

# Seller's Guide



PAIGE MARTIN  
REAL ESTATE

# MEET YOUR AGENT



## Paige Martin REALTOR® NC/SC



As a Charlotte native and licensed Realtor® in both North and South Carolina, I bring over seven years of experience helping buyers navigate one of life's biggest milestones, purchasing a home. I'm passionate about guiding first time buyers and experienced homeowners alike through the process with clarity, confidence, and care. With deep knowledge of Charlotte's market, strong negotiation skills, and well established relationships with other agents across the region, I'm able to position my clients' offers competitively and advocate effectively on their behalf. I believe buying a home is more than a transaction, it's a life changing experience, and I truly measure my success by my clients' happiness. My goal is to ensure you feel confident, supported, and genuinely cared for from our first conversation to well beyond closing!



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# WHY WORK WITH ME

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## ✓ LOCAL EXPERTISE

As a seasoned real estate agent in the area, I possess extensive knowledge of the local market trends, neighborhoods, and property values.

## ✓ PROVEN TRACK RECORD

My past clients consistently praise my dedication, integrity, and results, providing testimonials and referrals that speak to my professionalism and expertise.

## ✓ PERSONALIZED MARKETING STRATEGY

I will create a tailored marketing plan specifically designed to highlight the unique features of your property and attract the right buyers.

## ✓ GREAT CONNECTIONS

I have built a strong network of industry professionals, including agents, lenders, inspectors, and contractors that can help with the selling process.

## ✓ STRONG NEGOTIATION SKILLS

With a proven track record of successful negotiations, I strive to secure the best possible deal for my clients, ensuring they receive top dollar for their property.

## ✓ ATTENTION TO DETAIL

From pre-listing advice to thorough property inspections, I pay close attention to every detail to ensure that the selling process is as smooth and stress-free as possible for my clients.

# HOME SELLER'S ROADMAP

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## Consultation

Schedule a meeting with me to discuss your goals, timeframe, and expectations.



## Home Valuation

We'll determine the optimal listing price by assessing market trends, comparable sales, and the unique features of your property.



## Preparation

Enhance your home's appeal through small repairs, decluttering, and staging to attract buyers.



## Listing Appointment

We'll discuss all the terms and conditions of your home sale.



## Marketing

Leverage a comprehensive marketing strategy to showcase your property to potential buyers through online platforms, traditional media, and open houses.



## Negotiation

We'll negotiate offers, ensuring you get the best possible deal while keeping the transaction smooth and transparent.



## Contract & Escrow

Once an agreement is reached, proceed to the contract phase. Escrow services will secure funds and facilitate the closing process.



## Closing

We'll finalize the sale by completing necessary paperwork, transferring ownership, and ensuring a seamless transition for both parties.

# THE PRE-LISTING PREPARATION

Preparing your home before putting it on the market is crucial to make a positive impression on potential buyers.

## MAKE NECESSARY REPAIRS

Fix any noticeable issues such as leaky faucets, squeaky doors, chipped paint, or damaged tiles. Address any major maintenance issues, such as roof repairs or HVAC system servicing, to reassure buyers of the home's structural integrity.

## HOME STAGING

Arrange furniture and decor in a way that showcases the home's best features and maximizes space. Pay attention to lighting, ensuring that each room is well-lit and inviting.

