



Robin Colyer
REALTOR®

HOME
SELLER'S
guide

YOUR STEP-BY-STEP ROADMAP TO
SELLING YOUR HOME



ELLISON REAL ESTATE CO.

WELCOME



Dear Homeowner,

Thank you for welcoming me into your home and giving me the opportunity to learn about your story.

Selling your home is much more than putting a sign in the yard – it's the closing of one chapter and the beginning of another. Whether you're moving across town or starting a new adventure, this is a significant milestone, and I'm honored to be a part of it.

My goal is to make this process feel simple, organized, and as stress-free as possible.

From pricing your home strategically to preparing it for the market, negotiating on your behalf, and celebrating with you at closing, I'll be by your side every step of the way.

Inside this guide, you'll find helpful information about what to expect, how we'll prepare your home for success, and the strategies I'll use to help you achieve the best possible outcome.

I believe every home has a story, and every seller deserves a personalized experience built on honesty, communication, and genuine care.

Thank you for trusting me with one of life's biggest decisions. I look forward to helping you write your next chapter.



Robin Colyer
REALTOR®



SERVING WITH *heart*

I fell in love with Spartanburg the moment I arrived in 2003. What first captured my heart were the wraparound porches, Carolina blue skies, sweet tea, magnolias and the strong sense of family and community that makes the Upstate such a special place to call home.

My husband and I chose to build our life and raise our daughter here. As a wife, mother and former homeschooling mom, I learned the value of patience, organization, and serving others with care.

Robin Colyer

Serving Spartanburg and the Upstate

My relationship with Jesus guides everything I do and shapes how I serve my clients – with integrity, authenticity, and transparency.

I believe a home is much more than four walls—it's where life happens, memories are made, and families grow. ***Selling your home is more than a transaction –it's the closing of one chapter and the beginning of another.***

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MEET OUR *team*



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MEET OUR *team*

Robin Colyer

REALTOR®



Cortney Knight

REALTOR®

Natalie Brown

Licensed Transaction
Coordinator





DEFINE YOUR *goals*

Selling your home isn't just a transaction — it's a major life decision that should reflect your personal and financial priorities. Before we list your property, it's essential to define what matters most to you in this process.

The clearer your goals are, the better I can guide you with a tailored strategy that fits your timeline, price expectations, and overall vision. Let's take a moment to explore what success looks like for you.

What is motivating you to sell your home at this time?

What are your future plans and long-term objectives?

What timeline do you have in mind for your move?

What major updates or renovations have been completed on the property?

Which features of the home do you believe are the most attractive to buyers?

Are there any aspects of the property that may affect its market value?

Have there been any repairs or improvements completed within the past 5 years?

From a buyer's perspective, what areas might benefit from updates or improvements?

Are there any anticipated repairs or maintenance costs a buyer should know about?



UNDERSTANDING THE MARKET



Before listing your home, it's important to understand how current market conditions can impact your selling strategy.

Whether we're in a buyer's market, a seller's market, or a balanced one, each environment requires a different approach in terms of pricing, timing, and negotiation.

In a seller's market, demand is high and inventory is low — homes tend to sell quickly, sometimes above asking price. In a buyer's market, there are more properties than buyers, which means pricing needs to be competitive and presentation becomes even more crucial.

A balanced market offers stability, but success still depends on smart positioning.

As your agent, I monitor local trends and sales data to ensure we align your listing with real-time market dynamics, helping you make informed decisions and attract qualified buyers.

Local Market Overview

Understanding Your Market Today

Every real estate market is different. Understanding today's local market helps us make informed decisions that position your home for the strongest possible results.



BUYER DEMAND

Current buyer activity shows how many qualified buyers are actively searching in your area. High demand can lead to competitive offers and shorter days on market, while lower demand requires a more strategic approach to pricing and presentation.



INVENTORY LEVELS

Inventory represents the number of homes currently available.

- Low inventory typically benefits sellers, often creating urgency among buyers.
- Higher inventory means more competition, making marketing and pricing strategy especially important.

This helps us understand how your home will compete with other properties.



SEASONAL TRENDS

The real estate market naturally fluctuates throughout the year.

- Certain seasons bring more buyers, increased activity, and faster sales, while others see slower traffic.
- Understanding these patterns allows us to time your listing for maximum exposure and engagement.



INTEREST RATE IMPACT

Interest rates directly influence buyer affordability.

- Lower rates increase purchasing power and attract more buyers.
- Higher rates may reduce activity but often bring more serious, qualified buyers.

Monitoring interest rate trends helps us anticipate shifts in buyer behavior and adjust our strategy accordingly.



WHY THIS MATTERS FOR YOUR HOME

These market indicators help us determine:

- How many buyers we can expect
- How competitive your listing will be
- The ideal pricing strategy
- How to position your home to stand out
- What timeline is most realistic

Together, they form the foundation of a tailored plan designed to maximize your home's visibility and value in today's market.

