

THE SELLER GUIDE

A clear, thoughtful path from considering a move to closing day.

SELL WITH CLARITY

Honest pricing. Purposeful preparation. Thoughtful marketing. Consistent communication.

Kerry Johnson, REALTOR®

RE/MAX Premier Realty • Living Near Durham NC

336-504-4999 • kerry@livingneardurhamnc.com

livingneardurhamnc.com

THE SELLER GUIDE

Before we talk about the house, let's talk about you

Every move has a reason. The selling plan should be built around yours.

Selling a home can involve much more than a price and a closing date. It may be a move toward more space, less upkeep, a new community, a family transition, or simply the right time for something different.

My job is to help you understand the choices, prepare carefully, and make decisions with confidence. We begin with your priorities—not a one-size-fits-all checklist.

The questions that shape our plan

- What matters most: price, timing, certainty—or a balance?
- What worries you most about the process?
- How do you prefer to communicate?
- What would a successful closing make possible next?

MY APPROACH

Connection before transaction. Teach first. Trust follows. You make the decisions; I make sure those decisions are informed.

What you should expect

- Clear advice without pressure.
- A plan tailored to your property and likely buyer.
- Regular communication, including a scheduled weekly update while your home is active.
- Honest conversations when the evidence suggests a change.

THE SELLER GUIDE

Your path from today to sold

A six-stage process keeps the work organized and the next decision visible.

01 DISCOVER

Clarify your goals, timing, concerns, property story, and what success means to you.

02 PREPARE

Review pricing evidence, complete priority improvements, gather property information, and prepare for photography.

03 LAUNCH

Publish an accurate, compelling listing and promote it through the channels that fit the home.

04 REVIEW

Interpret activity, feedback, competition, and buyer response during a scheduled weekly decision review.

05 NEGOTIATE

Compare the whole offer—price, net, financing, dates, contingencies, concessions, and risk.

06 CLOSE

Track milestones, coordinate communication, and stay ahead of due diligence, appraisal, repairs, and closing details.

A SIMPLE PROMISE

You should always understand where we stand, what the market is telling us, and what comes next.

THE SELLER GUIDE

Pricing with honesty

The right price is a strategy—not a compliment or an automated estimate.

Pricing affects who sees the home, how buyers compare it, how quickly they act, and how much negotiating leverage you may retain. We will review the evidence together and discuss the likely consequences of different ranges.

We consider three kinds of evidence

- **The market** — recent sales, active competition, pending activity, days on market, price changes, and buyer demand.
- **The property** — condition, updates, layout, setting, acreage, lake or neighborhood features, and details automated estimates may miss.
- **Your goal** — timeline, tolerance for uncertainty, carrying costs, privacy, and the cost of waiting.

WHAT A MARKET ANALYSIS CAN DO

A comparative market analysis establishes a reasonable range and shows how buyers are likely to compare your home. It cannot guarantee a final sale price or predict every buyer's response.

Your decision

You choose the list price. My responsibility is to give you context, explain the tradeoffs, and tell you what I believe the evidence supports—even when the conversation is difficult.

THE SELLER GUIDE

Prepare with purpose

The goal is not perfection. It is a clean, cared-for home that buyers can understand.

Before painting, replacing flooring, ordering repairs, or making a major purchase, talk with me. We will separate recommendations into three levels so your effort and money go where they are most likely to matter.

Must-do

Items that affect safety, access, basic function, required disclosures, photography, or a buyer's confidence.

Helpful

Changes that may improve presentation, reduce hesitation, or help important features show clearly.

Optional

Ideas that may be worthwhile for a particular property or budget, but are not necessary for a successful launch.

The preparation priorities

- Create breathing room by reducing excess furniture, décor, and countertop items.
- Deep-clean the spaces buyers notice most: floors, windows, kitchens, bathrooms, baseboards, and fixtures.
- Complete agreed repairs and touch-ups before photography.
- Protect valuables, medications, financial papers, firearms, keys, and identifying information.
- Gather permits, surveys, warranties, improvement records, utility details, and property documents.

CLEAR • CLEAN • CALM

Simple styling, open pathways, consistent lighting, and fewer distractions help buyers focus on the home.

THE SELLER GUIDE

Build the property story

Facts tell buyers what a home has. The story helps them understand how it lives.

Strong marketing begins by identifying the combination of home, setting, and community that is most meaningful to the likely buyer. We use concrete, verifiable details—never empty superlatives.

Home

Flow, function, condition, improvements, gathering spaces, storage, outdoor connections, and signature features.

Setting

Neighborhood ease, acreage, privacy, country roads, water views, lake access, gardens, porches, workshops, and outbuildings—when they apply.

Community

Daily conveniences, recreation, regional access, and the distinct rhythm of living in Roxboro, Person County, Durham, Hillsborough, Bahama, Rougemont, Hyco Lake, Mayo Lake, and nearby communities.

DETAILS CREATE CONFIDENCE

Accurate measurements, improvement dates, utility information, road and access details, permits, HOA or restriction documents, and well or septic records can answer questions before uncertainty becomes hesitation.

Your perspective matters

The things you have enjoyed—morning light, a favorite gathering space, seasonal views, wildlife, a garden, a quiet porch, or a convenient route—may reveal the home's most authentic story.

THE SELLER GUIDE

Launch with intention

Your listing should make a strong first impression—not quietly appear online.