## DECLUTTER & DEPERSONALIZE

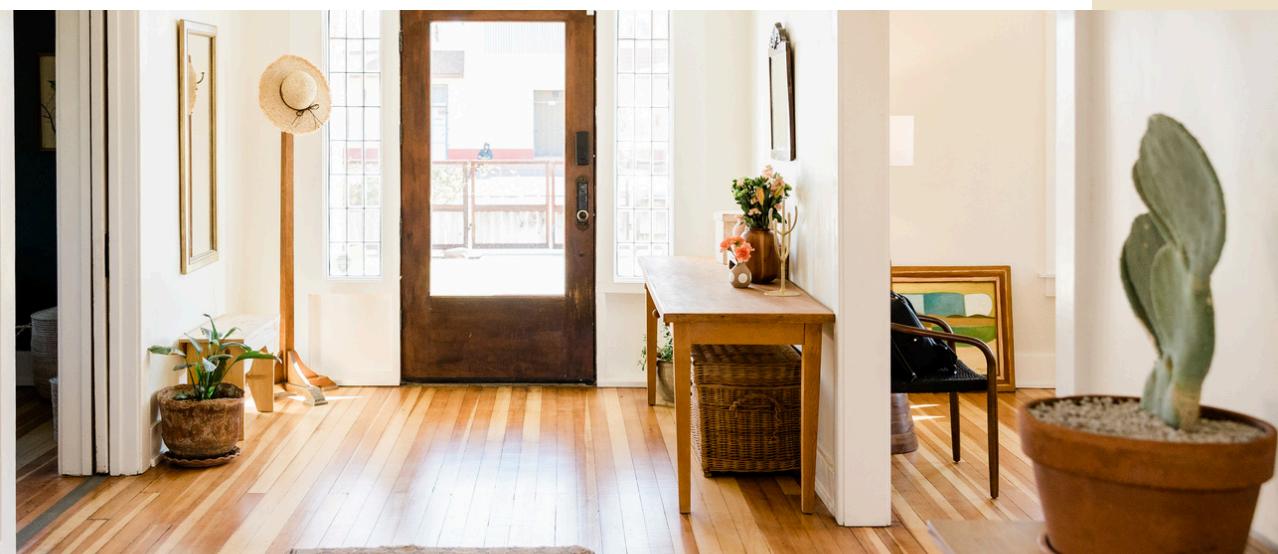
Remove personal items such as family photos, memorabilia, and other decorations that might distract potential buyers. Declutter all rooms, including closets and storage spaces, to make them appear more spacious and inviting.

## WELCOMING ATMOSPHERE

Before each showing, make sure home is clean, clutter-free and ready for home buyers. Open curtains or blinds to let in natural light and create a bright, welcoming atmosphere.

## DEEP CLEAN

Clean every surface in your home thoroughly, including floors, walls, windows, and fixtures. Pay special attention to kitchens and bathrooms, as these areas tend to accumulate grime and can greatly influence buyers' perceptions.



# PRE-LIST CHECKLIST

## KITCHEN

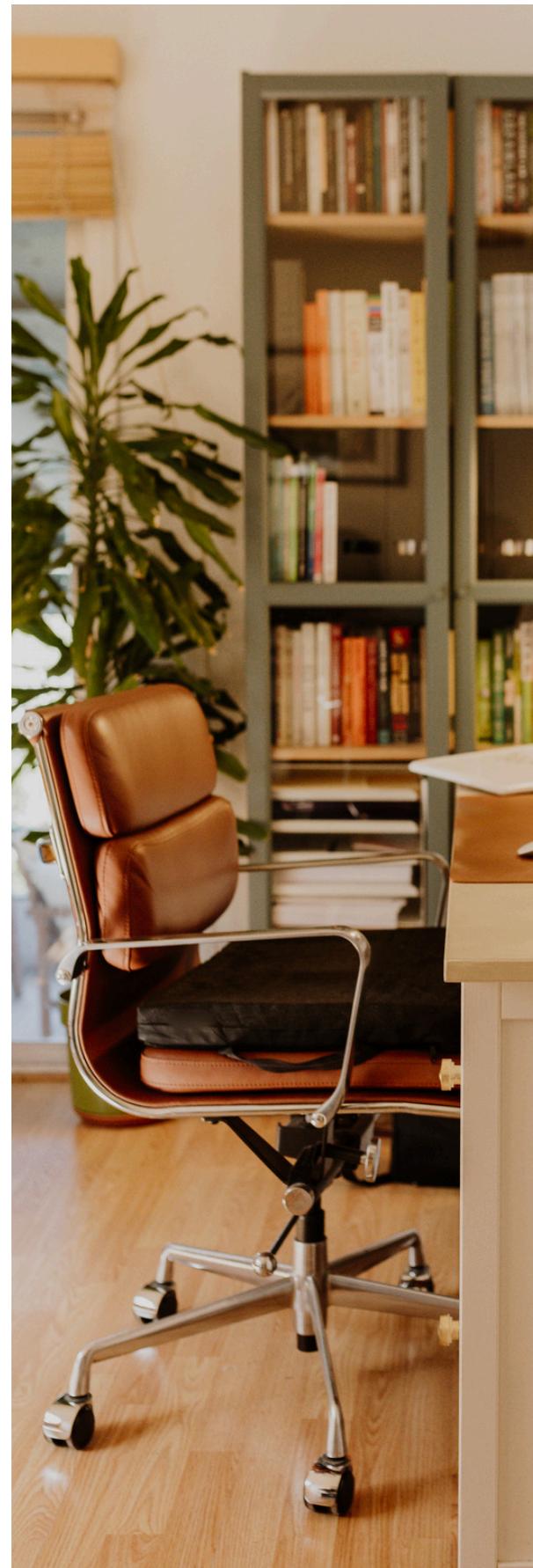
- Have all tile cleaned and grout repaired as needed
- Caulk around sink and seam between counter and backsplash as needed
- Remove wallpaper
- Re-paint walls and ceiling
- Clean cabinets and drawers thoroughly
- Replace door fronts if particularly dated
- Updated hardware
- Clean or update light fixtures
- Organize pantry
- Clean appliances inside and out
- Clean behind appliances

