

# SELLER'S guide

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*About*



HELLO, I'M  
*Daniel*  
Your Atlanta  
Realtor & Market  
Expert!

*contact info*

*a little  
about me...*

Daniel Frankson is a real estate expert in the Atlanta, GA area who assists clients through the home selling, buying and investing process. With over ten years experience as a Realtor, Daniel has developed a deep understanding on how to successfully navigate through the purchase & sale process.

Despite his success to date on the sales side of the business, Daniel attributes his biggest accomplishment to being continuously recognized as a 5 Star business for customer service.



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# HOME SELLER'S *Roadmaps*

Use this roadmap as a quick overview of the selling process. If you have any questions, please reach out to your realtor!

1

## FIND AGENT

Find a great agent that you're comfortable working with

2

## PRICING

Work with your realtor to price your home competitively

3

## STAGING

Prepare your home for showings

6

## SHOWINGS

Be as flexible as possible to get the most potential buyers viewing your home

5

## LISTING

Your home is live and viewable by potential buyers

4

## MARKETING

Your realtor will ensure that your home is marketed across multiple platforms

7

## OFFERS

Your realtor will help you consider all offers presented and negotiate fairly

8

## UNDER CONTRACT

The contract becomes binding after you and the buyer agree on the contract terms

9

## FINAL DETAILS

Start packing and be prepared for delays

10

## CLOSING

Attend the closing meeting, transfer keys and celebrate!



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“

REAL ESTATE IS AN  
IMPERISHABLE ASSET, EVER  
INCREASING IN VALUE. IT IS THE  
MOST SOLID SECURITY THAT  
HUMAN INGENUITY HAS DEVISED.  
IT IS THE BASIS OF ALL SECURITY  
AND ABOUT THE ONLY  
INDESTRUCTIBLE SECURITY.

”

RUSSEL SAGE

A photograph of a white round table against a light-colored wall. On the table, there is a clear glass vase filled with white cotton branches and a small, gold-colored rectangular clock with a white face and black hands.

# 10 STEPS TO *selling a home*

- O1** FIND A GREAT AGENT
- O2** ESTABLISH A PRICE
- O3** PREPARE YOUR HOME
- O4** MARKETING
- O5** LISTING
- O6** SHOWINGS
- O7** OFFERS & NEGOTIATIONS
- O8** UNDER CONTRACT
- O9** FINAL DETAILS
- O10** CLOSING



Preparing  
to Sell

# 01 Find a great agent

A real estate agent is a huge asset to you as you go through the home-selling process. This is one of the biggest transactions of your life and you need a skilled professional guiding you through the process.

Your agent will be working with your best interests in mind and can help guide you through all the stages of selling your home.



## CONNECT YOUR HOME WITH PROSPECTIVE BUYERS

Agents often have access to information about homes going on the market before the public. They can expose your home to the largest potential audience.

## GET YOU MORE MONEY

Agents will be able to help you negotiate top dollar for your home.

## ATTENTION TO DETAIL

The process of selling a home requires a good deal of paperwork. Your real estate agent will help you fill out all documents and get them submitted properly.

## PROFESSIONAL NEGOTIATOR

Agents deal with any difficult conversations that need to happen. They will also help you consider offers and negotiate with the buyer on your behalf.

## EXPERT GUIDE

Realtors are there to help you with any questions you have along the way. They offer an objective opinion and can give you a much needed online presence.

# 02 Establish a Price

## Pricing your home competitively...

The listing price is one of the most important factors in a successful home sale. Many people tend to list too high and they either have to move greatly on the price or it takes much longer to get any offers. Your real estate agent should be an expert in what homes are selling for in your area. Lean on them to help guide you in setting the perfect starting price. Homes that are competitively priced have a much greater chance of selling in a timely manner.

## What determines the price?

Remember that your home is only worth what buyers are willing to pay. Your real estate agent will run a comparative marketing analysis (CMA) and provide you with a list of other houses that have sold recently in your area. This will help you see what homes of comparable size and condition to yours are going for in the current market.

You also have the option of having a home appraisal conducted to give you a better idea of the home's value.



