



FROM LISTED
TO

A HOME SELLER'S GUIDE

Terri Kelley Group

(706) 593-7827 | TERRI.KELLEY@TERRIKELLEYGROUP.COM





CLIENT FOCUSED & RESULT DRIVEN

COME MOVE WITH US!

CONTENTS

ABOUT US

BIO
MEET THE TEAM

COMPARABLES

SIMILAR LISTINGS
SOLD LISTINGS

THE PROCESS

THE HOME SELLING PROCESS

FACTORS

PRICING
HOW IT SHOWS
MARKETING

PREPARING TO LIST YOUR HOME

PRICING
PHOTOGRAPHY
VIDEOGRAPHY
AERIAL PHOTOGRAPHY
VIRTUAL TOURS
BROCHURES
KEEPING YOU SAFE

LISTING YOUR HOME

MARKETING
WHERE BUYERS FIND HOMES
NETWORKING
SIGNAGE
EMAIL MARKETING
FLYERS
SECURITY
OPEN HOUSES
ONLINE MARKETING

AFTER LISTING YOUR HOME

SHOWINGS
OFFERS
NEGOTIATIONS

CONTRACT TO CLOSING

INSPECTIONS
APPRAISALS
CLOSING

FINAL STEPS

REVIEWS



nice to meet you



Terri Kelley, Team Leader

REALTOR®

I am the Team Leader of the Terri Kelley Group and a Qualifying Broker with eXp Realty, LLC in Alabama. I hold Realtor® licenses in Georgia, Alabama, and Florida. Growing up mainly overseas as a "military brat" really opened my views of the world and gave me a chance to embrace other cultures, and I have much respect for those serving our country and their families. I work closely with individuals, investors, and developers in my local market. My success is built on positive client experience and their referrals, which have formed long-lasting relationships. My clients value my dedication, commitment, honesty, and integrity.

LET'S CONNECT



(706) 593-7827



Terri.Kelley@TerriKelleyGroup.com



www.TerriKelleyGroup.com



[TerriKelleyGroup.com](https://www.TerriKelleyGroup.com)



[TerriKelleyGroup.com](https://www.TerriKelleyGroup.com)



[TerriKelleyGroup.com](https://www.TerriKelleyGroup.com)



[yourlinkedinlink.com](#)



[Terri Kelley Group](#)



[TerriKelleyRealtor](#)

ABOUT US



THE TEAM

Terri Kelley Group

We are a Team of licensed Realtor's ® in Georgia, Alabama, Florida, and Ohio with eXp Realty. The office is lead by Terri Kelley, founder of the Terri Kelley Group. Our office is located at 5408 20th Ave, Valley, AL 36854. The Team has extensive knowledge of the local market. We specialize in Residential Real Estate and are here to assist you with the biggest purchase of your life - you future home.

Our staff consists of a transaction coordinator and a marketing director.

We are dedicated to our community and helping people fulfill their dream of homeownership. We also love helping people relocate to the place we call home. We are a mixed team of locals, military family members, and a veteran. Our dedication is to our clients and to customer education. We believe everyone can make their dream of homeownership come true with the right help.

Come Move with Us!



SIMILAR LISTINGS



similar listings



Free Listing Presentation

Want to know what YOUR home is worth?

Make an appointment with us today!

Just call (706) 593-7827

active listings reveal:

•SUPPLY AND DEMAND

•WHAT OUR COMPETITION IS IN THE AREA



RECENTLY SOLD

sold listings



Free Listing Presentation

Want to know what your home is worth?

Make an appointment with us today!

Just call (706) 593-7827

sold listings reveal:

- YOUR HOMES MARKET VALUE
- THE CORRECT PRICING STRATEGY

THESE NUMBERS REVEAL WHAT PRICE BUYERS ARE WILLING TO PAY FOR A HOME LIKE YOURS IN YOUR AREA.

