



THE
WYNN
BECK TEAM

Be Home Now CSRA



PREPARING FOR A SUCCESSFUL HOME SALE

FROM START TO SOLD
DETAILS YOU NEED TO
SUCCESSFULLY
LIST & SELL YOUR HOME



KELLERWILLIAMS.
REALTY



A Sound Decision

Home is more than just a physical space. It's where you've created countless memories, shared moments with loved ones, and where you feel most comfortable. When it comes time to sell your home and begin a new chapter, the process can oftentimes feel overwhelming. Selling a home can be an emotional journey, and it's understandable to feel apprehensive.

Rest assured that together, we can help you navigate the process with ease. Staying personal, creating a comfortable atmosphere, and providing knowledge throughout the process is what you deserve in a real estate transaction.

We'll outline the steps and create a plan together, so you don't have to do any of the heavy lifting. From photographing your home to finding the right buyers, negotiating the best terms for you & creating a smooth close, this booklet will be your guide.

We believe that exceeding your expectations is not just about securing repeat business, but about building lasting relationships. We are fully committed to you, and your journey is personal to us. You can trust that we'll always put your needs first and work tirelessly to help you achieve your goals.

Rebecca Cunningham & Wynn Doggette



Real Value Real Experience



When you choose to work with us, you are partnering with trained agents with the backing of the world's largest real estate company, with associates around the globe. Keller Williams was built on a simple yet revolutionary principle; people are what matter most!

Keller Williams equips agents with cutting-edge technology and market insights, allowing them to offer personalized, data-driven advice tailored to your unique needs. Whether buying your first home, selling a cherished family residence, or expanding your investment portfolio, we are here to guide you every step of the way.

A Promise to You

To consistently and clearly communicate with you in the way and frequency you prefer.

To always treat you and your family with honesty, integrity, and respect

To address your questions, ease your concerns, reduce your stress, and effectively handle the entire real estate transaction.

To hold ourselves accountable in the steps it takes to sell your home

To always do the right thing, even if it isn't the easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail

To serve as your trusted local expert and adviser by your side

SUCCESSFUL SELLING PROCESS

WE KNOW THAT SELLING
YOUR HOUSE CAN BE
STRESSFUL...

But it doesn't have to be.
Instead, it can be the glorious
start to a new chapter. The
reliving of wonderful memories
& the anticipation of a new family
loving your home with fresh
eyes.

With our modern approach to
marketing and a streamlined
system for paperwork, we take
the stress out of SOLD.

Let's be honest, moving to a new
home is EXCITING!



LISTING
CONSULTATION |
SET PRICE

PROFESSIONAL
PHOTOS

OPEN HOUSE |
OFFER
PRESENTATION

CLOSE ON THE
HOUSE (AND
CELEBRATE)



How Homes Sell

It can be difficult sometimes to see the motivation of buyers when it comes to selling your own home, but simply, there are two main aspects in how home buyers evaluate a home.

Features & Price

When potential buyers are looking for a new home, they often have a list of specific features that they are looking for. These features not only make the home more appealing, but they can also add value to the property. Features can range from practical and functional to luxurious and modern. Ultimately buyers want a home that meets their needs and enhances their lifestyles, and the right combination of features can make a home stand out.

- Location
- Curb Appeal
- Floor Plans
- Upgraded Kitchen & Bathrooms
- Outdoor Living Spaces
- Energy Efficient
- Smart Home Technology

Pricing a home effectively requires careful consideration and strategy to ensure a successful sale. If your house lacks the features that potential buyers desire, then your option is to compete on price. Setting the right price can attract buyers but overpricing a home can deter buyers and result in a decrease in perceived value. Some factors influence the price of your home.

- Market Value
- Location
- Condition
- Competition



SETTING THE RIGHT PRICE



You know what happens when you overprice your house? Nothing. Nothing happens. No showings get scheduled, no offers come in.

Pricing is a science and the single most important strategy you'll employ when going to market. During your listing consultation, we'll make sure your goals align with market conditions and make a plan together. Understanding your plan of action and learning to adjust to market conditions is fundamental to your success.