## LIVING ROOM

- Decorate with indoor plants
- Clean windows, blinds, and curtains
- Polish woodwork
- Eliminate excess furniture
- Depersonalize
- Paint walls and ceiling
- Clean ceiling fans

## DINING ROOM

- Professionally clean carpets and rugs
- Clean windows, blinds, and curtains
- Clean tables and chairs
- Declutter
- Decorate table with fresh flowers
- Clean light fixtures and replace bulbs





## BEDROOMS

- Clean carpets and rugs
- Clean windows, blinds, and curtains
- Paint walls and ceiling if needed
- Depersonalize
- Eliminate excess clutter
- Clean ceiling fans and replace light bulbs
- if needed

## BATHROOMS

- Have all tile cleaned and grout repaired as needed
- Caulk around sink and seam between counter and backsplash
- Remove wallpapers
- Paint walls and ceiling
- Clean all cabinets and drawers
- Update hardware and faucets
- Update light fixtures
- Remove personal items

## EXTERIOR

- Power wash exterior and all windows
- Enhance curb appeal
- Repair or replace fence if needed
- Throw away excess junk and garbage
- Clean driveway or mow the lawn

## GARAGE

- Organize and pack personal items
- Throw away excess junk and garbage
- Hang tools from hooks on the walls to
- maximize floor space and eliminate excess clutter

# THE STRATEGY

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## PRICING STRATEGY

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at many homes and quickly get a feel for the price range that homes sell for in a given condition and location.

## PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is important that the photos of your home are of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

## PROFESSIONAL HOME STAGING

To make sure your home is shown in the best light to buyers, consider professional home staging. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

# THE ART OF HOME STAGING

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Staging a home can have numerous benefits when selling. When it comes to moving to a new home and selling your current one, the ultimate goal is to create a space where buyers envision themselves living in it. By highlighting the potential of a property and forming an inviting atmosphere, home staging has demonstrated its ability to attract more potential buyers, encourage higher offers, and expedite home sales.



## ADVANTAGES OF STAGING

- ✓ LESS TIME ON THE MARKET
- ✓ HIGHLIGHTS THE BEST FEATURES OF THE HOME
- ✓ INCREASED SALE PRICE
- ✓ DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- ✓ DEMONSTRATES THE HOMES FULL POTENTIAL

STAGED HOMES  
CAN SELL UP TO 5%  
TO 23% OVER THE  
LISTING PRICE

# REAL ESTATE PHOTOGRAPHY



Having professional photos of a home is imperative in the selling process. High-quality photos can showcase the home's best features, attract more potential buyers, and ultimately lead to a quicker sale at a higher price point. Most buyers are finding their homes online and photos are the first impression of your home. As your agent, I will ensure that your home will be shown in its best light.

## *Advantages of Professional Photography:*

Real estate listings that include professional photography sell 32% faster.

Property listings featuring high dynamic range (HDR) photos sell 50% faster and increase online views by 118%.

Homes with professional photography get 61% more views than those without them.

# AERIAL PHOTOGRAPHY

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Using aerial photography can help potential buyers gain a better understanding of how a home is oriented within a neighborhood and show a home's proximity to nearby attractions—details that are especially important to buyers who aren't familiar with an area. Drone images also draw more attention to listings and attract potential buyers.