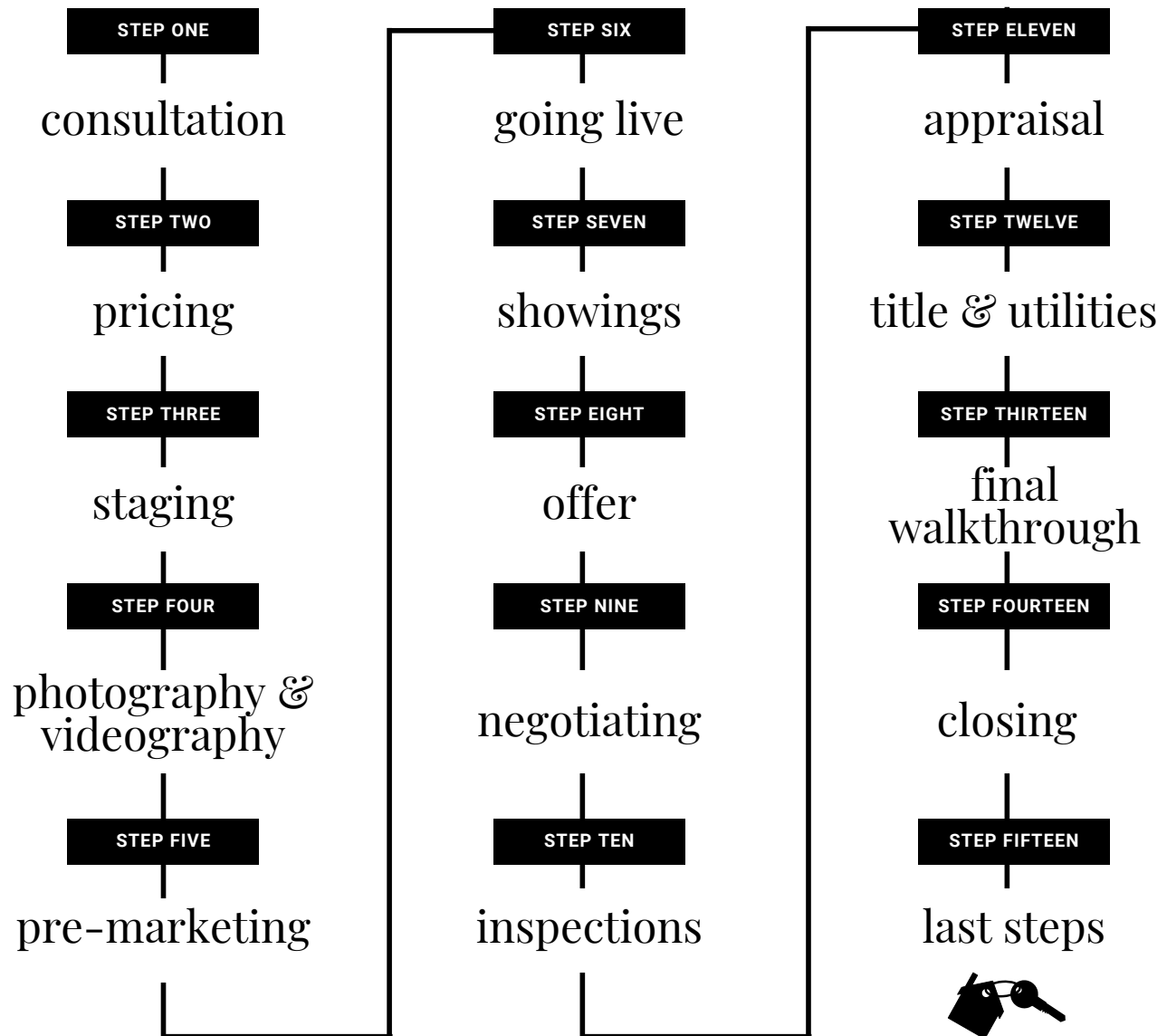
IT IS IMPORTANT TO GET THIS NUMBER RIGHT THE FIRST TIME SO THAT WE CAN ATTRACT THE MOST BUYERS WHILE YOUR HOME IS GENERATING THE MOST ONLINE TRAFFIC.



THE PROCESS

HOME SELLING

process



FACTORS



DETERMINING FACTORS

FOR IF A PROPERTY WILL SELL OR WILL NOT SELL

FACTOR 1 *pricing*

When pricing your home it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes **HIGHER** than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market on day one. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Make sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer **SUPERIOR MARKETING TECHNIQUES** to help get your home sold faster and for more money than the competition.

