



THE ULTIMATE HOME SELLER GUIDE

Here are the six simple steps to selling
your home

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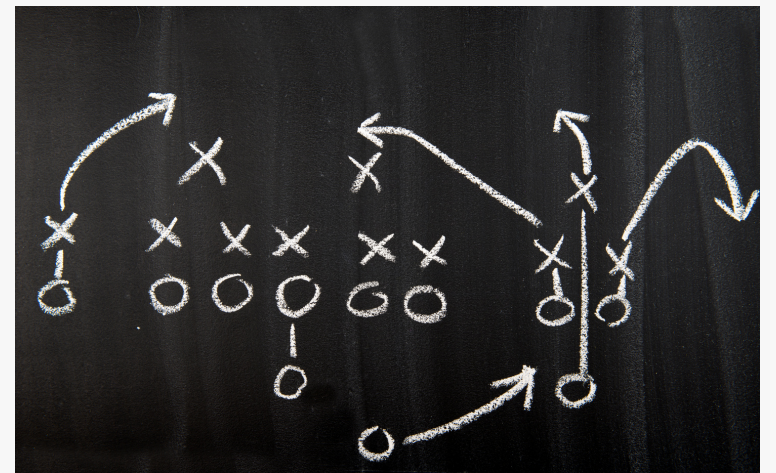
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Thinking about selling your home but not too sure how the process works?

You're not alone — whether you're upgrading, downsizing, or relocating, this guide will help you take the next step with confidence.

HERE ARE THE SIX STEPS TO KNOW WHEN SELLING YOUR HOME

#01



PUTTING TOGETHER THE RIGHT GAME PLAN

Selling a home isn't just about putting a sign in the yard — it's all about strategy. From timing and pricing to marketing and negotiation, every move should be intentional. That's where the right game plan comes in since no two home sales are alike.

We will start by getting clear on your goals, timeline, and expectations. Then we'll build a plan tailored to your home, your market, and your next chapter.

Here's what we'll cover together:

- Your ideal timeline
- Pre-listing preparation and improvements
- Market conditions and pricing strategy
- Professional marketing plan
- Showing and offer management
- Negotiation strategy
- Net-proceeds

#02

PRE-LISTING PREPARATION



Before your home hits the market, there's some behind-the-scenes work that can make a big difference in how quickly it sells — and for how much.

This phase is all about making your home show-ready, increasing appeal, and helping buyers see the value. You don't need to go overboard or spend a fortune — just focus on the updates that matter most.

What to expect:

- **Clean & De-clutter:** A clean, open space feels bigger and more inviting. Think countertops cleared, closets thinned out, and floors spotless.
- **Simple Repairs:** Fix dripping faucets, patch holes, tighten loose knobs & hinges, fresh paint where needed. Little things go a long way.
- **Curb Appeal Check:** First impressions count. Trim the lawn, refresh mulch & flowers/plants, power wash walkways, and de-clutter entrance.
- **Neutralize the Space:** Remove overly personal items like family photos or bold décor so buyers can picture themselves living there.
- **Optional Upgrades:** Small improvements like fresh paint, updated lighting, or new cabinet hardware can create a modern, move-in-ready feel.

#02

PRE-LISTING PREPARATION



- **Schedule Professional Photography & Videography:** High-quality visuals aren't just nice to have — they're essential. We work with the best in the business! Photos and videos capture your home in its best light, highlighting its layout, space, and features in a way that others simply can't. Once captured, these assets allow me to create a full suite of marketing tools: MLS listings, social media posts, marketing campaigns, and more. Video walkthroughs and reels help buyers visualize living in your home, while great photos drive clicks, showings, and offers. This isn't just about aesthetics — **it's about maximizing exposure and attracting serious buyers faster.**

#03

Your Home is now LIVE ON THE MARKET!



Congratulations — your home is officially on the market! Now that your listing is live, it's time for your property to shine and attract the right buyers. This is where the pre-listing preparation and professional marketing efforts come together to create buzz, generate traffic, and bring offers to the table.

Your home will be syndicated across the MLS (Multiple Listing Service), which feeds into hundreds of high-traffic real estate websites like Zillow, Realtor.com, Redfin, and others. In addition to those platforms, I'll personally market your home on:

- Social Media
- Email Blasts to Buyer Data Base
- Connect with Agent Network (Local, National, & International)
- Connect with Relocation Network/Military PCS
- New Buyer Funnels
- Landing Pages, and more.

#03

Your Home is now LIVE ON THE MARKET!



Once live, buyers' agents will start requesting showings and inquiries may begin to roll in. I'll keep you updated with:

- Showing feedback from buyers and agents
- Market activity reports
- Ongoing communication about next steps and any adjustments needed
- Weekly Property Updates

Your listing isn't just "posted" — it's promoted. We will actively push it in front of potential buyers and other agents through creative content, eye-catching visuals, reverse prospecting, and consistent exposure.

This is a great time to be responsive and flexible with showings — the more eyes we get on your home, the better. Our goal is to attract serious, qualified buyers and generate strong offers, ideally in the shortest time possible.

#04

HANDLING OFFERS



This is the moment we've been working toward — your home has attracted interest, and now the offers are coming in. Whether you receive one offer or several, my job is to help you break them down, compare them clearly, and choose the best path forward.

What's in an Offer?