An Agent Doesn't Set the Price, A Seller Doesn't Set the Price ~ The MARKET sets the price or value for your property ~

Factors that Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking and Selling Price of Competing Homes
- Your Homes Condition
- Buyers Perception of Your Home

Factors with Little or No Influence on Market Value

- The Price the Seller Paid for the House
- Sellers Expected Net Proceeds
- The Amount Spent on Improvements

Knowing Your Buyers

Approximately 88% of home buyers purchased their home through a real estate agent or broker. This high percentage reflects the continued reliance on real estate professionals for their expertise, market knowledge, and assistance throughout the home buying process.

Trending buyers are looking for remote home offices, energy efficiency, outdoor living spaces, smart home technology, updated kitchens, and bathrooms.

80% of recent buyers financed their home purchase

Most recent buyers who purchased new homes were looking to avoid renovations and problems with plumbing or electricity at 45%.

13% of buyers purchased a new home, and 87% of buyers purchased a previously-owned home

For buyers, 60% cited the quality of the neighborhood as the most important factor determining the location.

97% home buyers used the internet to search for a home. The most valuable content on websites were photos, detailed information about properties for sale, floor plans, and the real estate agent contact information





LISTING CONSULTATION

This is where we make a plan together. As your agent, we are going to be asking you questions about your goals for selling your home and any questions or concerns you may have related to your sale. Please take a moment to think about those things before our consultation so that we can ensure we make the best use of our time together and address the most important issues.

I'll also be preparing materials for your review, including an overview of our marketing campaign, an explanation of social media strategy, and a comparative market analysis to show you what is selling (and not selling) in your market area.

A few things to think about before we meet...

What is your moving timeline?

What do you hope to net from your home sale?

What concerns do you have about listing or buying?

Write these things down before we meet so we can talk through all the details!



NAVIGATING BUYER BROKER COMPENSATION

As a home seller, you have the option to offer compensation to a buyer's agent to attract potential buyers. Here's what you should know:

What is an offer of compensation and why make one?

An offer of compensation is when you, the seller, or your agent pay a buyer's agent for bringing a buyer to successfully close the sale. This can reduce costs for buyers, especially first-time or lower-income buyers, helping to attract more interested parties.

Are offers of compensation mandatory?

No, it's entirely up to you whether to offer compensation. We can help guide you in making the best decision for your sale.

Does my agent need my permission to offer compensation?

Yes. Your agent must have your written approval to offer compensation to a buyer's agent and specify the amount.

What types of compensation can I offer?

You can choose to pay a flat fee to the buyer's agent, shared compensation between listing broker and buyer broker, or the most common method, where the seller offers a percentage (typically between 2% and 3%) of the sale price of the home to the buyer's broker.

How will a buyer's agent know about the compensation?

Compensation offers can be shared through marketing channels like flyers, social media, or direct communication, but they cannot be listed on MLS platforms.

Do I have to advertise the compensation?

No, advertising is optional. You can negotiate the compensation directly in the purchase agreement without advertising it publicly.

What are concessions?

Seller concessions are different from compensation. They can involve covering some of the buyer's closing costs or property repairs, to make the home more affordable.

Ultimately, you have flexibility in deciding how to approach compensation and concessions to attract buyers and make the sale process smoother. As experienced agents, we are here to help you navigate these options and ensure you make the best, most informed decision for your sale.

HOW DOES A REAL ESTATE TRANSACTION WORK?