PROSPECTING

Prospecting daily for potential buyers, talking with neighbors, our co-op agents, and past clients.

MARKETING

The second you sign with me, I go to work on marketing your home! **COMING SOON MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING**, and **PRINT MARKETING** is all part of the success of getting your home seen by the most potential buyers, selling your home faster and for more money than the competition.

COMMUNICATION

Actively communicate with you through every step of the process. Diligently sharing feedback from showings, following up with agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

BOOSTED ONLINE EXPOSURE

Today's market is centered on technology. Buyers are performing their searches online, so it is important that your listing is ranked high and shown in the best light. Studies have shown that online buyers, disregard homes with limited photos, low-quality photos, and minimal information. Rest assured I take the extra steps to get maximum exposure for your listing and give the online shopper a wealth of information, as well as quality photos, and video tours.

PROFESSIONAL PHOTOGRAPHY PROVIDED

A blurred background image of a laptop on a desk. A person's hand is visible on the trackpad. The scene is brightly lit, likely from a window in the background. A dark blue vertical bar is on the right side of the image, containing the text.

BEFORE LISTING YOUR HOME

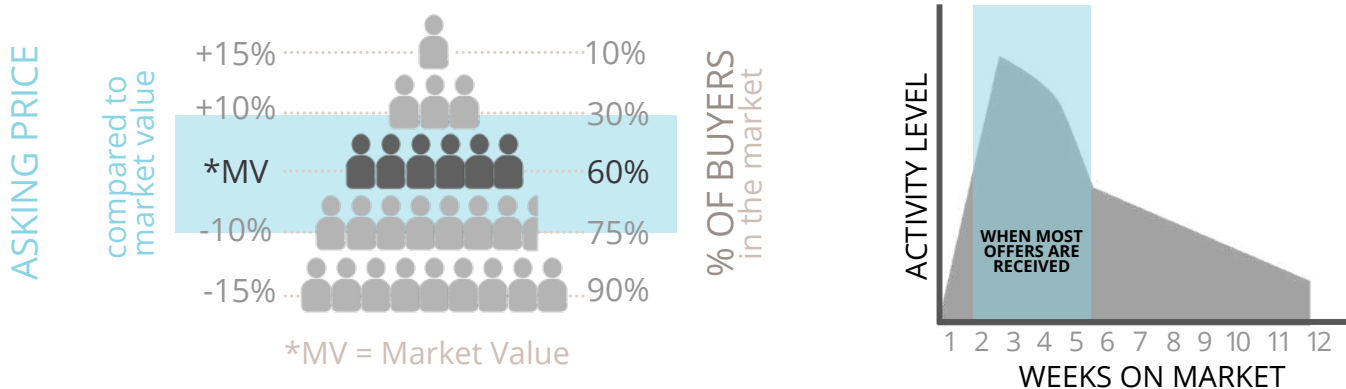
listing strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

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 a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, and ready to go on the market let's neutralize your home to appeal to the maximum number of potential buyers. The goal is for people to visualize their own life in your home.

PROFESSIONAL PHOTOGRAPHY

In today's market, homebuyers are searching online first. It is imperative that the photos of your home are top-notch and of the best quality to catch the home buyer's 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.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involves real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month and increasing brand awareness.

PREPARING TO LIST



preparing to list

maximize your home's potential

A clean, neutral, and streamlined look help buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



01

02



INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim, and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



03



A LASTING IMAGE

real estate photography



a picture says a thousand words

Listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting your home noticed, showings scheduled and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

interesting facts:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

PROFESSIONAL *videography*

video is the number one form of media for engagement



Real estate
listings with video
receive
403%
more inquiries

Videos attract
300%
more traffic for
nurturing leads.

70%
of homebuyers
watch video
house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial

PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits of having aerial photos:

- ✓ Provides views of the entire property & land
- ✓ The condition of the roof and other property features
- ✓ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✓ Developments or local districts that are supported by the buyer's property taxes

VIRTUAL *Tours*

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location. Once created, the viewer can experience what it is like to be somewhere they are not.

