

the 'SOLD' ROADMAP

YOUR HOME-SELLING TO-DO LIST



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Dear homeowner -

You're taking the first step towards a huge life milestone: selling your home – Congratulations! This guide is your resource for each phase of selling, including questions to ask yourself and checklists that will make this process as seamless as possible. Let's get started, shall we?!

Erica and Adam



Seller's Roadmap

01 _____ Choose
Your Agent

02 _____ Prepare
Your Home

03 _____ Strategic
Pricing

04 _____ Staged vs.
Vacant

05 _____ Modern
Marketing

06 _____ Showing
Your Home

07 _____ Closing
Process

STEP ONE

Choose Your Agent

What to look for in a real estate agent

The right real estate agent should have an in-depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



Interview agents to understand if they're the right fit:

- What's your experience selling?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?
- What's your avg. sale-to-list price ratio?

STEP TWO

Prepare Your *Home*

Consider home repairs

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

Property walk through

Woodford Lane will walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. In this step, it's important to think about your home from a future buyer's perspective.

Small improvements that make a big difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN



Listing Preparation *Checklist*

DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda opening windows for ventilation

CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal momentos

REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: tighten loose door knobs and cabinet pulls

Strategic Pricing

01 _____

Your property attracts the most interest when it is first listed.

02 _____

Properties that are priced correctly from the beginning typically sell for more in the end.

03 _____

Overpriced homes sit on the market longer.



Woodford Lane will *thoroughly evaluate the market* to determine the value of your home and price it appropriately.

PRICING STRATEGIES PRICING STRATEGIES



BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender

STEP FOUR

Staged *vs.* Vacant

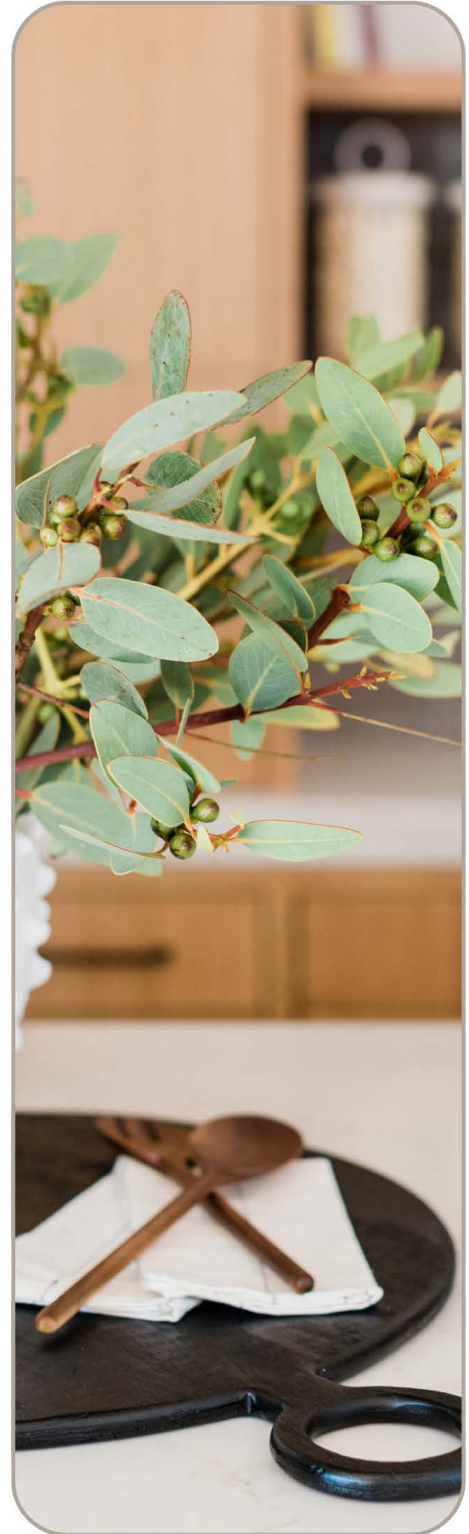
The key is nailing the first impression with buyers—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

We work with our clients on a case-by-case basis to determine what works for their unique home & situation.

Together with Woodford Lane, you can create *warm & inviting atmosphere* that makes buyers excited to be there— vacant or staged!



The Woodford Lane *Advantage*

Give Your Listing the *Edge* with These Unique Seller Benefits



- **In-House Staging Advantage:** We own E-Squared Staging, giving our clients a direct line between stager and strategy. Your home's physical presentation is tailored to the game plan for selling - a major edge when it hits the market.
- **Prep Now, Pay at Closing:** Through our partnership with Titus, a private lender, you can access your home's equity before you sell. Use it for painting, landscaping, staging - whatever it takes to get market-ready - without spending a dime upfront.
- **Bridge Loan Flexibility:** One of our preferred lenders offers a powerful bridge loan that lets you buy your next home *before* selling your current one. This eliminates the sale contingency, making your offer more competitive in today's market.

