

SYNERGY

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SELLERS SUCCESS GUIDE

Everything you need to know before you sell your home

As you begin your journey toward selling your home, we want to give you a clear understanding of the process and what to expect once you're ready to list. While each sale is unique, here's a general overview of what's ahead. We encourage you to familiarize yourself with key real estate terms and reach out with any questions you may have along the way. Our goal is to guide you through every step of the selling process, ensuring you're confident and empowered to make the best decisions for you and your family. We're here to support you – every step of the way!

Hire the Right Team

The foundation of a successful home sale starts with choosing the right professionals. Our team is extensively experienced in real estate transactions and understands the local market with an impeccable proven track record. The right agent will provide insights on pricing, staging, and marketing strategies tailored to your home. They'll also help you navigate the complexities of the selling process, ensuring you achieve the best possible outcome.

Get Preapproved for Your New Mortgage Loan

If you're planning to purchase a new home after selling, it's crucial to get preapproved for a mortgage. This step clarifies your budget, helps streamline your transition, and prevents unexpected surprises. Work with a trusted lender to understand your financing options and secure your preapproval before listing your current home. Download our Homebuyer Guide for more valuable information.



Declutter and Simplify

A clean and organized home is more appealing to potential buyers. Begin by decluttering each room, focusing on removing personal items, excess furniture, and anything that distracts from the home's features. Simplifying your space not only makes it look larger but also helps buyers envision themselves living there. Consider donating, selling, or storing items you no longer need.

Deep Clean

A sparkling clean home creates a lasting impression. Dedicate time to thoroughly clean every corner of your property, from floors and windows to appliances and light fixtures. Don't forget areas like baseboards, ceiling fans, and grout. A professional cleaning service can be a worthwhile investment to ensure your home looks its best.

Start Packing

Packing early serves two purposes: it helps you get ahead of the moving process and allows you to declutter even further. Begin with non-essential items such as seasonal decorations, out-of-season clothing, and rarely used kitchenware. Neatly packed boxes can also signal to buyers that you're serious and ready to move.

Set a Target Date for Photos

High-quality photos are critical for showcasing your home online and attracting buyers. Work with your agent to schedule a professional photographer who can capture your home's best angles and features. Plan your deep cleaning and staging efforts to align with this date to ensure your home looks picture-perfect.

Choose a Go-Live Date for Your Listing

Decide on the optimal date to list your home on the MLS (Multiple Listing Service). Your agent can help you choose a timing strategy based on market trends and buyer activity in your area. Setting a clear timeline ensures that all preparations are completed and your home makes the best possible debut on the market.

By following these steps and working with the right team, you can confidently prepare your home for a successful sale. With attention to detail and strategic planning, you'll be well on your way to achieving your selling goals.

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THANK YOU!

Please feel free to contact us further with any additional questions and a member of our team will be happy to assist.



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