Preparing Your Home for a Successful Sale - Considerations to Maximize Your Home Appeal



Exterior

- **Landscaping and Lawn Care:** Ensure the lawn is well-maintained. Mow regularly, trim bushes, and edge along walkways and driveways. Add fresh mulch to flower beds and plant seasonal flowers to enhance curb appeal.
- **Clean and Tidy Driveways/Walkways:** Sweep and clean driveways/walkways to remove debris, dirt, and leaves. Consider pressure washing to remove stains or grime from concrete surfaces.
- **Paint or Clean the Exterior:** If the exterior paint is faded or peeling, consider repainting to freshen up the appearance. Alternatively, pressure washing the siding or brick thoroughly can make a significant difference.
- **Repair or Replace Gutters and Downspouts:** Ensure gutters and downspouts are in good condition and free of debris. Repair any leaks or sagging, and consider repainting or replacing if they are rusty or damaged.
- **Upgrade Front Door and Hardware:** A well-maintained and attractive front door can make a strong impression. Consider repainting or staining the door, replacing hardware such as handles and locks, and ensuring the doorbell and lighting fixtures are in working order.
- **Outdoor Lighting:** Good outdoor lighting not only enhances safety but also adds aesthetic appeal. Ensure all exterior lights are working, replace any broken fixtures, and consider adding lighting around landscaping or pathways.
- **Window Maintenance:** Clean windows inside and out to maximize natural light and showcase views. Replace any broken or fogged windows and ensure window frames are in good condition.
- **Address Roof Issues:** Repair any missing or damaged roof shingles. Ensure the roof is free of debris.
- **Upgrade or Clean Fencing:** If you have fencing, ensure it is in good repair. Replace broken boards, clean or repaint as needed, and ensure gates open and close properly.
- **Add Outdoor Living Spaces:** Highlight outdoor living areas such as patios, decks, or porches. Clean and arrange furniture to create an inviting space for potential buyers to envision themselves relaxing or entertaining outdoors.
- **Hide Unsightly Features:** Put away garbage bins, excessive or out-of-season decorations, outdoor equipment, and toys. Wrap garden hoses and keep potted plants to a minimum while placing them strategically.

Interior

- **Declutter:** Remove excess clutter and personal items to create a clean, spacious, and neutral environment that allows buyers to envision themselves living in the space. Examples would be clearing off kitchen and bathroom counters, removing all personal accessories, and tidying up pantry/cabinets.
- **Deep Clean:** Thoroughly clean every room, including carpets, windows, walls, and appliances. Pay attention to details like grout lines, baseboards, blinds, and light fixtures. We recommend professional cleaning prior to photos.
- **Neutralize Colors:** Consider repainting walls in neutral colors to appeal to a broader range of buyers. Neutral tones help create a fresh and inviting atmosphere.
- **Maximize Natural Light:** Open curtains and blinds to let in natural light. Clean windows to ensure they sparkle and maximize the light entering the rooms.
- **Make Minor Repairs:** Fix any visible issues such as leaky faucets, squeaky doors, loose handles, or cracked tiles. These small repairs can make a big difference in the overall impression of the home.
- **Enhance Lighting:** Ensure all light fixtures are clean and bulbs are working. Consider replacing outdated fixtures with newer, more stylish options to enhance the ambiance of each room.
- **Neutralize Smells:** Pet, smoke, and strong aerosol smells can turn most people off. Air out the home naturally and infuse with a very light smell of vanilla or clean linen.
- **Upgrade Kitchen and Bathrooms:** These are key selling points. Clean countertops and cabinets, replace worn-out hardware and consider minor updates like regrouting tile or replacing faucets to give these spaces a fresh look.
- **Stage Rooms:** Arrange furniture to create a sense of flow and highlight each room's functionality. Consider removing excess furniture to make rooms appear larger.
- **Highlight Storage Space:** Organize closets and storage areas to showcase available space. Buyers appreciate ample storage, so make sure closets are neat and not overstuffed.
- **Add Finishing Touches:** Place fresh flowers/plants in key areas, like entryways or living rooms, but don't overdo it.

Pre-List TO DO LIST

BATHROOMS

KITCHEN

BACKYARD

FAMILY ROOM

FRONT ENTRY

BEDROOMS

MISCELLANEOUS

Prelisting Home Inspection



Getting a pre-listing home inspection before putting your home on the market, can provide numerous benefits for sellers. Here are some compelling reasons to consider:

- **Identify Issues Early:** Detect potential problems before listing, allowing time to address them and avoid surprises.
- **Set an Accurate Price:** Use the inspection results to price the home based on its actual condition, factoring in needed repairs.
- **Enhance Buyer Confidence:** Transparency with a pre-listing inspection report shows the home is well-maintained and ready for sale.
- **Avoid Sale Delays:** Addressing repairs upfront reduces the chance of delays or renegotiations during the buyer's inspection.
- **Facilitate Smoother Negotiations:** Sharing the inspection report can lead to easier negotiations, as buyers already know the home's condition.
- **Speed Up the Selling Process:** By resolving issues before listing, sellers can attract serious buyers and potentially close faster.

