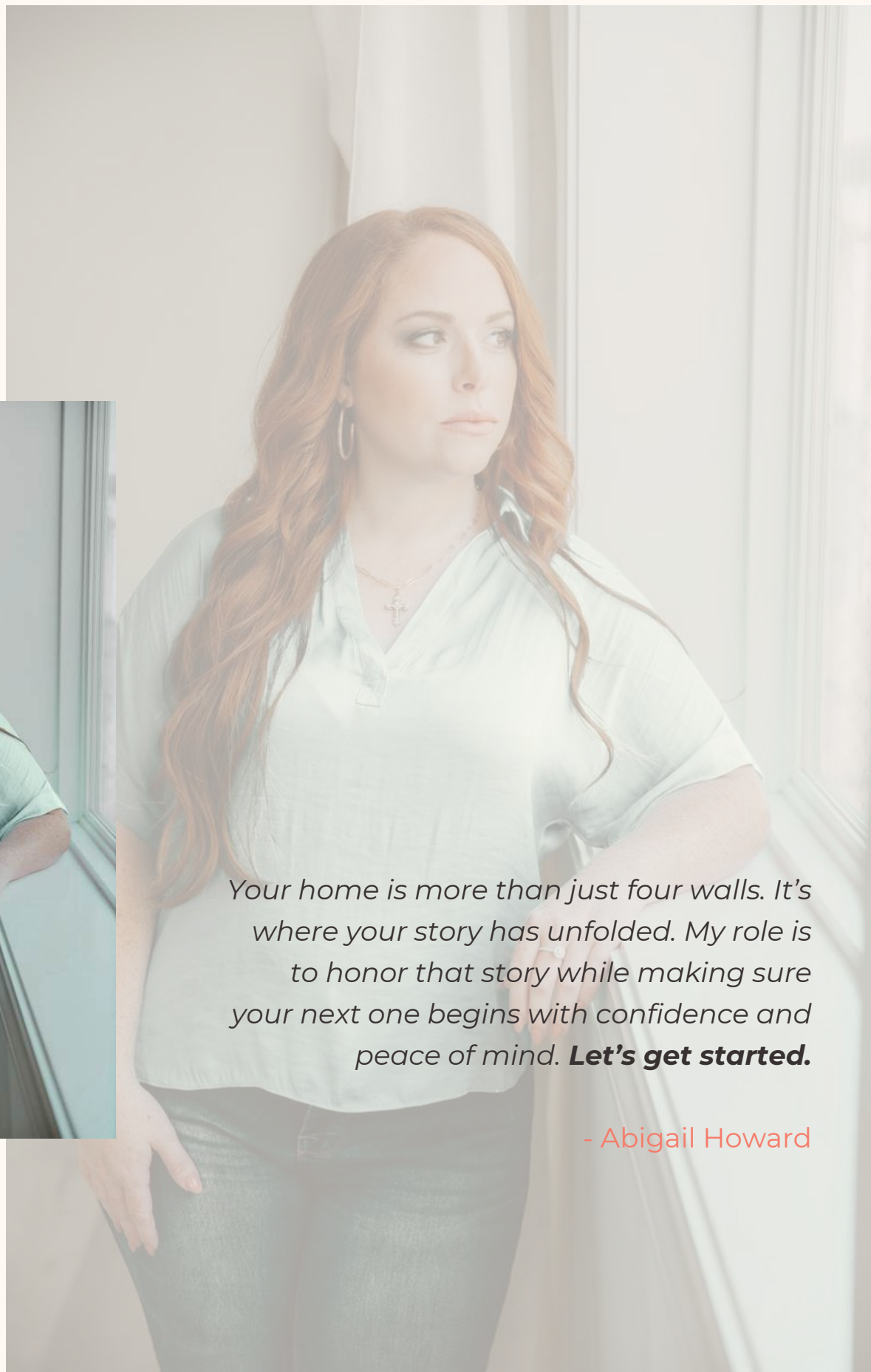
This is where **strategy meets skill**. My job is to fight for your best outcome while keeping the process simple and transparent. Whether it's one strong offer or multiple, I'll walk you through every step so you feel confident saying "yes."





Under Contract to Closing

From inspections to paperwork, I'm here to keep things moving smoothly. Hiccups may happen, but don't worry **I've got it covered.** When closing day arrives, all that's left to do is sign, celebrate, and start your new chapter.



*Your home is more than just four walls. It's where your story has unfolded. My role is to honor that story while making sure your next one begins with confidence and peace of mind. **Let's get started.***

- Abigail Howard



Abigail Howard

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