## *Advantages of Aerial Photos:*

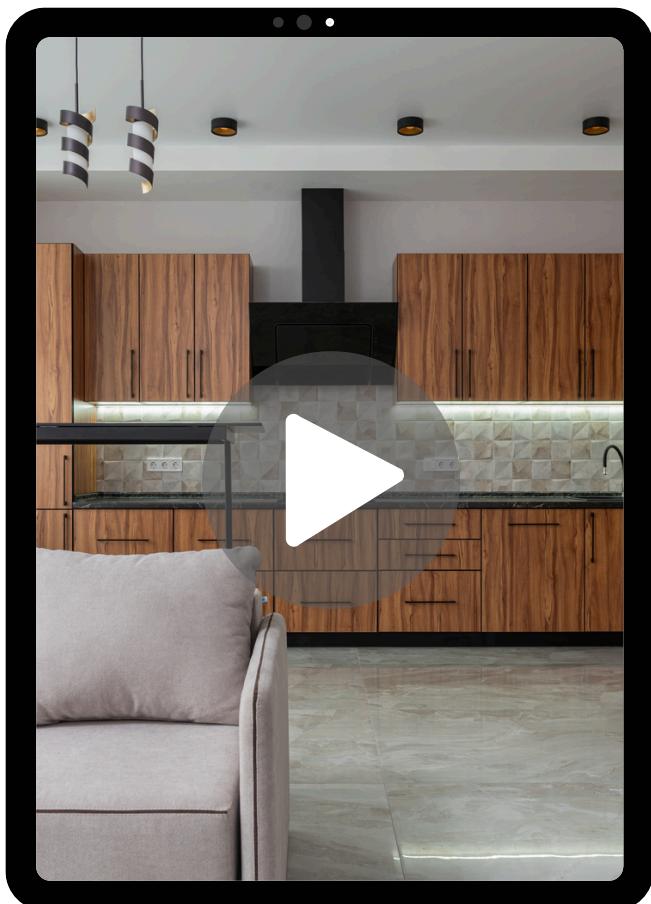
- ✓ Homes with aerial photos sell 68% faster.
- ✓ Shows potential buyers the condition of the roof and other exterior features.
- ✓ Provides views of the entire property and the surrounding areas.

# VIDEOPHOTOGRAPHY

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Videos provide a dynamic and engaging way to showcase properties, highlighting their best features, layout, and atmosphere. High-quality videography can capture the essence of a property more vividly than static images.

## *Advantages Professional Videography*



Can save time for both buyers and sellers by providing a detailed first impression of the property

By seeing the property in motion, buyers can get a more accurate representation of what to expect

Listings with video tours are more likely to be clicked on and viewed

# MARKETING STRATEGY

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## SOCIAL MEDIA MARKETING

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and all of our social media pages.

## OPEN HOUSES

Another effective way to market your property is through Open Houses. This allows potential buyers to view and explore the property. This can lead to more interest and potentially multiple offers. Most successful Open House occur on the weekends, during the day (between 11 am to 5 pm)

## PROPERTY FLYERS & BROCHURES

These help potential buyers remember the key items and unique features of your home.





# MARKETING STRATEGY

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## NETWORKING

Having an agent with a massive network is key for a successful home sale.

