

Your Quick-Start Seller Toolkit


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ATTN: REAL ESTATE AGENT

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Phase One.

The Essentials: What to Do Before Listing

Pre-market prep is not renovation. These simple steps create strong first impressions with zero cost.

Refresh the Entry

Clear the porch, sweep walkways, and tidy landscaping.

De-clutter a Few Key Areas

Focus on kitchen counters, bathroom vanities, and main living surfaces

Clean the Glass

Windows and glass doors inside + out to maximize natural light.

Light De-personalization

Remove personal photos and items so buyers can imagine themselves in the space.

What Influences Value in Atlanta

These factors can impact price more than upgrades:

Micro-Location

School zones, Belt Line access, parks, and walk-ability.

Light & Simple Updates

Modern light fixtures make a big impact at a very low cost.

Outdoor Living

Porches, decks, and patios should feel usable and inviting.

Phase Two.

Logistics & Timeline

Quick Document Prep

Having these ready can prevent delays later:

- Recent upgrades + dates
- HVAC/water heater service history
- HOA documents (if applicable)
- Survey (if available)

Solidify Your Plan Early

A simple plan reduces stress, here are a few options:

- Sell first + temporary stay after closing
- Buy first (bridge financing / tailored loan)
- Sell + lease-back for flexible timing

Your Timeline Shapes Your Strategy

If your goal is:

Fast Sale

Focus on presentation and pricing for strong early activity.

Maximum Price

Allow time for strategic updates and broader exposure.

Flexible Move

Plan ahead, make small improvements, and monitor the market.

