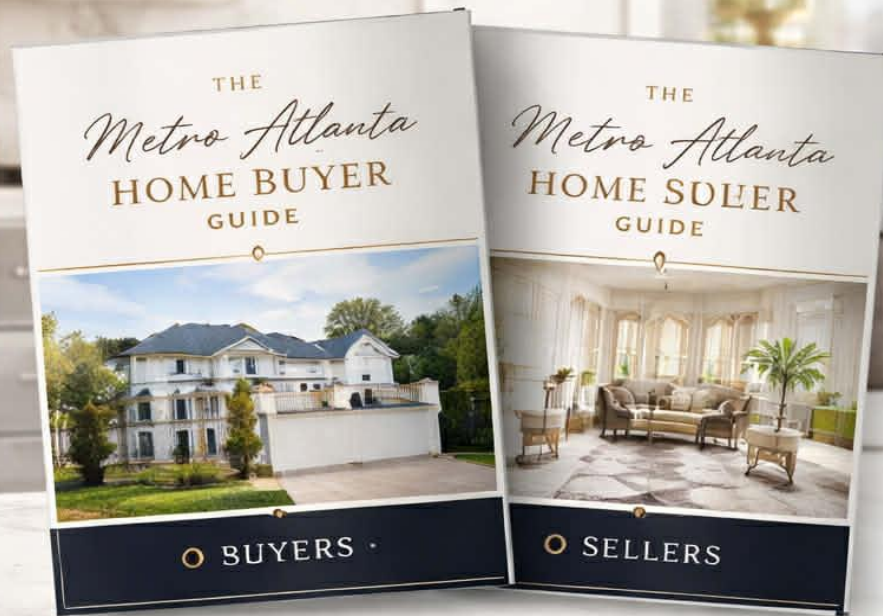


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Metro Atlanta REAL ESTATE GUIDES



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The Home Seller's Guide

Your Step-by-Step Guide to Selling Your Home for Maximum Value

With Shernitha Martin | Servicing Metro Atlanta

Selling your home is more than putting a sign in the yard — it's about strategy, timing, marketing, and negotiation.

With the right preparation and marketing plan, you can sell your home faster and for top dollar. This guide walks you through the complete process so you know exactly what to expect from listing to closing.

Step 1: Determine Your Selling Goals

Before listing your home, we start by identifying your goals and timeline.

Important questions to consider:

- Why are you selling?
- When do you need to move?
- What is your ideal selling price?
- Are you purchasing another home after selling?

Understanding your priorities allows me to create a custom selling strategy tailored to your situation.

Step 2: Understand Your Home's Market Value

Pricing your home correctly is one of the most important factors in a successful sale.

I provide a comparative market analysis (CMA) that evaluates:

- Recently sold homes

- Active competing listings
- Market demand in your area
- Neighborhood trends
- Property condition and upgrades

Correct pricing helps:

- ✓ Attract more buyers
- ✓ Generate stronger offers
- ✓ Reduce time on the market

Homes priced correctly often receive multiple offers in competitive markets like Metro Atlanta.

Step 3: Prepare Your Home for the Market

First impressions matter. Preparing your home can significantly increase buyer interest and offers.

Key preparation steps:

Declutter and Depersonalize

Remove excess furniture and personal items to help buyers visualize themselves in the space.

Deep Clean

A spotless home feels more valuable and move-in ready.

Minor Repairs

Fix small issues like:

- Leaky faucets
- Loose handles
- Scuffed walls
- Burnt-out light bulbs

Boost Curb Appeal

Your exterior creates the first impression.

Simple upgrades include:

- Fresh landscaping
- Pressure washing
- Painting the front door
- Clean walkways and driveways

Step 4: Professional Marketing Strategy

Today's buyers start their search online. Your home must stand out.

My marketing strategy includes:

- ✓ Professional photography
- ✓ Online listing exposure
- ✓ Social media promotion
- ✓ Targeted digital marketing
- ✓ Agent network exposure
- ✓ Open houses (when beneficial)

Your home will appear on major real estate platforms including:

- MLS
- Zillow
- Realtor.com
- Redfin
- Brokerage networks

This ensures maximum exposure to qualified buyers.

Step 5: Showings and Buyer Interest

Once your home is listed, buyers will begin scheduling showings.

Tips for successful showings:

- Keep the home clean and tidy
- Open curtains for natural light
- Remove pets when possible
- Leave the home during showings

The easier your home is to show, the more potential buyers will view it.

Step 6: Receiving and Negotiating Offers

When offers come in, we review several key factors beyond just the price.

Offer terms include:

- Purchase price
- Financing type
- Earnest money deposit
- Inspection period
- Closing timeline
- Contingencies

My role is to negotiate the strongest possible deal while protecting your interests.

Sometimes we may receive multiple offers, which allows us to leverage better terms.

Step 7: Inspection and Due Diligence

After accepting an offer, the buyer will typically schedule a home inspection.

The inspection may evaluate:

- Structural integrity
- Roof condition

- Plumbing systems
- Electrical systems
- HVAC systems

Depending on findings, buyers may request:

- Repairs
- Seller credits
- Price adjustments

We will review all requests and determine the best course of action.

Step 8: Appraisal

If the buyer is using financing, their lender will order an appraisal to confirm the home's value.

Possible outcomes:

- Appraisal matches purchase price
- Appraisal comes in higher
- Appraisal comes in lower (may require renegotiation)

As your agent, I guide you through this step to keep the transaction moving smoothly.

Step 9: Closing Preparation

As closing approaches, we prepare for the final transfer of ownership.

You may need to:

- Complete agreed repairs
- Provide documentation
- Schedule your move
- Transfer utilities

We will also review your estimated seller proceeds so you understand what to expect financially.

Step 10: Closing Day

On closing day, ownership of the property transfers to the buyer.

At closing:

- Final paperwork is signed
- Mortgage is paid off (if applicable)
- Closing costs are deducted
- Remaining proceeds are distributed to you

Congratulations — your home is officially sold!

Seller Costs to Expect

Typical seller expenses may include:

- Real estate commissions
- Closing attorney fees
- Title fees
- Transfer taxes
- Possible repair costs

I provide a net proceeds estimate before listing so you know exactly what to expect.

Why Work With Shernitha Martin

Selling your home requires more than just listing it online. It requires strategy, marketing expertise, and skilled negotiation.

When you work with me, you receive:

- ✓ Strategic home pricing
- ✓ High-impact marketing exposure
- ✓ Professional listing presentation
- ✓ Skilled negotiation to maximize your profit
- ✓ Local Metro Atlanta market expertise
- ✓ Dedicated guidance from listing to closing

My goal is to help you sell your home quickly, smoothly, and for the best possible price.


Ready to Sell Your Home?

If you're thinking about selling your home in Metro Atlanta, let's start with a complimentary home value consultation.

Shernitha Martin

Real Estate Professional

Servicing Metro Atlanta

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