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would just looking at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



A bedroom interior featuring a large bed with a tufted headboard, a patterned blanket, and a tufted ottoman. The bed has a white tufted headboard and a white textured blanket. A dark blue patterned blanket is draped over the left side of the bed. In front of the bed is a brown tufted ottoman. The room has a white wall and a dark wood nightstand with a lamp. A blue and white patterned rug is on the floor.

LISTING YOUR HOME



robust marketing

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

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.

SUPERIOR ONLINE EXPOSURE

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, but it will also be featured on the major 3rd party real estate sites, and syndicated to hundreds of other listing sites. Your home will be featured on our company website and social media.

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.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCK BOX

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

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 left, I will follow up with those agents requesting their feedback within 24 hours.

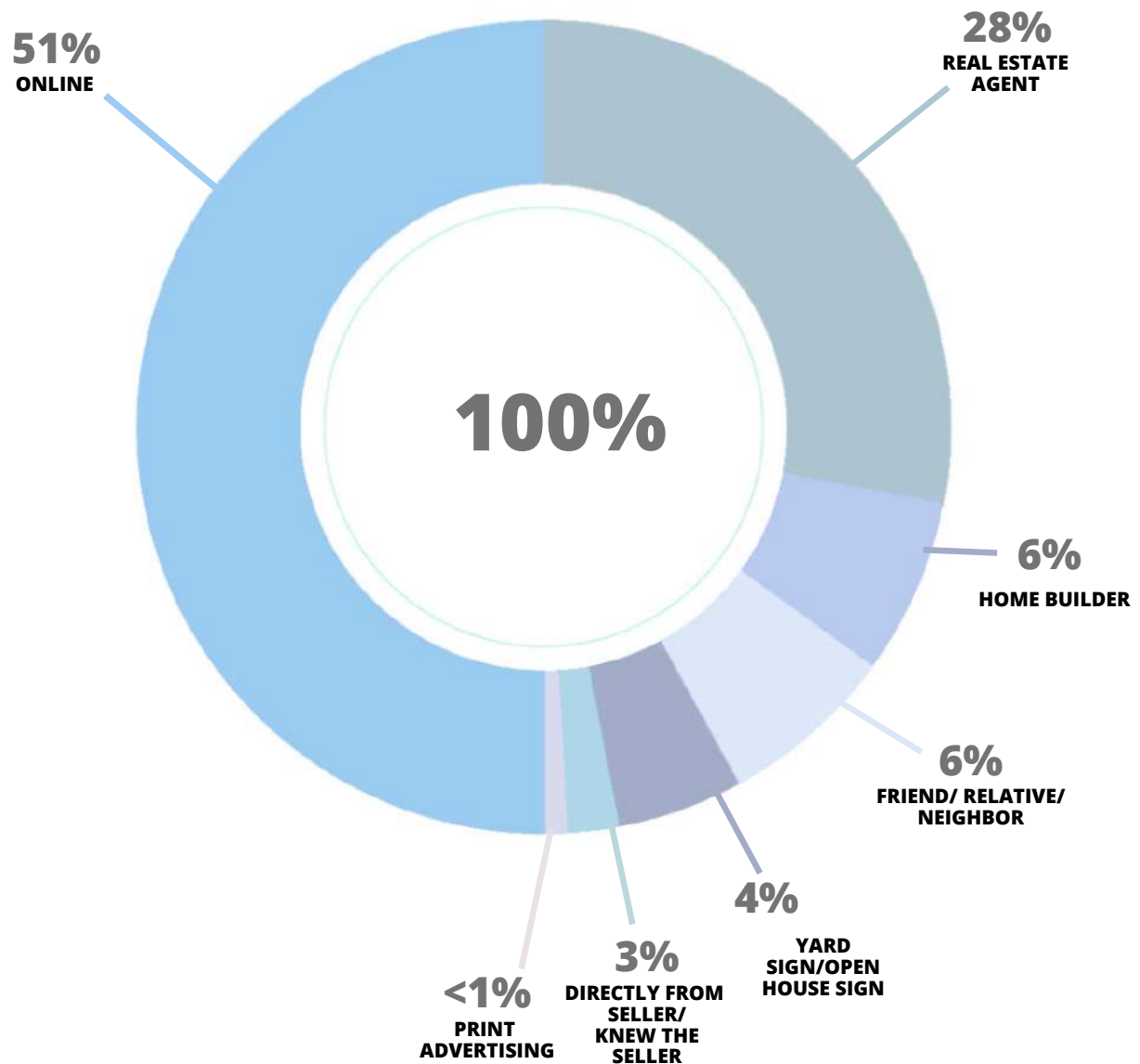
OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, TikTok and YouTube.

