

MY STRATEGY
TO GETTING
YOUR HOME

SOLD



SELLING YOUR HOME

DOESN'T HAVE TO BE HARD

SELECTING AN AGENT

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area. Why Choose Me as Your Real Estate Professional? While it's possible to sell your home on your own, partnering with a dedicated real estate professional like me can make a significant difference in your results. I'm here to ensure you get the most value in today's competitive market. Leveraging my extensive network—built through years of working with local, national, and international contacts, as well as satisfied past clients—I'll implement strategic, targeted marketing to maximize your property's exposure. From listing to closing, I'll guide you through every step of the process, simplifying the complex paperwork and making sure no detail is overlooked.



AUDREY GAUTIER

Real Estate Agent

470-629-7836

info@atlhomegirl.com

atlhomegirl.com

www.mandowarealestate.com





So you have decided to sell your property. Before anything else, it is a good idea to sit down and clarify your motivations and draw up a basic time frame for the selling process

01 WHY ARE YOU THINKING ABOUT SELLING?

Understanding your true motivation for selling is key to creating a plan that aligns with your lifestyle and financial goals. Are you looking for more space? Thinking about a new neighborhood, school district, or even relocating to a different city or state?

While your reasons may seem straightforward, it's important to take a moment to consider how each choice could impact your future—whether it's your daily routine, long-term investment strategy, or quality of life. The clearer you are about your goals, the better I can help tailor a strategy that supports the next chapter of your journey.

When Should I Sell?

You should immediately establish your time frame for selling. If you need to sell quickly, we can speed up the process by giving you a complete market analysis and action plan to obtain all of your goals. If there is no pressing need to sell immediately, you can sit down with one of our expert real estate agents to thoroughly review the current market conditions and find the most favorable time to sell.

What Is The Market Like?

When you work with us, you can be sure that you will have our knowledge, expertise and negotiating skills at work for you to arrive at the best market prices and terms. We will keep you up-to-date on what is happening in the marketplace and the price, financing, terms and conditions of competing properties. With us, you will know exactly how to price and when to sell your property.



4 STAGES OF HOME SELLING

PRELISTING

- schedule an appointment
- meet with Staging Consultant
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!



THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1- ACCEPT THE OFFER AS WRITTEN

2- DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3- COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED
BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER
CONTRACT.**

CONGRATS!!



DISCLOSURES

In our state, the law requires the seller to disclose certain information to prospective buyers. The disclosures are designed to let buyers make informed decisions about purchasing a property. If a seller fails to disclose the appropriate information, the penalties can be severe.



INSPECTIONS

It is important to understand the contingencies in the offers that are received. In our state, the default inspection contingency gives the buyer a little more than two weeks (17 days) to complete all inspections. It is important that you understand what your obligations and options are during this period and that your agent stays on top of the deadlines in the contract.



FINANCING/ APPRAISALS

It is important that your agent is skilled in helping you review offers and to make sure the buyers that have offered have been fully underwritten and are fully approved to avoid potential issues during this process.



CLOSING

Our goal is to help and coach you through the entire transaction. We understand that this is a process you only do a few times in your life, so we are here to guide you through every step of the way. We want to earn the role as your Real Estate Professional for LIFE...not just the single transaction.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like. Donate or sell items that are in good condition
- Get copies of medical records and store with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies

4 WEEKS TO MOVE

- Schedule movers/moving truck
- buy/find packing materials
- START PACKING

3 WEEKS TO MOVE

- Buyer's lender will arrange appraisal
- Title work will be completed
- Keep packing

2 WEEKS TO MOVE

- We will schedule you a time to close and sign your documents
- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing

1 WEEK TO MOVE

- Buyer will complete their final walkthrough
- Finish packing
- Clean
- Pack essentials for a few nights in new home
- Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

CLOSING DAY

CLOSING DAY



Closing is when you sign over ownership paperwork and you hand over your home's keys!

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done.

THEY WILL BE SURE TO:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:

- Your agent (ME)
- You
- Closing Officer

BRING TO CLOSING

- Government-issued photo ID
- Any funds needed to close

CONGRATULATIONS! IT WAS A LOT OF HARD WORK BUT YOU ARE NOW OFFICIALLY CLOSED!!



WHY YOU SHOULD HIRE US



COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.