## SHOWINGS

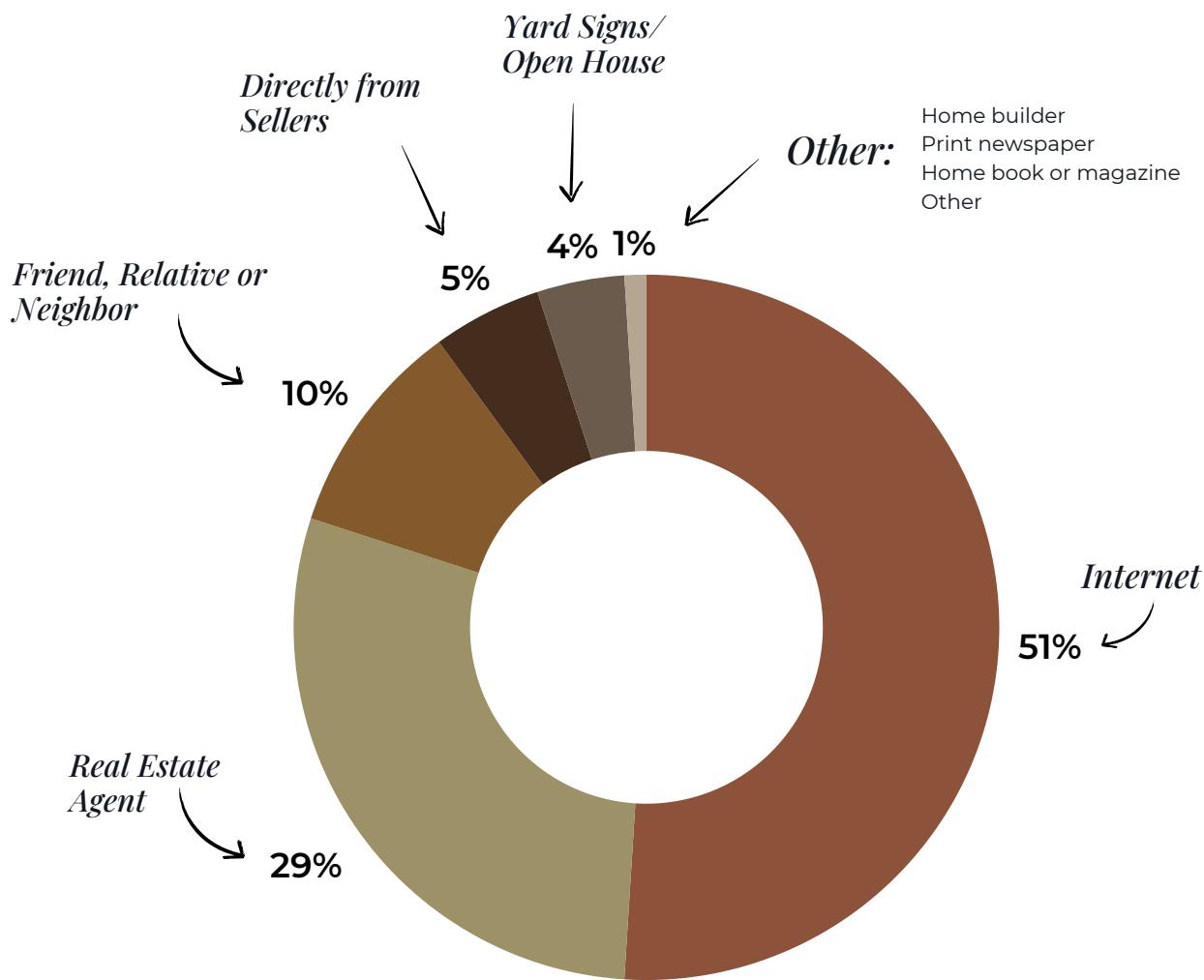
When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't provided, I will follow up with those agents requesting their feedback within 24 hours.

## EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

## YARD SIGNS

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.



## WHERE DO BUYERS FIND THEIR HOME?

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An effective marketing strategy is crucial when selling a home, especially in today's digital age where approximately 51% of home buyers initiate their search on the internet. The significance of a well-executed marketing plan extends beyond merely showcasing the property; it plays a pivotal role in attracting potential buyers, creating a positive first impression, and ultimately maximizing the sale price.

# MAXIMUM EXPOSURE

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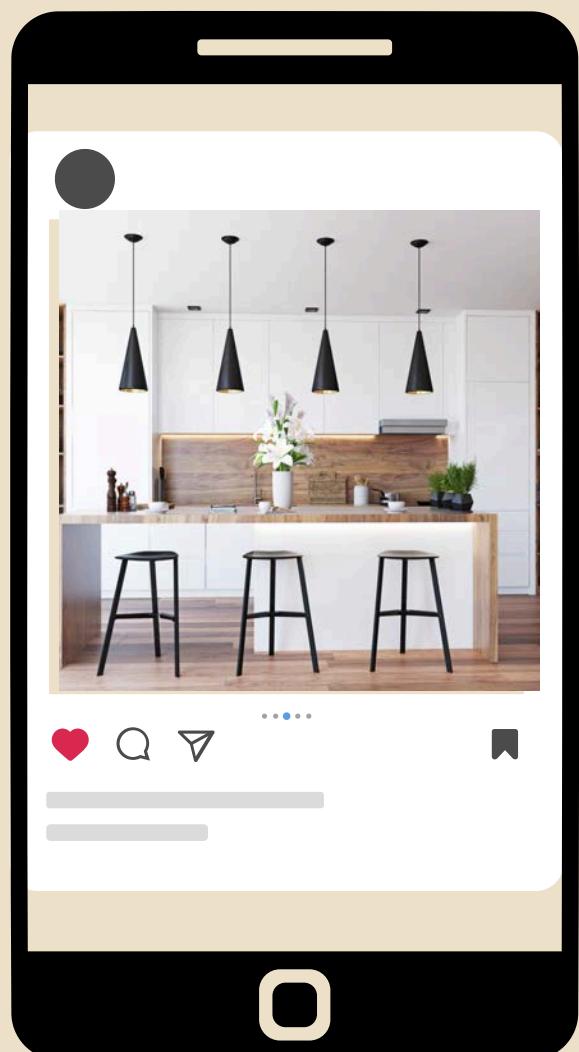
Maximizing your property's exposure on various social media platforms (apart from listing your home on the MLS) requires a strategic approach aimed at engaging potential buyers and generating interest. Here's a comprehensive plan to achieve this:

## RUN TARGETED ADS

I will utilize social media advertising to target specific demographics, interests, and locations relevant to your property. Platforms like Facebook Ads and Instagram Ads offer advanced targeting options to reach potential buyers who are likely to be interested in your listing.

## CREATE COMPELLING VISUAL CONTENT

I will invest in professional photography and videography to showcase the property in the best light. High-resolution images and videos attract more attention on social media platforms.



# ATTRACTING BUYERS

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These strategies are sure to grab motivated buyers attention.



## Seller Contributions

The seller provides financial assistance to the buyer, typically in the form of covering a portion of the buyer's closing costs or other expenses related to the property purchase.



## Seller-Funded Permanent Buydown

The seller contributes upfront funds to reduce the borrower's mortgage interest rate over the life of the loan, resulting in lower monthly payments for the buyer.



## Seller-Funded Temporary Buydown

The seller provides upfront funds to temporarily lower the borrower's mortgage interest rate during the initial years of the loan, leading to reduced monthly payments for the buyer during that specified period.



## Assumable Mortgage

An assumable mortgage allows a buyer to take over the existing mortgage terms and payments from the seller.

# OFFERS & NEGOTIATIONS

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors to consider:

## CONTINGENCIES

The fewer contingencies on an offer the better. Shorter time periods are also valuable.

## ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about the bank approving the loan.

## PRE-APPROVAL

Assures a home seller that the buyer can get the loan they need.

## LOAN TYPE

A conventional loan is often the least complicated. This is an appealing choice for sellers. FHA & VA loans are more stringent with the appraisal requirements

## OFFER PRICE

Of course, price matters too! If a high offer will cost you more in closing costs, repairs, or other factors—then it probably won't be the best offer for you.

## REPAIR REQUESTS

If your home is "turn key" or recently remodeled, there may be little to no repair requests. Some repairs can be expensive. It's important to know what is best for you.

## CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs or some specific closing costs.

## CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend the closing date to allow time for your next home to be ready. So choose the offer with the closing time that fits your needs.



# REASONS SELLERS WANT A BUYER REPRESENTED BY A PROFESSIONAL REAL ESTATE AGENT



**1**

The buyer's agent has undergone fingerprinting and background checks.

**2**

They act as an intermediary to help the seller and buyer agree and close the transaction.

**3**

They ensure the seller's home is safeguarded during showings.

**4**

They ensure the buyer is qualified to purchase the home.

**5**

They ensure the buyer has the cash available for down payment and closing costs.

**6**

They provide feedback to the seller regarding price and condition to help sell the home.

**7**

They provide a list of professional vendors to keep the transaction smooth.

**8**

They guide the buyer through all steps from inspection to closing.

**9**

They use promulgated forms, where available, to protect all parties.

# INSPECTIONS

Potential home buyers often hire home inspectors to visit a property and produce a written report that details its condition, including any necessary or recommended repairs, maintenance concerns, and any other potentially costly or hazardous issues. The home inspector will assess the physical structure of the home, from the foundation to the roof and the home's systems. This assessment will determine whether the home is up to current housing codes.

## What is included?

HEATING & COOLING	ATTACHED GARAGES	DRAINAGE	STRUCTURE
PLUMBING	WALLS	WINDOWS & LIGHTING	ROOF & COMPONENTS
BASEMENT	DOORS	APPLIANCES (LIMITED)	EXTERIOR & SIDING
FOUNDATION	ATTIC & INSULATION	GRADING	ELECTRICAL

## FAQs

### INSPECTION TIME FRAME

Typically, inspections will need to be scheduled ASAP to stay within the usual 14-21 day inspection period. There may be some lag time in obtaining the actual report.

### POSSIBLE OUTCOMES

A home inspection may reveal potential and necessary repairs. If a lender is involved in the transaction, this may affect funding.

### COSTS

There is usually no cost to the seller with a general home inspection. The buyer will hire a home inspection company of their choice.