# Prepare your home

There are many quick and inexpensive things you can do to increase the likeliness of selling.

Do a quick spruce up around the inside and outside of the home. Include things like decluttering, checking for leaky faucets and pulling weeds in the front yard.



When potential buyers are coming through your home, make sure to keep all valuables and personal information out of sight. Also remove any family photos and replace with art. You want the potential buyer to be able to imagine themselves living in the home.

## Home Staging tips...

- There are many levels of home staging to choose from based on your budget and the value of staging in your area. Whether you choose to DIY or hire a professional do your best to neutralize and depersonalize as much as possible to appeal to the widest range of potential buyers.
- You can increase your number of showings by allowing agents to use a lockbox instead of setting appointments. If you are setting appointments try to be as flexible as possible.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.

# Preparing Checklist

## Exterior

- Mow lawn
- Trim around walkways, trees and bushes
- Remove weeds from flowerbeds and mulch
- Remove flaking or peeling paint and repaint or stain
- Inspect driveway, sidewalks and foundation for cracks
- Keep the roof and gutters free of debris
- Wash all windows and window wells
- Ensure all lights are working and bright



## Interior

- Repaint in neutral colors that appeal to many styles
- Remove all clutter and personal photos
- Keep pets and their belongings out of sight
- Pair down on toys and keep them organized
- Create a warm, inviting space in each room



Finding a  
Buyer

# 04 Marketing



Once your home is ready to sell, the goal is to get it in front of as many buyers as possible. The best marketed homes have beautiful photos and compelling listing descriptions that draw in potential buyers.

## Marketing Tips

- Advertise across multiple channels
- Craft an enticing listing description
- Make a daily to-do list to keep things tidy
- Store all children and pet toys out of sight
- Try to be as flexible as possible
- Find a place for your pets during showings
- Don't miss an opportunity for your home to be seen.

# On Listing

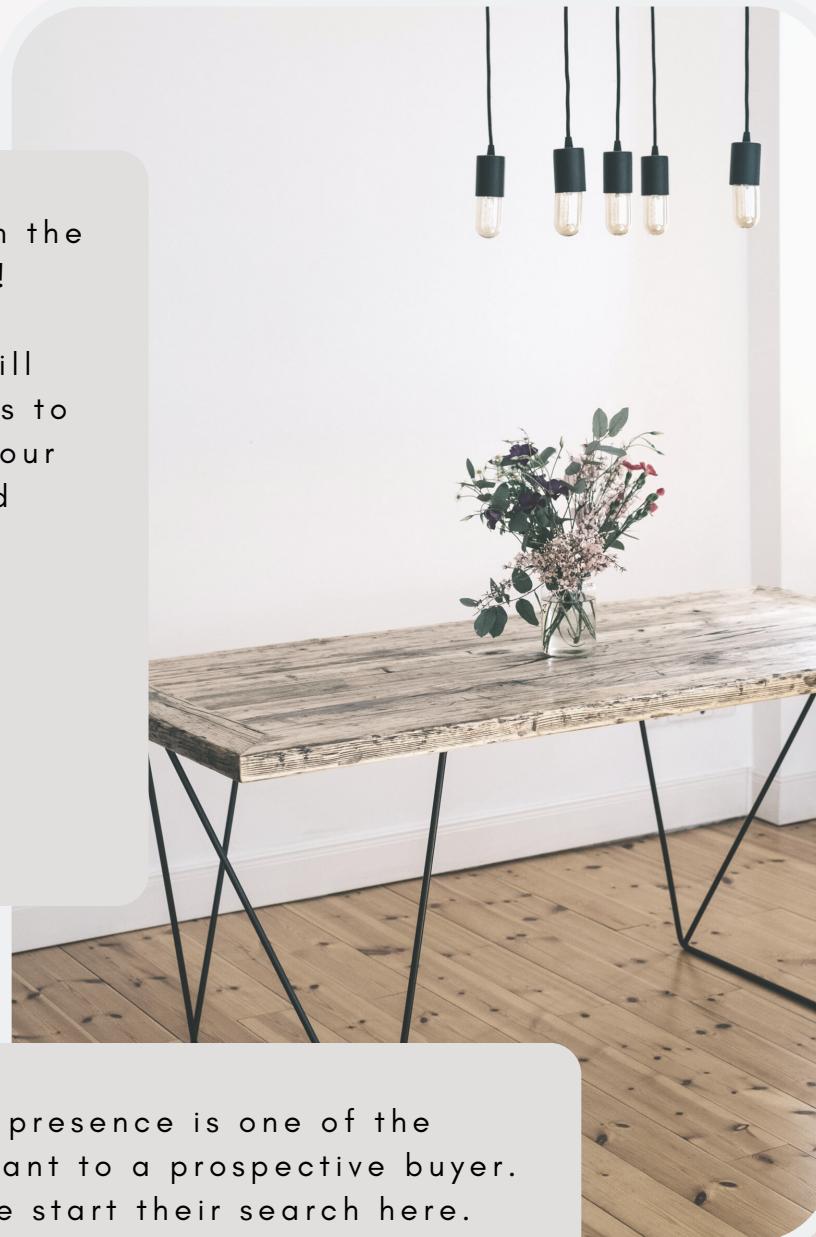
Your home is officially on the market - congratulations!

