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REALTY GROUP

# SELLING HOME



YOUR COMPLETE GUIDE



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# 01 CHOOSE YOUR AGENT

Choosing the real estate agent who will guide you through the sale of your home is one of the most important decisions you'll make in this process. Not all agents approach listings the same way.

Some simply put a home on the market and wait. Others take a more intentional, hands-on approach—focusing on pricing strategy, presentation, marketing, and communication from day one.

As a seller, it's important to look beyond just sales numbers and ask:

- How will my home be positioned in today's market?
- What is the strategy if it doesn't sell quickly?
- How often will I hear from you—and with what kind of updates?
- What specific marketing will be done beyond listing it online?
- How do you advocate for me during negotiations?

A strong agent doesn't just list your home—they guide the process, anticipate challenges, and actively work to create the best possible outcome.

Equally important, you should feel comfortable with your agent's communication style, honesty, and level of involvement. This is a partnership, and the right fit makes all the difference.

# A LITTLE ABOUT ME

I've spent the last eight years working across every side of real estate—buyers, sellers, and commercial deals—which gives me a full understanding of how transactions actually work from every angle.

But what mattered most to me wasn't just closing deals—it was the people behind them.

That's what led me to focus on residential sales.

Today, I take a hands-on, strategy-first approach to every home I represent—grounded in transparency, open communication, and a genuine commitment to helping my clients make confident decisions.

Because selling your home shouldn't feel uncertain—it should feel informed, supported, and done right.



## What you can expect working with me

### *I'm Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### *I'm Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best possible outcome for my clients.

### *I'm Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *I'm Personal*

I believe in building relationships with my clients and treating them like family, because in the end, that's what leads to the best possible results. 4

# 02

# PREPARE FOR THE MARKET



Today's buyers are naturally drawn to homes that feel well-maintained, thoughtfully presented, and ready for their next chapter. While it may be tempting to bring your home to market as-is, overlooking necessary repairs or routine maintenance can create hesitation for buyers and ultimately impact both your timeline and final sale price.

Preparing your home for the market is not about making unnecessary upgrades, but rather making intentional decisions that allow your home to show at its absolute best. This may include decluttering and depersonalizing, applying a fresh coat of paint, addressing minor repairs, pressure washing exterior surfaces, and enhancing curb appeal. These updates, while often simple, play a significant role in how buyers perceive the overall value and condition of your home.

The objective is to create a space that feels clean, cared for, and easy for a buyer to envision as their own. When a home feels move-in ready, it naturally attracts stronger interest and can lead to a more efficient sales process.

Taking the time to properly prepare before listing not only positions your home more competitively, but also helps prevent delays once you are under contract. Use the checklist provided on the next page to walk through your home room by room, viewing it from a buyer's perspective, and prioritize the updates that will make the greatest impact.

# Home Preparations Checklist

Use this checklist to perform a walk through of your home, room by room as if you are a buyer. Check off what needs to be addressed, and then check off once you've completed the task. Consider hiring a home inspector to assess if anything needs to be repaired.

## GENERAL

TO DO    DONE

- |                          |                          |                        |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures         |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs            |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass           |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets               |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls            |

TO DO    DONE

- |                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Doors and trim           |
| <input type="checkbox"/> | <input type="checkbox"/> | Wallpaper                |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring                 |
| <input type="checkbox"/> | <input type="checkbox"/> | Carbon monoxide detector |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detector           |

## KITCHEN

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean counters and declutter            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout                        |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean appliances (Inside & out)         |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize drawers, cabinets and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean floors                            |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean sink and disposal                 |

## BATHROOMS

TO DO    DONE

- |                          |                          |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers               |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Tidy cabinets and remove unnecessary toiletries |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains                |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean moldy areas                               |

## LIVING & DINING

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Stage with pillows and throws
<input type="checkbox"/>	<input type="checkbox"/>	Dust and clean all surfaces and fixtures
<input type="checkbox"/>	<input type="checkbox"/>	Keep all tables clear and decluttered

## EXTERIOR

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Pressure wash concrete or driveway
<input type="checkbox"/>	<input type="checkbox"/>	Clean or repaint doors
<input type="checkbox"/>	<input type="checkbox"/>	Repaint trim
<input type="checkbox"/>	<input type="checkbox"/>	Wash windows
<input type="checkbox"/>	<input type="checkbox"/>	Sweep walkways & patios
<input type="checkbox"/>	<input type="checkbox"/>	Trim hedges

## BEDROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Remove clutter & personal items
<input type="checkbox"/>	<input type="checkbox"/>	Clean out and organize closets
<input type="checkbox"/>	<input type="checkbox"/>	Repair any damage in walls
<input type="checkbox"/>	<input type="checkbox"/>	Keep closets closed during showings
<input type="checkbox"/>	<input type="checkbox"/>	Make beds before any showings

<input type="checkbox"/>	<input type="checkbox"/>	Mow lawn
<input type="checkbox"/>	<input type="checkbox"/>	Weed & mulch
<input type="checkbox"/>	<input type="checkbox"/>	Arrange outdoor furniture
<input type="checkbox"/>	<input type="checkbox"/>	Repair fence
<input type="checkbox"/>	<input type="checkbox"/>	Replace any rotten wood
<input type="checkbox"/>	<input type="checkbox"/>	Pool/spa is clean and in working condition

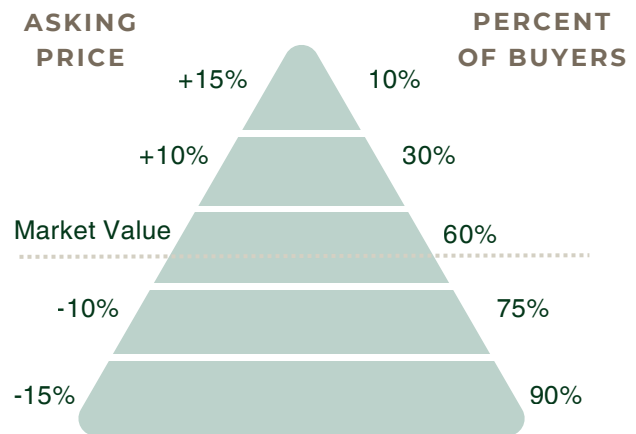
"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

# 03

# STRATEGIC MARKETING

## Pricing Your Home

*Here's something that may surprise you...*

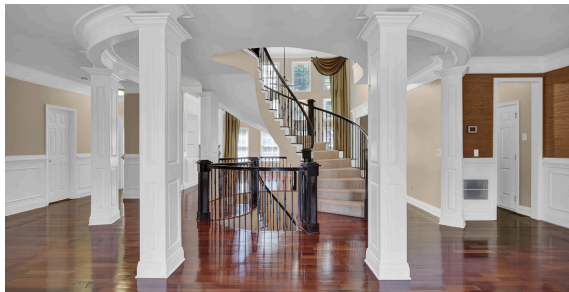


Pricing your home correctly from the beginning is one of the most important factors in achieving a successful sale. Homes that are well-positioned at launch tend to generate stronger interest and are often able to secure better outcomes.

When a home is priced too high, it can remain on the market longer than expected, leading to fewer showings and a decline in buyer interest over time. As days on market increase, buyers may begin to question the value of the home, which can ultimately impact negotiating power.

The initial days on the market are when your home receives the most attention. This is when buyers and agents are actively searching for new listings, making it essential to create the right first impression with a thoughtfully determined price.

A thorough evaluation of the market—considering recent sales, current competition, and overall conditions—allows for a pricing strategy that attracts qualified buyers while positioning your home to achieve its full potential.



## WHAT'S THE BIG DEAL ABOUT LISTING PHOTOS & VIDEOS?

The way your home is presented online plays a significant role in whether a buyer decides to schedule a showing. High-quality photography and video are essential to capturing attention and showcasing your home's best features.

Professional visuals allow your home to stand out, create a strong first impression, and draw buyers in before they ever step through the door.

To ensure your home is presented at the highest level, we partner with experienced real estate photographers and videographers who specialize in highlighting each property's unique qualities—all at no cost to you.

**The photos to the left are examples from a previous listings of mine.**

## What's Included in my Marketing Plan

- Displayed on brokerage website
- Displayed on personal website
- Social media marketing campaigns
- Virtual tours
- Exclusive sneak peeks
- Open houses
- Broker previews
- Digital and Print Flyers
- Postcards
- Professional photography (Drone + day & night photos)
- Professional videography
- Yard sign captures
- Notify surrounding neighbors



# STAGED TO SELL

Presentation plays a key role in how buyers experience your home. A well-staged home not only looks more appealing, but also helps buyers better understand the space, layout, and potential.

