nestlewood REALTY

FREE GUIDE

THE HICKORY AREA HOME SELLER'S GUIDE

How to price, prepare and market your home to sell for the most money in the least time, in plain English.



NOLAN HERMAN, REALTOR®

Nestlewood Realty · 828-404-5335

WELCOME

LET'S GET YOU MOVING.

Selling a home is a big step. Done right, it's also one of the best financial moves you'll make. This guide walks you through every step, from setting the price to handing over the keys, so you know exactly what to expect.

01 Pricing your home right from day one

02 Preparing your home to stand out

03 Photos, video and marketing

04 Showings and feedback

05 Offers and negotiation

06 Due diligence to closing day

07 Your pre-listing checklist



HI, I'M NOLAN.

Every one of my listings has sold. I launch homes like a product, with professional photos, video and social media ads, so buyers compete for yours. Questions as you read? Call or text me anytime at **828-404-5335**.

STEP 01

PRICE IT RIGHT FROM DAY ONE

The first two weeks on the market bring the most buyer attention. A home priced right gets more showings, more offers and often a higher final price. A home priced too high sits, and buyers start asking what's wrong with it.

WHAT SETS YOUR PRICE	WHY IT MATTERS
Recent nearby sales	What buyers actually paid for similar homes in the last few months.
Active competition	The homes buyers will compare yours to this week.
Condition & updates	Roof, systems, kitchen and baths move value the most.
Market speed	How fast homes are selling, and for what percent of asking.

> **Tip:** Online estimates can be off by tens of thousands. I prepare a personalized market analysis using real sales near you.

STEP 02

PREPARE YOUR HOME TO STAND OUT

- **Declutter and depersonalize.** Buyers need to picture their own life there.
- **Make small repairs:** leaky faucets, sticking doors, burnt-out bulbs, loose handles.
- **Clean deeply**, including windows, baseboards and carpets.
- **Boost curb appeal:** fresh mulch, trimmed bushes, a clean entry and front door.
- **Neutral, bright and open:** open blinds and use warm lighting in every room.

STEP 03

PHOTOS, VIDEO AND MARKETING

In today's market, the first showing happens online. Homes with professional photos sell faster and for more money, so every listing gets:

- **Professional photography** and short-form video tours
- **Premium placement** on Zillow, Realtor.com and thousands of real estate sites
- **Targeted Instagram and Facebook ads** in front of local buyers
- **A "just listed" campaign** to my database, social media and your neighborhood
- **Outreach to agents** working with buyers looking for a home like yours

STEP 04

SHOWINGS AND FEEDBACK

- **Showings are scheduled** through ShowingTime, so you approve every visit.
- **Buyers are pre-qualified** before private showings.
- **Before each showing:** lights on, blinds open, pets and valuables put away.
- **Weekly updates** with feedback from buyer agents, so we can adjust fast.

> **Tip:** Be flexible with showing times for the first two weeks. That's when your most motivated buyers are looking.

STEP 05

OFFERS AND NEGOTIATION

The best offer isn't always the highest price. I pre-qualify every offer before presenting it and walk you through the full picture:

TERM	WHAT TO LOOK AT
Price	The offer amount, and any seller-paid closing costs.
Financing	Cash, conventional, FHA or VA, and the strength of the pre-approval.
Due diligence fee	In North Carolina, paid to you for the buyer's inspection period. Usually credited at closing.
Earnest money	The buyer's deposit, held in trust.
Closing date	Whether it fits your move.

STEP 06

DUE DILIGENCE TO CLOSING DAY

- **Inspection:** the buyer may request repairs or a credit. I negotiate to protect your bottom line.
- **Appraisal:** the lender confirms the value. I prepare comparable sales in advance.
- **Final numbers:** we review your settlement statement together before closing.
- **Closing:** handled by a North Carolina real estate attorney. Bring your ID and keys.

> **Wire fraud warning:** always confirm wiring instructions by calling your attorney's office at a number you know is real.

STEP 07

YOUR PRE-LISTING CHECKLIST

Work through this before photos. Check things off as you go.

OUTSIDE

- ☐ Mow, edge and fresh mulch
- ☐ Trim bushes and trees
- ☐ Pressure wash siding, walks and deck
- ☐ Clean or paint the front door
- ☐ New welcome mat and house numbers
- ☐ Clean gutters and windows

INSIDE

- ☐ Declutter closets and storage
- ☐ Remove family photos
- ☐ Patch and touch up walls
- ☐ Replace burnt-out bulbs
- ☐ Deep clean carpets and floors
- ☐ Fix squeaky doors and loose handles

KITCHEN & BATHS

- ☐ Clear counters
- ☐ Clean appliances inside and out
- ☐ Fresh towels and new shower curtain
- ☐ Re-caulk tubs and sinks if needed

PAPERWORK

- ☐ Recent utility bills
- ☐ HOA documents, if any
- ☐ Warranties and receipts for updates
- ☐ Spare keys, garage remotes and codes

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READY TO SELL?

Get a free, personalized home value report and a plan to sell for top dollar. Let's go home.

Nolan Herman, REALTOR®

Call or text: 828-404-5335

nolan@nestlewoodrealty.com

825 Highland Ave SE, Hickory, NC 28602

This guide is general information, not legal, tax or financial advice. Every transaction is different. Talk with your attorney and agent about your situation. Equal Housing Opportunity.