Your real estate agent will now use their connections to get the word out about your home to other agents and potential buyers.

A sign will be put in your front yard and all the marketing tools you discussed with be implemented.

Your online presence is one of the most important to a prospective buyer. Many people start their search here.

Having professional, well-lit photos will give you the upper edge of attracting your ideal buyer.



# 06 Showings



The most important thing to keep in mind while showing your home is flexibility.

Your real estate agent will set up private showings as well as an Open House to get as many potential buyers in your home as possible. Keep a daily to-do list so you're ready to leave at a moment's notice.

Make sure to find a place for your pets during showings. You want the potential buyer to be able to envision themselves living here and that can be difficult with a barking dog in the background.

# Showing Checklist

...if you have ten minutes

- Make all beds
- Put all clutter in a laundry basket, then take with you in the car
- Empty all garbage cans and take out trash
- Wipe down all countertops and put all dishes in dishwasher
- Put out your nice towels
- Pick up all toys and personal items
- Turn on all lights



...if you have an hour

- Do everything on the ten minute list above
- Vacuum all carpet and rugs
- Sweep all hard surface floors, mop if you have time
- Wipe down major appliances
- Wipe down all glass and mirrored surfaces
- Put away all laundry
- Quickly dust highly visible surfaces
- Sweep all hard surface floors, mop if you have time
- Set out an air freshener or freshly baked cookies