PHOTOGRAPHY PLAN

Select views that show flow, condition, setting, and the details most likely to matter. Lead with the strongest reason to click, then guide buyers logically through the property.

BUYER-FOCUSED DESCRIPTION

Use clear, concrete language to explain important features and the experience of living in the home.

ACCURATE MLS PRESENTATION

Verify features, measurements, disclosures, directions, showing information, and the details buyers and agents rely upon.

MOBILE-FIRST REVIEW

Confirm that the lead image, headline facts, and strongest selling points work on the screen most buyers use.

THE LAUNCH STANDARD

Ready, accurate, easy to understand, and consistent from the first photograph to the final showing instruction.

No vague promises

The marketing plan is property-specific. The tactics, timing, and any seller-paid items are discussed and confirmed for your home.

THE SELLER GUIDE

Promote to the right audiences

Marketing is not a single event. It is a disciplined cycle of exposure, response, and smart adjustment.

Appropriate channels may include:

- Major home-search sites reached through MLS syndication.
- Social content built around the home's strongest visual and lifestyle story.
- Direct agent-to-agent awareness and professional network outreach.
- Local visibility through Living Near Durham NC and community-focused storytelling.
- Database outreach and direct follow-up where a relevant audience exists.
- An open house or targeted event when it serves the property and your goals.

What happens after launch matters

- Inquiries are handled promptly and property questions are answered accurately.
- Showing instructions reduce avoidable friction while respecting your boundaries.
- Useful feedback is requested and patterns are separated from isolated opinions.
- Competition and buyer response are reviewed before recommending a change.

THE QUESTION WE KEEP ASKING

Is the market confirming our position? If not, we respond deliberately—not automatically.

THE SELLER GUIDE

Communication without guesswork

A weekly update should provide interpretation and advice—not merely forward numbers and comments.

Before we list, we agree on

- Your preferred communication channel.
- A routine day for your weekly seller update, even when there is no major news.
- Showing notice, blocked times, pets, alarms, cameras, security, and privacy needs.
- Who should be included in decisions and how changes will be documented.

Your weekly decision review

- **What happened** — inquiries, showings, online activity, and feedback themes.
- **What changed** — new listings, price adjustments, pendings, sales, and competing choices.
- **What it suggests** — whether buyers see value, encounter a presentation barrier, or resist the position.
- **What I recommend** — continue, refine presentation, strengthen promotion, or reconsider positioning.

NO SILENCE. NO SURPRISES.

Decisions, changes, and next steps are discussed clearly and confirmed in writing.

THE SELLER GUIDE

Compare the whole offer

The strongest offer is not always the one with the highest price.

Every offer should be viewed as a complete package. I will help you compare the terms, estimate the financial effect, and understand where certainty or risk may differ.

REVIEW**WHAT WE CONSIDER****Price & net**

Purchase price, seller-paid costs, concessions, fees, and estimated proceeds.

Financing

Loan type, cash terms, lender information, appraisal exposure, and financial strength.

Deposits

Due diligence fee and earnest money deposit, including timing and practical effect.

Conditions

Inspections, sale or financing contingencies, requested personal property, and special terms.

Timing

Due diligence period, closing date, possession, and how the schedule fits your next move.

Risk

Repairs, concessions, uncertainty, and the likelihood of reaching closing on the proposed terms.

YOUR DECISION

I explain the tradeoffs and protect your negotiating position. You decide which offer—or response—best supports your priorities.

THE SELLER GUIDE

From contract to closing

Accepted is an important milestone, but it is not the finish line.

CONTRACT & DUE DILIGENCE

Confirm the agreement, track dates, coordinate access, and manage questions, inspections, and repair discussions.

APPRAISAL & FINANCING

Provide appropriate property information, monitor key milestones, and address issues promptly if they arise.

FINAL DETAILS

Coordinate agreed work, documents, utilities, access, possession, and preparation for the buyer's final walk-through.

CLOSING

Confirm the moving pieces, stay ahead of signatures and logistics, and help you understand what to expect at the closing table.

MY ROLE

Track milestones, coordinate communication, document decisions, explain choices, and keep you ahead of the next step. Real estate guidance does not replace legal, tax, lending, inspection, or other professional advice.

The goal

Fewer late surprises, calmer decisions, and a clear path to closing.

THE SELLER GUIDE

Why Kerry

Local attention, thoughtful guidance, and a recognized real-estate brand.

I grew up in Durham, spent my teenage years in Hillsborough, married a Roxboro native, and have lived in this part of North Carolina for more than three decades. That regional story shapes how I understand—and market—the many ways people live near Durham.

- Direct, personal communication with the agent you hired.
- A calm, teaching-first approach to complex decisions.
- Marketing grounded in lake, country, small-town, and regional living.
- A property story supported by accurate details and purposeful presentation.
- RE/MAX Premier Realty resources and professional network.

SMALL TOWNS. OPEN SPACES. BETTER LIVING.

More than a move—find where you belong.

The next right step

- Ready to move forward? We confirm the listing agreement and preparation calendar.
- Need more information? We identify the unanswered questions and set a follow-up plan.
- Not ready yet? We create a preparation or timing plan without pressure.

Kerry Johnson, REALTOR®

RE/MAX Premier Realty • Living Near Durham NC

336-504-4999 • kerry@livingneardurhamnc.com

livingneardurhamnc.com