### COMMON PROBLEMS COULD BE

Outdated electrical, leaky plumbing, mold, structural cracks, foundation issues, heating/cooling system defects, roof problems, and more.



### UPON COMPLETION:

BUYER CAN ACCEPT  
AS IS

BUYER CAN OFFER TO  
RENEGOTIATE

BUYER CAN CANCEL  
CONTRACT

# APPRAISAL

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If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is in fact worth the loan amount. As a seller, we want the property to appraise for at least the sale amount or more as it is very difficult to successfully contest an appraisal.

## POSSIBLE OUTCOMES

### IF APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Request buyer to cover the difference & renegotiate terms
- Cancel, & re-list
- Review any back-up offers, & possible cash offers

### IF APPRAISAL COMES IN AT OR ABOVE SALE PRICE

- We are in the clear and a step closer to closing!



# SCHEDULE YOUR MOVE

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Planning and scheduling your move is the key to making the process as smooth as possible. This checklist outlines the things that will need to be arranged before arriving at your new home.

## **Create a Moving Binder:**

Keep all important documents related to the move in one place.

## **Research Moving Companies:**

Get quotes from reputable moving companies. Check reviews and credentials.

## **Declutter:**

Sort and purge items you don't need. Donate or sell unneeded belongings.

## **Create a Budget:**

Estimate moving costs, including supplies and services.

## **Notify Important Parties:**

Inform utility companies, schools, and relevant institutions of your upcoming move.

## **Gather Packing Supplies:**

Purchase or collect boxes, tape, bubble wrap, and other packing materials.

## **Start Packing:**

Begin packing non-essential items. Label boxes with contents and destination room.

## **Notify Change of Address:**

Update your address with the post office, banks, subscriptions, and government agencies.



# CLOSING DAY

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## WHAT TO EXPECT?

Closing is the point in the transaction when the buyer, seller, and all participating parties have fulfilled their legal obligations to one another. The escrow officer will look over the contract to determine what payments are owed by who, prepare documents for closing, perform the closing, & make sure all payoffs are completed. Make sure to keep copies of all closing documents.

## FINAL WALKTHROUGH

Buyers will do a final walk through of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour.

## WHAT TO BRING

Make sure to bring these to closing:

- A government Issued ID
- House keys
- Garage door openers
- Mailbox keys & any other spare keys

## CLOSING COSTS

The closing costs for a seller can range from 2-5% of the sale price of the home. Common closing costs for a seller include:

- Title insurance
- Transfer taxes
- Property taxes
- Real Estate Agent Commission



# TESTIMONIALS



**Paige is truly the best in the real estate business. She is honest, knowledgeable, ethical, and passionate about helping her clients find their dream home. She has helped us find our dream home twice! Through it all she has tirelessly scoured numerous real estate listings, poured over inspections reports, legal contracts, financial paperwork, and closing documents. Paige has helped us sell our house 3 times, host open houses during our sales, negotiate with both buyer's and seller's agents, and so much more. She will move mountains to ensure her clients get what they want and are satisfied all while helping them remain calm, smiling, and happy throughout an arduous home buying and selling process. We are so very thankful to have Paige as our realtor and to now call her a friend. Thank you for everything, Paige!**

~ Anthony Badillo

**We had an amazing experience selling our home in Charlotte. NC. It was a seamless event. Paige was so professional, positive, and upbeat. If we ran into a bump in the road, she kept our heads up and always had a smile on her face. We felt so secure with her expertise and extensive knowledge. We have seldom encountered anyone with a level of determination and drive for a successful completion, as with Paige. She thought nothing of going over and above with anything we encountered. Her knowledge of resources and her ability to be resourceful was amazing. It would never enter our mind to buy or sell from anyone, but Paige Martin. Thank you Paige for our unforgettable, amazing experience. YOU ARE #1 !!**

~Kay Mims

**Paige is a top-notch realtor. She is a real people person and genuinely cares about her clients. We had a lot to do to prepare our house for sale. At one point Paige even rolled up her sleeves and got in there to help us! She is a wealth of information and has excellent resources. We always felt like we were the only people she was working with, because she was so devoted to getting us the best deal and making it happen. We talked to her in the early morning hours and the late evening hours. I'm not sure this woman ever sleeps. If you're looking for professionalism, quality, authenticity, and someone who has your best interest at heart Paige is your person. We can't thank you enough for all that you did for us Paige!**

~ Robyn Rosser