A background image of a kitchen. On the left, a window with white trim looks out onto a green landscape. Below the window is a white countertop with a brass-colored, high-arched faucet. On the right, a wooden countertop holds a glass bowl filled with oranges and lemons. In the background, a white cabinet with a glass-paned door is visible.

PRICING STRATEGY

Pricing your home correctly from the start is one of the most powerful tools we have to help ensure a **successful sale**.

While it can be tempting to “test the market” with a higher price, this often leads to limited interest, **extended time on the market**, and ultimately, **price reductions** — which can give buyers the impression that something is wrong with the property.

The **first 2–3 weeks** on the market are critical, as this is when your listing gets the most attention.

That’s why we’ll use current market data, recent comparable sales, and your home’s unique features to determine a price that’s both **competitive** and **realistic**.

Our goal is to create momentum early, generate serious interest, and position your home as a **strong value** in the eyes of buyers.

By pricing strategically, we’re not just listing your home — we’re setting the stage for a **smooth, timely, and profitable sale**.

SMART PRICING APPROACHES

Choose the right strategy for the strongest outcome

Pricing your home correctly is one of the most important steps in the selling process. The right pricing strategy can increase visibility, attract qualified buyers, and help generate stronger offers in less time.



Premium Pricing **Positioned slightly above market value**

This strategy may work well in a **strong** seller's market or for homes with rare features and high demand.

Best for: unique properties, luxury homes, low inventory markets

Keep in mind: pricing too high may reduce showings and extend time on market



Competitive Market Pricing **Priced in line with current market value**

This is often the most balanced and effective approach. It attracts serious buyers and encourages fair, competitive offers.

Best for: most standard listings

Benefits: stronger interest, better visibility, faster sale potential



Strategic Attraction Pricing **Priced slightly below market value**

This approach creates urgency and can drive multiple offers, sometimes pushing the final sale price above asking price.

Best for: high-demand markets, quick sales

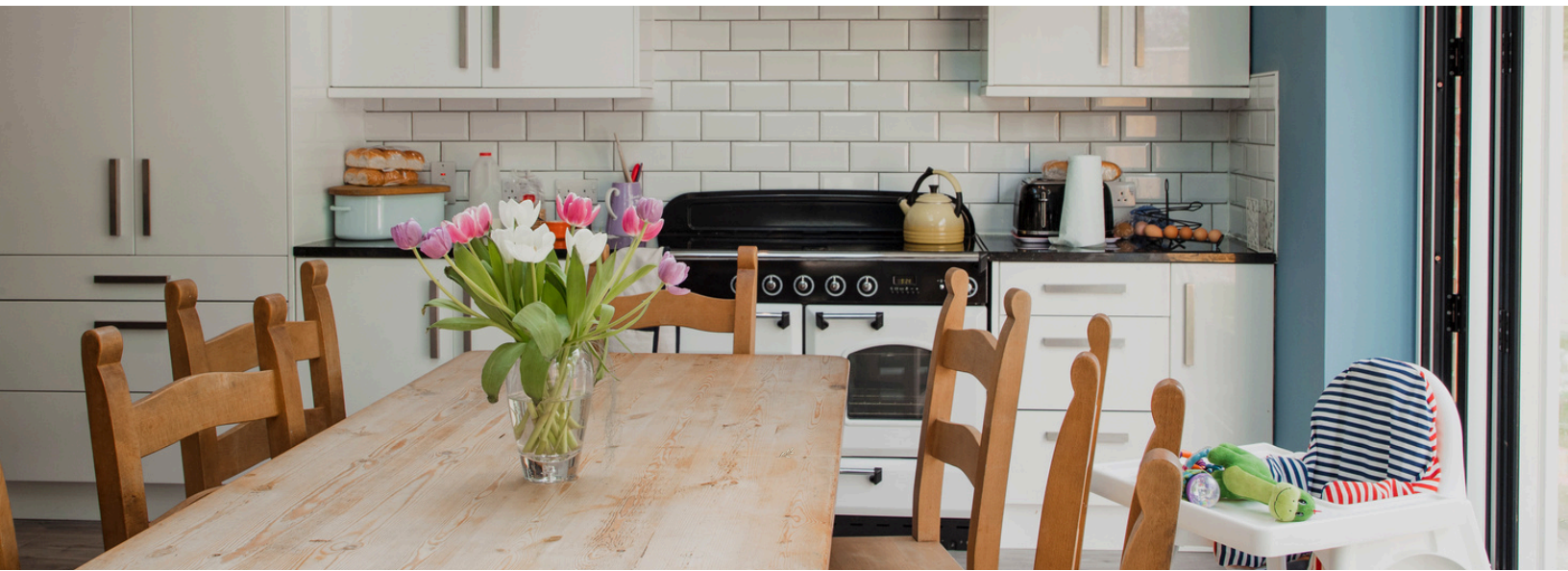
Important: must be used strategically to protect perceived value



Don't rely on national headlines — real estate is hyper-local. A hot market in one city might be slowing down in another. Always base your decisions on current data from your neighborhood.



