

HOME SELLER'S GUIDE



Amy Cuny | Bellator Real Estate | 251.709.4331



MEET YOUR TEAM



Amy Cuny

Associate Broker | Bellator Real Estate

✉ Amy@AmyCuny.com

Amy spent her whole life in this market. In 1998 she co-founded ARK Builders, a custom home building company named for her children — Andrew, Ronald Blake, and Kelsey. She was licensed in real estate in 2009, went on to found and run her own brokerage, and joined Bellator Real Estate in 2025.

Kelsey Perala

Marketing Coordinator | Transaction Assistant

✉ kelseyatthecoast@gmail.com

Her experience, resilience, and deep connection to Baldwin County shape the way she works with clients. She is passionate about helping others navigate the local real estate market with dedication, warmth, and trusted local insight.



BEFORE YOU LIST

Know Your Home's Value

Understanding your home's current market value is the first step.

- Value can be influenced by:
- Location & Neighborhood
- Size & Features
- Condition and Updates
- Recent Comparable Sales
- Current Competition

Don't assume the highest price is the best strategy. Pricing should reflect the market conditions and demand.

Prepare Your Home

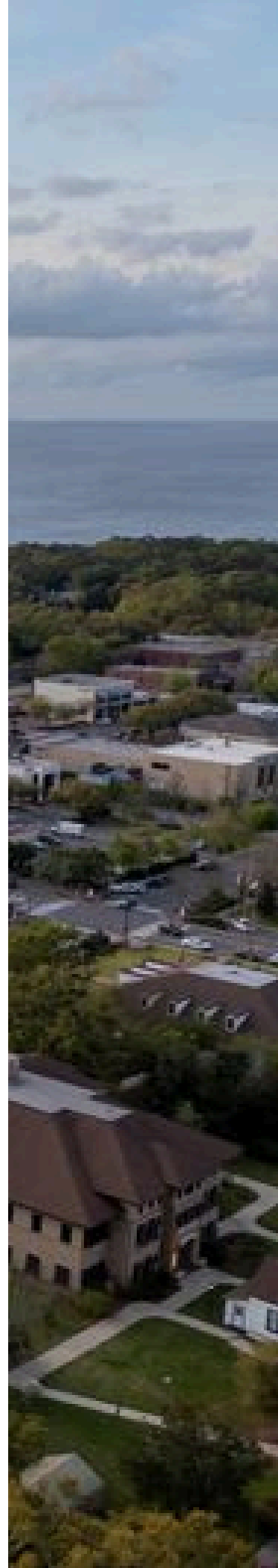
You're don't need a major renovation. Focus on improvements that make your home clean, welcoming and move-in ready.

- Start with decluttering and deep cleaning.
- Ask your agent what repairs are actually worth doing.
- Freshen up your exterior with landscaping and some touch up paint.

Make A Great First Impression

Most buyers will see your home online before they see it in person.

Photography is key. Staging and having a strong listing presentation can help your home stand out and encourage buyer to schedule a showing.





FROM LIST TO CLOSE

Market Your Home

Your home needs more than just an MLS listing.

A strong marketing strategy may include professional photography, MLS exposure, social media marketing, property showings and open houses, and targeted buyer outreach.

The goal is to create interest and connect your home with qualified buyers.

Understand Your Offers

When offers arrive, look beyond the purchase price.

Consider their financing, closing date, inspection and appraisal terms, contingencies, concessions, earnest money and more.

The strongest offer for your situation may depend on the complete terms, not just the highest number.

Get To Closing

After accepting an offer, there may be inspections, appraisal, negotiations, financing, and final preparations before closing.

Having an experience real estate profession guiding you through each step can help keep the process organized and moving forward.