Staging is not about decorating—it is about creating a clean, balanced environment that highlights your home’s strengths while minimizing distractions. Thoughtful placement of furniture, neutral tones, and intentional styling can make rooms feel more open, functional, and inviting.

Buyers often make decisions based on how a home feels the moment they walk in. A well-presented home creates a stronger first impression, photographs better, and stands out both online and in person.

Taking the time to properly stage your home can increase perceived value, attract more interest, and contribute to a smoother, more successful sale.

# 83%

83% of buyers' agents said that staging a home made it easier for buyers to visualize the property as their future home.

NATIONAL ASSOCIATION OF REALTORS

# 73%

Professionally staged homes spend 73% less time on the market compared to homes that haven't been staged.

REAL ESTATE STAGING ASSOCIATION

# 04

# SHOWING YOUR HOME



Once your home is on the market, showings become one of the most important parts of the selling process. Each showing is an opportunity to make a strong impression and move one step closer to receiving an offer.

Flexibility is key during this stage. The more accessible your home is for showings, the more potential buyers will have the opportunity to view it. Limiting availability can reduce exposure and, in some cases, delay the sale.

It is also important to keep your home in show-ready condition. Maintaining a clean, organized, and welcoming space ensures that each buyer experiences your home at its best, no matter when they walk through the door.

Whenever possible, sellers should step out during showings. This allows buyers to explore the home comfortably, speak openly with their agent, and fully envision themselves in the space.

Consistency during this phase helps maintain momentum, maximize interest, and create the best opportunity for a successful outcome.

# HOME SHOWINGS CHECKLIST



- Create a welcoming entrance by sweeping the porch, cleaning the door, and adding a mat or wreath.
- Remove personal items, documents excess furniture, and clutter to create an inviting atmosphere.
- Ensure there are no unpleasant odors; however don't overdo it with air fresheners. Open the windows for fresh air ahead of time.
- Turn on lights and open curtains to invite natural light.
- Close toilet seats and shower curtains. Put out fresh, crisp linens.
- Arrange furniture to create a sense of space and flow in each room.
- Arrange for pets to be taken out of the house during showings, and tidy up any pet-related messes.
- Add fresh flowers or a bowl of fruit to add a welcoming touch.
- Use staging strategies to showcase your home's best features.
- Set the thermostat to a comfortable temperature well before guests arrive.

# 05

# THE CLOSING PROCESS



This process begins once we accept an offer on the home. Here are the major milestones to expect:

**Escrow:** The buyer typically places an earnest money deposit into an escrow account as a sign of good faith. Escrow is a neutral third-party account that holds funds until the transaction is completed.

**Buyer's Due Diligence:** The buyer conducts inspections, appraisals, and any other necessary investigations to ensure the property's condition and value align with their expectations.

**Loan Approval and Appraisal:** The buyer's lender evaluates the property's value to determine if the buyer qualifies for a mortgage. An appraisal ensures the property's value matches or exceeds the agreed-upon purchase price. Depending on the contract, meeting these approvals may be contingencies of the sale.

**Final Walkthrough:** Just before closing, the buyer usually conducts a final walkthrough to ensure the property is in the agreed-upon condition.

**Closing Day:** The buyer signs the mortgage documents, pays closing costs, receives keys and takes possession of the property. You receive the proceeds from the sale.

# READY TO SELL YOUR HOME?



Selling your home is a significant decision, and having the right guidance can make all the difference in both your experience and your outcome. By now, you understand that a successful sale goes beyond simply listing a property. It requires thoughtful preparation, strategic pricing, strong presentation, and consistent communication from start to finish.

If you're considering selling, the next step is to have a conversation about your goals, your timeline, and what strategy makes the most sense for your home. My approach is rooted in transparency, open communication, and a genuine commitment to guiding you through each step with clarity and confidence. Every home is different, and every plan should be tailored accordingly.

**When you're ready, I'm here to help you move forward—with a clear strategy and a plan designed specifically for you.**

*—Shanika Thomas*