PREPARING YOUR HOME



DECLUTTER & DEEP CLEAN

Before anything else, reduce visual distractions. Remove excess furniture, personal items, and anything that makes the space feel crowded. A clean, open space helps buyers picture their own lives in the home.



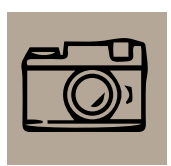
MAKE MINOR IMPROVEMENTS

Small changes can make a big impact. Touch up paint, replace outdated light fixtures, fix leaky faucets, or refresh cabinet hardware. These quick fixes increase perceived value without a major investment.



STAGE TO IMPRESS

If needed, staging your home—whether professionally or with existing furniture—can enhance flow and showcase your home's best features. Neutral tones and simple décor create an inviting, move-in-ready atmosphere.



INVEST IN HIGH- QUALITY PHOTOS AND VIDEO

Once your home is prepped, professional photography is key. Great listing photos attract more clicks, more visits, and more serious buyers. First impressions often start online—make them count.

CREATE A LASTING FIRST

Impression

The exterior of your home is the very first thing buyers experience. A welcoming, well-maintained entrance encourages buyers to step inside with excitement and confidence. Small improvements can make a remarkable difference.



LANDSCAPE AND LAWN

- ☐ Mow and edge the lawn space
- ☐ Trim shrubs, hedges, and trees
- ☐ Refresh flower beds with fresh mulch
- ☐ Remove weeds and dead plants
- ☐ Add seasonal flowers or potted plants
- ☐ Keep walkways clear and tidy
- ☐ Check irrigation and outdoor lighting



GARAGE AND DRIVEWAY

- ☐ Pressure-wash driveway, remove oil stains
- ☐ Organize the garage
- ☐ Sweep floors
- ☐ Store seasonal items neatly



BEFORE EVERY SHOWING

- ☐ Ensure vehicles cannot be seen
- ☐ Ensure pool is clean
- ☐ Remove all pool toys, cleaners & poles
- ☐ Remove weeds and tidy up garden/planted areas
- ☐ Sweep up debris and remove all gardening equipment



FRONT ENTRY

- ☐ Wash or repaint the front door
- ☐ Polish door hardware
- ☐ Add a fresh welcome mat
- ☐ Hang a seasonal wreath
- ☐ Replace burned-out light bulbs
- ☐ Clean windows around the entry
- ☐ Add potted plants for warmth and charm
- ☐ Stage the porch with inviting seating (if space allows)



EXTERIOR MAINTENANCE

- ☐ Pressure wash siding, porches and walkways
- ☐ Clean gutters and downspouts
- ☐ Touch up chipped paint
- ☐ Replace broken fixtures or house numbers
- ☐ Repair loose shutters or trim
- ☐ Wash exterior windows



WHERE FIRST IMPRESSIONS BECOME

unforgettable

➤ PROFESSIONAL PHOTOGRAPHY

Premium, high-resolution imagery is one of the most important tools in real estate marketing.

Work with professional photographers who specialize in capturing homes with:

- optimized lighting
- detailed angles
- lifestyle compositions
- exterior twilight photography (when appropriate)

➤ STRATEGIC STAGING & PREPARATION

83% of buyers find it easier to envision a staged home as their future home.

Whether it's light staging, full staging, or simple enhancements, I help you identify what will create the strongest impact.

➤ VIDEOGRAPHY & VIRTUAL TOURS

- Professional video walkthrough
- Aerial drone footage
- Virtual tours
- Social-media video clips
- Highlight reels
- Twilight video

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

National Association of REALTORS





Marketing YOUR HOME

Marketing goes far beyond simply listing your home on a real estate platform.

It's about telling a story, highlighting what makes your property unique, and placing it in front of the right buyers at the right time.

A strong marketing strategy can dramatically increase visibility, attract serious interest, and generate stronger offers. We'll begin with professional photos to capture your home in its best light, followed by a detailed listing that emphasizes its key features.

Then we'll promote your home through multiple channels — from online listings and social media, real estate networks, and possibly even open houses.

Every home is different, so the marketing plan will be tailored to your property, location, and ideal buyer.

With the right exposure and presentation, your home will stand out — not just show up.

