Essential Guide for Selling Your Property

SELLER'S GUIDE

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ABOUT US

JuLeah Designs
REALTOR®

Hi there!

My name is [Name], and I am a passionate real estate agent who loves to help clients find their dream home. With my experience in the industry, I have developed a deep understanding of the local market and pride myself on my ability to provide top-notch service to my clients. My approach is centered around building strong relationships with my clients and getting to know their unique needs and preferences. I am dedicated to providing personalized attention, excellent communication, and a commitment to ensuring a smooth and stress-free transaction. I am honored to be a part of your home buying or selling journey and look forward to working with you!

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HOME SELLING PROCESS

1 FIND A REAL ESTATE AGENT

Look for a professional agent who knows your area well and has experience selling homes similar to yours.

2 SET A PRICE

Work with your agent to determine a price that's in line with the market value of your home.

3 STAGE YOUR HOME

Clean and declutter your home to make it more appealing to potential buyers. You may also want to make minor repairs and consider hiring a professional stager to help you optimize your space.

4 MARKET YOUR HOME

Your agent will also promote your home through advertising and networking.

5 LIST YOUR HOME

Once your home is ready to go, your real estate agent will list it on multiple websites and market it to potential buyers in your area. We provide professional photography and measuring.

6 SCHEDULE SHOWINGS

Keep your calendar open to accommodate potential buyers and make your home available for viewings. Be sure to keep it clean and presentable for each showing.

7 REVIEW OFFERS

As offers come in, work with your agent to review them and negotiate terms that are favorable to you.

8 SIGN A CONTRACT

Once you've accepted an offer, a legal contract is created between you and the buyer. At this point, the buyer will have a certain period of time to complete their due diligence (inspections, financing...).

9 FINALIZE DETAILS

As the closing date approaches, you'll need to prepare to move out and finalize any remaining paperwork. Your agent can guide you through this process and answer any questions you may have.

10 CLOSE THE SALE

Congratulations! You've sold your home. On the closing date, the buyer will provide payment, and you'll transfer ownership of the property to them.

One fact about selling a house is that the condition and appearance of the property can have a significant impact on its sale price and the amount of time it spends on the market. Homes that are well-maintained, clean, and staged tend to sell for more money and in a shorter amount of time than homes that are in poor condition or cluttered.

TERMS TO KNOW

LISTING AGREEMENT

A contract between the seller and the real estate agent, which outlines the terms and conditions of the agent's services to sell the property.

EQUITY

The difference between the current market value of the property and the outstanding mortgage balance.

APPRAISAL

An estimate of the value of the property performed by a licensed appraiser to determine its fair market value.

HOME INSPECTION

A detailed examination of the property by a licensed home inspector to identify any potential issues that could affect the sale or value of the property.

CONTINGENCY

A condition that must be met in order for the sale to proceed, such as the buyer obtaining financing or the completion of a satisfactory home inspection

OFFER

A proposal to buy a property, including the price and terms of the sale.

DUE DILIGENCE FEE

A negotiated fee giving the buyer the right to perform Due Diligence within a specific time period. NC & SC Due Diligence differ.

EARNEST MONEY

A deposit made by the buyer, held in escrow, to show their commitment to purchase a property.

CLOSING COSTS

Fees associated with the sale of the property, including title search, transfer taxes, attorney fees, and other expenses.

DISCLOSURE

The seller's obligation to disclose any known defects or issues with the property that could affect its value or safety.

TITLE

The legal right to own and sell the property, which is conveyed to the buyer at closing.

DEED

The legal document that transfers ownership of the property from the seller to the buyer.

UNDER CONTRACT

A stage in the sale process where the seller has accepted an offer, but the sale has not yet been finalized.

CLOSING

The final step in a real estate transaction where the buyer pays for the property and the seller transfers ownership.

10 STEPS TO SELL YOUR HOME

1. FIND A REAL ESTATE AGENT
2. SET A PRICE
3. STAGE YOUR HOME
4. MARKET YOUR HOME
5. LIST YOUR HOME
6. SCHEDULE SHOWINGS
7. REVIEW OFFERS
8. SIGN A CONTRACT
9. FINALIZE DETAILS
10. CLOSE THE SALE

LIKE WHAT YOU SEE?
There’s plenty more inside.

This preview gives you a look at the overall design, layout, and flow of the guide — but it’s only the beginning.

The complete Buyer or Seller Guide includes approximately 50 professionally designed pages, taking your clients through the buying or selling journey from start to finish.

Beyond the process overview you’ve seen here, the full guide dives deeper into each step of the process, giving your clients clear, helpful information about what to expect along the way.

Ready for the complete guide?