WHERE DO BUYERS *find their home*



*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

maximum exposure



Instagram



Pinterest



GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

AFTER LISTING YOUR HOME



showings

A few tips to help your home showings go as smoothly as possible

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyer's ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.





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



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 home sellers 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. An FHA loan can cause delays because they require certain repairs and approvals.



CLOSING TIMELINE

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



CLOSING COSTS

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



BUYER LETTER

If you care about the future of your home, a buyer letter could assure you that you're selling to someone who will love the home and your neighbors as much as you did.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who is willing to do them for you might be what you need.



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 better offer.

NEGOTIATIONS

AFTER AN OFFER IS SUBMITTED

WE CAN:

- **Accept the offer**

- **Decline the offer**

If the offer isn't close enough to your expectation and there is no need to further negotiate.

- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**

- **Decline the counter-offer**

- **Counter the offer**

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

OFFER IS ACCEPTED

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

CONTRACT TO CLOSING



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors

Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading & Drainage

All Stairs



FAQ

INSPECTION TIME FRAME

TYPICALLY 10-14 DAYS AFTER SIGNING THE CONTRACT.

NEGOTIATIONS USUALLY HAPPEN RIGHT AFTER HOME INSPECTION

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS

COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, MOLD, OR RADON

UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



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 worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of a commission
- Sellers, if there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at the county courthouse
- Post-closing agreement, if the seller will need to rent back home for the specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of a commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts



FINAL STEPS



FINAL *steps* FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.



DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

REVIEWS



REVIEWS



"Terri went over and beyond for my husband and I during the entire process of selling our old home and purchasing our dream home. MIGHT I ADD, WE DID IT ALL IN LESS THAN 30 DAYS!!! She was very informative, hands on and had our best interest at heart. No matter how many homes we wanted to view, she was always willing to accommodate us and her patience was amazing. She answered every phone call and responded to every text message (and we had plenty..lol). WE WOULD DEFINITELY RECOMMEND HER TO ASSIST WITH THE PURCHASE OR SALE OF YOUR HOME.. By far the BEST realtor we've crossed paths with!!!!!!!"

- Marcus & Traci Jefferson

"Terri was such a pleasure to work with. She assisted us with the sale of our home & was very attentive every step of the way. She is very knowledgeable and professional. We live out of state so Terri made sure that closing was a smooth transaction. If we are ever in the market to sell or purchase a home, Terri will definitely be our realtor of choice!"

- Demond & Latisha Barker

"Terri was absolutely amazing right after we had our twins, helping us list and sell our house within a day!!! She has kept in touch and checked on the twins and followed our journey! And now is helping us with possibly buying another home and moving!!! She is not just another realtor, she is so much more!!!"

- Lauren King

"Phenomenal realtor and very knowledgeable! We went with Terri to list our home and it went under contract in less than a week. She has helped every step of the way and is very professional and very experienced in what she does! Highly recommend her to list your home!"

- Robert Carrillo

"She is by far the best realtor I have ever met!! I have sold a house with her and it was sold within a week. I have bought a house with her. It took longer than a week, however, I never felt pressured. She was patient and we took our time finding just the right fit for me. I would highly recommend her to anyone."

- Teri Crooks

WHAT TO EXPECT

*HONESTY & TRANSPARENCY
INTEGRITY
RESPECT
TIMELY & REACHABLE
ACTING IN YOUR BEST INTEREST*

Terri Kelley Group

706-593-7827 | WWW.TERRIKELLEYGROUP.COM