Final  
Steps

# Offers & negotiations



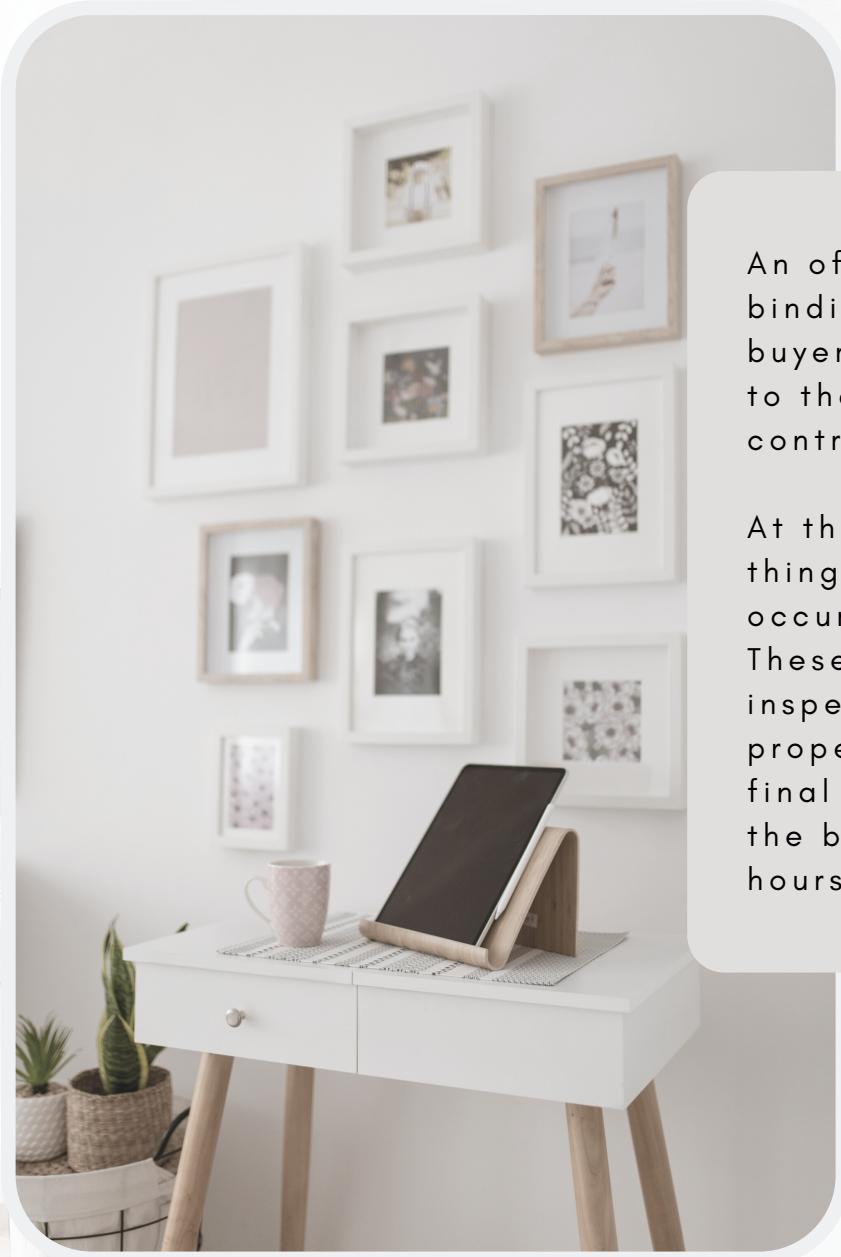
Depending on your market you may receive multiple offers if your home is priced right. Your real estate agent will be your best advocate at this point. They will help you review each offer and decide which is best for you.

Be sure to disclose any current issues you know of with the home. You don't want any legal issues creeping up later.

Be prepared to negotiate. When you receive an offer you have a few choices. You can accept the offer as it is, make a counter-offer or reject the offer altogether.

It can sometimes take a couple of counter-offers back and forth before an agreement is made on both sides.

# 08 Under Contract



An offer doesn't become binding until both the buyer and seller agree to the terms and sign a contract.

At this point, several things still need to occur before closing. These include...home inspection, title search, property survey and a final walk-through by the buyer within 24 hours of the closing.

# 09 Final Details



This is a great time to get started packing. Make sure to keep current on insurances. Also be prepared as delays can happen.

# 10 Closing

Closing is the final step in your home selling process.

During the closing, the deed is delivered to the buyer, the title is transferred, financing documents and title insurance policies are exchanged, and the agreed-on costs are paid.

Some of the final documents are signed. Keep in mind what you may be required to pay at closing including agent commissions, loan fees, title insurance charges and recording filing fees.

Congratulations on selling your home!

# Customer Testimonials



I have only great things to say about working with Daniel. He's trustworthy, diligent, knowledgeable, understanding, and an amazing communicator. Society needs more Daniels in real estate—in business period. Daniel has done such an amazing job with handling my real estate needs that I've also referred others to him that have sold multiple properties with his help. I'm so thankful that I have Daniel as my family realtor.

Dushawn Thomas



Daniel was the best professional I've worked with in any industry. He was prompt, informative, confident, and prepared. As a former commercial real estate professional myself, I appreciated how comfortable he made my wife feel in the home buying process. On the sell side he helped me dispose of an asset in a less than desirable neighborhood quicker than I needed to giving me adequate time to use profits for down payment on new home.

Adrian Collins



Daniel is dedicated to performing at an optimal dedication to benefit his client's best interests. His communication is impeccable ensuring that all aspects of the process is understood.

Eric Jackson

# notes



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