Overall, a pre-listing home inspection is a strategic investment that can potentially save you time, reduce uncertainty, and increase the likelihood of a successful and smooth sale of your home.

Home Staging

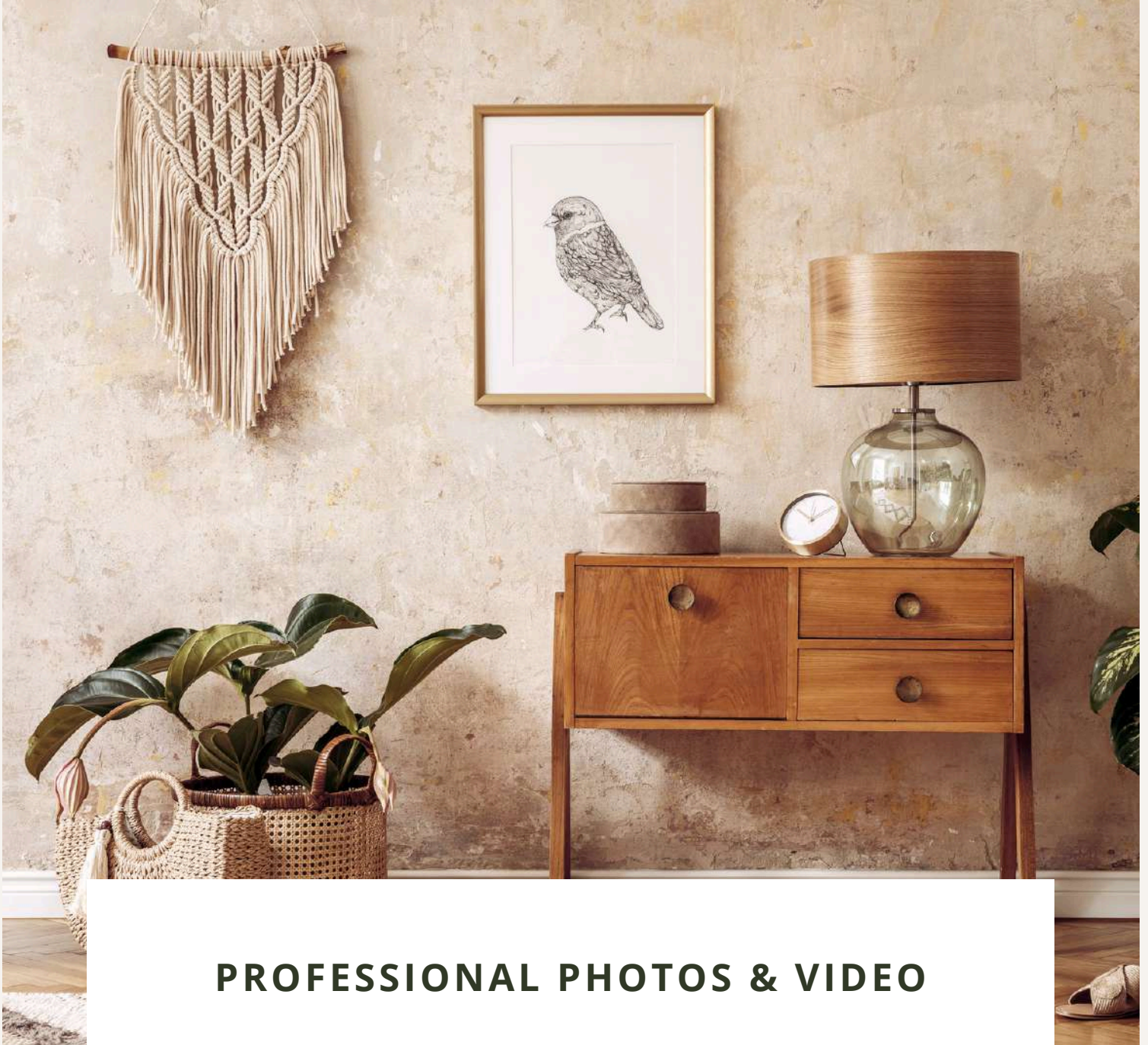


**"Staging a home isn't about hiding imperfections;
it's about showcasing possibilities."**

Home staging is not decorating. Staging is positioning the home to appeal to the needs of the buyers with cost-effective strategies that improve the home's functionality, cleanliness, and overall appearance. Staging is an investment that can pay off by making your home more appealing and competitive in the real estate market.