***The first showing often happens online.
High-quality photos and a compelling
description can make the difference
between a scroll and a showing.***



ONLINE EXPOSURE



SOCIAL CONNECT



LOCAL + NETWORK



REVIEWING OFFERS



Once offers start coming in, it's important to look at more than just the price. Here's how we'll evaluate each proposal with care and strategy:



FULL OFFER BREAKDOWN

Each offer includes several components: price, financing type, contingencies, closing date, and more. I'll help you understand what every detail means – and how it impacts your decision.



COMPARING OFFERS EFFECTIVELY

If we receive multiple offers, we'll go beyond the numbers to assess the strength and reliability of each one. we'll look at overall terms, buyer motivation and risk factors.



MAKING THE RIGHT CHOICE

Once we've reviewed all offers, I'll guide you through your options – accept, counter, or decline – based on your goals. You'll feel confident knowing every choice is supported by strategy.



THE NEGOTIATION *Process*

*FINDING THE RIGHT BALANCE
BETWEEN YOUR GOALS AND
THE BUYER'S OFFER.*



Once an offer is received, negotiation begins — and this is where having the right agent truly **matters.**



Whether it's the price, contingencies, repairs, or closing terms, I'll act as your advisor and negotiator to ensure your **best interests** are protected at every stage.



The goal is not just to accept any offer, but to secure one that aligns with your **priorities and timeline.**



I'll communicate directly with the buyer's agent, present counteroffers when needed, and guide you through each adjustment until we reach a deal that you feel **confident** and **comfortable** with.



This part of the process can move quickly, but you'll never feel rushed — every decision will be made with **clarity** and **support.**



Your Home. Your Story.
OUR STRATEGY.



CLOSING PROCESS



From an accepted offer to handing over the keys — here's what to expect.



Once an offer has been accepted, we officially enter the closing phase. This stage involves inspections, appraisals, final paperwork, and coordination with all parties involved — including lenders, attorneys, escrow agents, and the buyer's agent.



I'll stay in close communication with everyone to ensure all deadlines are met and any issues are handled quickly.



You may be asked to make minor repairs, provide documentation, or schedule your move-out — but I'll guide you through each task so nothing feels overwhelming.



Once everything is finalized and closing day arrives, you'll sign the final documents, hand over the keys, and officially complete the sale.



I'll be there from start to finish to ensure your closing experience is smooth, efficient, and stress-free.



SELLER GUIDE

SELLING A HOME COMES WITH A LOT OF QUESTIONS — HERE ARE SOME OF THE MOST COMMON ONES I GET FROM SELLERS, ANSWERED SIMPLY AND CLEARLY.



01 HOW LONG WILL IT TAKE TO SELL MY HOME?

The timeline can vary depending on market conditions, pricing, and property condition. On average, it takes 30 to 60 days from listing to closing — but we'll discuss your local market in detail before going live.



02 DO I NEED TO MAKE REPAIRS BEFORE LISTING?

Not always. Some homes benefit from minor updates, while others sell just fine as-is. I'll walk through your property with you and recommend only what will have a real impact on buyer interest or price.



03 WILL I NEED TO LEAVE DURING SHOWINGS?

Yes, it's best if you're not home during showings. This helps buyers feel more comfortable and allows them to imagine the space as their own without distractions.



04 WHAT HAPPENS IF THE BUYER BACKS OUT?

It depends on the stage of the process and the contract terms. If this happens, I'll immediately relist your home, reach out to other interested buyers, and guide you through the next steps with minimal delay.

I'M HERE TO MAKE THE PROCESS SMOOTH AND SUCCESSFUL FROM START TO SOLD.



GLOSSARY OF REAL ESTATE TERMS

APPRAISAL:

An evaluation by a licensed professional to determine the fair market value of a property, usually required by lenders before approving a mortgage.

CLOSING COSTS:

Fees paid at the end of a real estate transaction, including lender fees, title insurance, taxes, and legal services.

CONTINGENCY:

A condition in the purchase agreement that must be met for the sale to proceed (e.g., financing, home inspection, or appraisal contingencies).

DOWN PAYMENT:

The portion of the home's purchase price that the buyer pays upfront, separate from the mortgage.

ESCROW:

A neutral third party that holds funds and documents until all terms of the contract are met and the transaction is complete.

HOME INSPECTION:

A detailed evaluation of the property's condition, performed by a certified inspector before finalizing the purchase.

OFFER:

A formal proposal from a buyer to purchase your home, which includes price, terms, and any requested contingencies.

CLOSING:

The final step of the sale process, during which documents are signed, funds are transferred, and ownership officially changes hands.

LET'S LIST YOUR HOME TODAY



Choosing the right Realtor can make all the difference. With personalized service, honest communication, local market knowledge, and a commitment to protecting your best interests, I'll work tirelessly to position your home for a successful sale. Let's list your home today and take the first step toward achieving your real estate goals!



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Let's Connect!



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