An offer is much more than just the price. Here's what we'll review together:

- **Offer Price** – The amount the buyer is willing to pay
- **Financing Type** – Cash, conventional, FHA, VA, or other
- **Closing Date** – When they plan to finalize the sale
- **Option Period & Fees** – The buyer's right to inspect and negotiate repairs
- **Earnest Money** – A good-faith deposit showing the buyer's commitment
- **Contingencies** – Sale of another home, financing approval, etc.
- **Addendums** – Items the buyer is asking to keep (appliances, curtains, etc.)

Every offer tells a story — and it's not always the highest price that wins. We'll look at the strength and stability of each offer and how well it aligns with your goals.

#04

HANDLING OFFERS



What You Can Do with an Offer

Once you receive an offer, you're in control. You have three options: accept it as-is, reject it, or make a counteroffer. If the terms align with your goals, we can move forward by accepting the offer and begin the next phase toward closing. If the offer isn't quite right — whether it's the price, timeline, or terms — we can negotiate by submitting a counteroffer that better suits your needs. And if the offer simply doesn't make sense for your situation, you always have the right to decline it. I'll walk you through every option, explain the pros and cons, and help you respond strategically so we stay in the strongest position possible.

Skilled Negotiation Matters

My job is to advocate for your best interests. That means more than just reviewing numbers. I'll evaluate the full picture and negotiate key terms like price, closing costs, option period, repairs, and even the timeline to make sure everything aligns with your goals. Whether we're countering to improve the offer or leveraging one offer against another, my focus is always on maximizing your bottom line while minimizing risk. You don't have to navigate any of this alone — I'll handle all communication, guide you through each step, and help you make confident, informed decisions.

#05

OFFER ACCEPTED



The Road to Closing

You accepted an offer — congratulations! While this is a major milestone, there are still a few important steps ahead before the sale is officially complete. Here's what the typical road to closing looks like:

1. Executed Contract

Once all parties sign the final offer and any changes, the contract becomes official. This is known as “executing” the contract. Buyer has 48 hours to deposit Earnest Money. From this point on, we follow the timeline and terms laid out in the agreement.

2. Option Period Begins

The buyer typically has an option period — usually 5–10 days — to conduct inspections and decide whether to move forward. During this time, they may request repairs or ask for credits. I'll help you review any requests and negotiate smartly to keep the deal on track.

#05

OFFER ACCEPTED



3. Inspections & Repair Negotiations

A licensed inspector will evaluate your home's condition. Don't worry — no home is perfect. If the buyer requests repairs, we'll review the report together and decide what's fair, what's optional, and what's worth pushing back on.

4. Appraisal & Lender Approval

If the buyer is financing the purchase, their lender will order an appraisal to confirm the home's value. I'll make sure the appraiser has the necessary information to support our contract price and help address any issues if the appraisal comes in low.

The lender will verify the buyer's income, credit, employment, assets, and debts to ensure they fully qualify for the mortgage. They'll also review the property details, including the appraisal and title report, to make sure the home meets loan guidelines.

#05

OFFER ACCEPTED



5. Title Work & Closing Preparation

Once we're under contract, the title company gets to work verifying that you legally own the property and that there are no issues like unpaid taxes, liens, or disputes. This ensures a smooth transfer of ownership to the buyer.

They'll also prepare all the necessary documents for closing, including a settlement statement that breaks down your final numbers — sale price, loan payoff, taxes, closing costs, and your net proceeds. I'll work closely with the title team to make sure everything is accurate and on track.

6. Final Walkthrough & Signing

A day or two before closing, the buyer will complete a final walkthrough of your home. This is their chance to make sure everything is in the same condition as when they made the offer, and to confirm that any agreed-upon repairs have been completed. It's not another inspection — just a final check before the deal is finalized.

Shortly after the walkthrough, you'll head to signing day. The title company will schedule a time for you to sign all the closing documents.

You can expect to close on your home within 30-35 days from executed contract to funded.

#06

CLOSING DAY!



The finish line is here. After all the preparation, showings, negotiations, and paperwork, it's officially time to close the sale of your home.

What Happens on Closing Day?

On closing day, all parties — buyer, seller, lender, and title company — come together to finalize the transaction. You'll sign a few final documents, including the deed, settlement statement, and any required disclosures.

Once both sides have signed and the buyer's funds are received, the title company will record the sale with the county, and the transaction becomes official. At that point, ownership transfers to the buyer, and your home is officially sold.

Your **Net Proceeds** — the money you make from the sale after your mortgage, taxes, and closing costs are deducted — will be wired directly to your bank account the same day or by the next business day. I'll confirm all the final numbers ahead of time, so you know exactly what to expect.

CONGRATUALTIONS!

#RECAP

#01



CREATING THE RIGHT GAME PLAN

It's all about having the right strategy, tailored to your specific goals

#02



PRE-LISTING PREPARATION

Making your home show-ready

#03



HOME IS NOW LIVE ON THE MARKET

It's time for your property to shine and attract the right buyers

#04



HANDLING OFFERS

Breaking down the offer & negotiating the best deal for you

#05



OFFER ACCEPTED!

From contract to close — your step-by-step guide to the finish line

#06



CLOSING DAY!

It's time to hand over the keys and collect \$\$\$

Congratulations! You're one step closer to
successfully selling your home.

Please feel free to contact us today to
begin your home-selling journey. Let us
help you make a smooth, successful sale
and move confidently into your next
chapter!

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