

# SELL YOUR HOME



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**START**

**Determine Your Price**

First, you'll need a comparative market analysis (CMA) to value your home. Some sellers will even obtain a formal appraisal to convince potential buyers that their lender's appraisal will not be below your asking price. Ultimately, the pricing decision is yours.

Already found your next home? You may need to sell fast. Want to maximize your ROI, it helps if you can take your time. Either way, it's best to agree on your priorities (minimum price, repairs, concessions, etc.) upfront.

**Find Your Strategy**

**Prep Your Home**

In a word: declutter. Clean your windows, deep clean your carpets, polish your furniture and hardwoods, scrub your kitchen and bathrooms, paint anything that needs painting and beautify your landscaping. Even better, invest in a home inspection and get your house up to snuff.

It's important to have your listing posted on the MLS. From there, it will be syndicated across all major real estate websites. Professional photos and a charming description go a long way here. Buyers have options and often rule out perfectly good homes due to bad listings.

**List Your Home**

**Negotiate Offers**

An offer is in, but not necessarily for your asking price. Remember your strategy and work out a counter offer that benefits you and best suits your circumstances. Everything is negotiable, from the amount of time until the closing to the price itself.

With an offer on the table, the buyer has a due diligence period to look for any issues with your home. Often, their inspection will come back with a few (or many) things they want you to repair. Remember, everything is negotiable.

**Manage Repair Requests**

**Close the Deal**

After you've addressed the agreed-upon inspection items, the order of business is the closing documents. The buyer's attorney will prepare these, and I'll help you review them. Then, on the day of the closing, I'll be there to congratulate you.

**FINISH**