Modern Marketing

It's an agent's job to bring the seller a buyer at the *terms & price* they want. A mix of *digital & traditional* marketing is how to achieve it.

01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home is on the internet.

Work with an agent who will maximize your home's visibility online with digital marketing including:

- Photo & video
- Social media marketing
- Email marketing
- Property specific website

02 TRADITIONAL MARKETING

Traditional marketing strategies are also important for reaching the right buyer

Work with an agent who offers robust traditional marketing strategies, including:

- Open houses & showings
- Broker previews
- Agent networking outreach
- Yard sign captures

& when it's implemented successfully...

The *Sale* of 2313 Shamrock Drive

2313 Shamrock Drive had been listed for almost a year with two different agents. Feeling frustrated, the sellers heard about Woodford Lane Real Estate and reached out to see what we may be able to do differently. We strategized on a game plan for both the sellers and ourselves to give this home the attention and sale it deserved! Here's what that involved :

- **Painting** - The home was SUPER cute, but wasn't showing as well as it could in photos due to some custom paint choices. We had the sellers paint the necessary areas a neutral color.
- **Staging** - We had the sellers stage the home to make it warm and inviting to potential buyers.
- **Landscaping** - A light refresh and upkeep of the landscaping gave a great first impression to buyers coming for showings.
- **Broker Preview** - Invited agents in our network to view the property before it hit the market, giving them firsthand knowledge to share with their active buyers.
- **Yard Sign Captures** - Using a property specific URL, we drove immediate interest from passersby to the online listing.
- **Photos / Video** - we had brighter, better photos and video done. Photos are the first thing potential buyers see, so they need to be perfection!

before



after



The *Sale* of 2313 Shamrock Drive

RESULTS

- Multiple offers were received before we even hit the market!
- Sold over the asking price, which was slightly higher than the previous list price from the last agent.
- The owners were thrilled with the quick sale and the seamless marketing process



WHAT OUR CLIENTS SAID

“We cannot overstate how much we would recommend Erica & Adam. Our house had been on the market for nearly a year with other agents, but when Erica and Adam took over they got us 2 offers, over asking, in 24 hours. They are true professionals who bring strategic thinking to their sales plan. They are also friendly and easy to get along with. It's kinda like selling your house with a friend, if your friend was REALLY good at selling houses!”

-Sean and Mary Jane

Showing *Your* Home

Next up - Showing time!

Together with Woodford Lane, you'll decide on parameters for welcoming interested buyers your home.

We will provide you with an electronic lockbox to store keys. Anytime it is accessed we will be notified.

BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-approved buyers only
- 30-45 minute tours
- Owner has stepped out
- Pets have been removed
- Feedback is gathered & shared with owner



Showing Preparation Checklist

INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

GET GRANULAR

Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables

Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

Buyer's Due Diligence

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

Closing Day

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

Packing & Moving

The owner can start packing up their belongings and planning to move! Congratulations!

Word on *the* Lane

“Erica and Adam were a pleasure to work with. They went above and beyond to make sure every aspect of preparing my condo for listing was identified and complete. They gave suggestions on staging companies and contractors and tapped into their network after the condo was listed to get more foot traffic in the door. As someone who was selling the property from out of town, I trusted Woodford Lane to be available on-site to handle anything that came up last minute.”

SUSANNA K.

“My husband and I used Woodford Lane to sell and buy a new house. The whole process was a great experience for us! They are very responsive and kept us up to date at all times on the status of our contracts and negotiations. They helped to alleviate a lot of the stress during this transition, which was priceless! Woodford Lane throws an awesome open house and sold our house for over asking price. She also negotiated our new house under asking! WIN-WIN!”

MARIA AND ROBERT H.

“Erica and Adam are like the Hall and Oates of real estate. Most other agents are so... Out of Touch... #fingerguns No but seriously, Erica's attention to detail and genuine care for the process, mixed with Adam's passion to find creative solutions, just made the experience so easy, fun, painless, amazing, organized, educational, awesome... and 100 other adjectives I could add. I'll never use another agent... I Can't Go for That... No Can Do... #morefingerguns”

BRANDON R.

What's Next?



Know what your home is worth

Get a free market analysis tailored to your home and neighborhood. See what similar homes are selling for & understand what buyers in Atlanta are looking for.

Ready to list ASAP?

Let's create a custom selling strategy to get your home sold quickly and for top dollar. We'll identify a competitive price and implement a proven marketing plan tailored to your home.

Not selling anytime soon?

That's okay! We're here to be a resource regardless - if you have any questions, don't hesitate to reach out.

What You Can Expect Working With *us*

We're Curious

We want to have a clear understanding of your goals, who you are, and what your home means to you.

We're Committed

We bring our A-game to every transaction, and we're committed to achieving the best outcomes for our clients.

We're Proactive

We're always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

We're Personal

We believe in building relationships on mutual respect (and some humor!). We've found this is what leads to the best outcomes.

Our specialty is helping homeowners get the best price and terms for their home. Shoot us a message if you have any questions about the sales process or what working together could look like - We're here to be a resource to you!



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