- **Highlights Best Features**
- **Create Emotional Connection**
- **Maximizes Space & Flow**
- **Photographs Better**
- **Helps Buyers Visualize Their Own Belongings in the Home**
- **Increases Perceived Value**

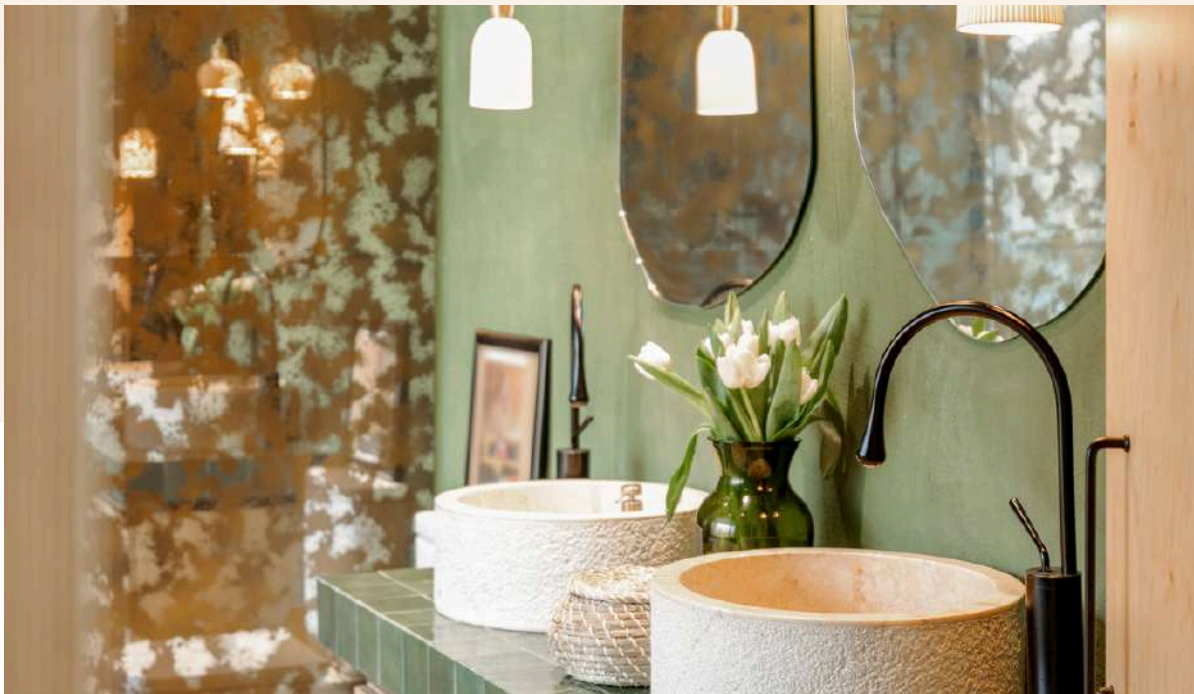


PROFESSIONAL PHOTOS & VIDEO

Ever heard that old saying: "You never get a second chance to make a first impression"?

Well, it's true! In real estate, that first impression can be the difference between selling your house and having it sit on the market for months.

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home.



GO TO MARKET TIMELINE

The best day to list your home can depend on a few factors, but generally, Thursday is often considered the optimal day to list your property. For your home to go to market on Thursday, all cleaning and photos need to be taken usually 2-3 weeks prior.

On photo day, we'll conduct a walkthrough to assess any final staging and cleaning needs. Depending on the size of the home and the photo/video package chosen, this typically takes 2-3 hours. We recommend not being present during this time to give the photographer the space they need to capture the best shots. The photos and videos will then be edited and used to build the following marketing materials:

- Your home-only website
- Neighborhood direct mail pieces
- Social media posts & ads
- Open house materials
- MLS Listing

Showcasing Your Home

Professional Photography



97% of buyers use the Internet to search for homes. Professional photos are key in getting the attention of the buyer.

Just Listed Postcard



Just Listed Fliers



Quality printed "Just Listed" fliers/booklets to display at the home

Marketing is the most effective way to get the attention of the buyer



Direct mail "Just Listed" postcards to the surrounding area & similar neighborhoods



ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54% of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*We give your home as much visibility
as possible using a variety of tools to
ensure your home is seen by
thousands of potential buyers*

Your listing will appear in the MLS (multiple listing service), and syndicate with major real estate platforms like Zillow, Trulia, Homes.com, Realtor.com, and many more.

OPEN HOUSE



Open houses are essential when selling a property.

Think about it: when you hold an open house, you're exposing your listing to the world. That means that each of those events will give your property renewed attention on all of the online portals and make your listing pop up in front of more potential buyers. And because this is physical real estate we're talking about, an open house also gives them a chance to experience your home in person!

Not only does this mean more exposure for your property and more traffic for you—the extra foot traffic means that someone who's just looking for fun or out of curiosity might end up being your next buyer.

OFFER PRESENTATION

Offer presentations occur whenever we receive one or more offers. We will convene as a team to thoroughly review the offers with you, providing advice on the comparisons to help you make an informed decision regarding which offer to accept or counter.

In the case of multiple offers, we will review all offers simultaneously. This approach is optimal, as it enables us to directly compare offers from various buyers, rather than evaluating them individually over time.



CONTINGENCY PERIOD

In real estate, a "contingency" refers to a condition in the Agreement of Sale that must be met for the transaction to move forward. The buyer can include various contingencies in the contract, which can affect how the process unfolds. Some common contingencies are as follows;



Inspection 01 *Contingency*

Every contract has a 10-day inspection contingency. This is where the buyer is able to do their due diligence on the property with a professional inspection.

Financing 02 *Contingency*

Most contracts are also contingent on the buyer's financing. We don't accept offers unless we have the buyer's pre-approval from a lender.

Appraisal 03 *Contingency*

Inside the buyer's financing, there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

Home Sale 04 *Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home. There will be additional paperwork and dates we abide by with this type of contingency.



CLOSING DAY

This is it! The big day! We've done this dozens of times, and we promise you, we'll get through it just fine. Closing day is the thrilling culmination of your journey! It's the day you officially hand over the keys to the new owners and walk away with the results of your hard work. Not only will you sign the necessary paperwork, but you will also receive the proceeds from the sale.

This often brings a sense of relief and excitement. Once the transaction is complete, you'll officially be free to move on to the next chapter of your life. Whether you're downsizing, relocating, or moving into a new dream home, the closing day marks a fresh start with a great sense of accomplishment!

Enjoy the moment—it's the result of all the hard work, negotiations, and preparations that brought you here. Congratulations!

Pack Like a Professional



- **Plan Ahead:** Create a timeline and checklist for packing and moving tasks to stay organized and on schedule.
- **Declutter First:** Sort through your belongings and declutter before packing to lighten the load and reduce moving costs.
- **Gather Supplies:** Stock up on quality packing supplies such as sturdy boxes, packing tape, bubble wrap, markers, and labels. (Ask for free or cheap boxes at grocery stores, bookstores, online marketplace, friends or neighbors)
- **Label Everything:** Clearly label each box with its contents and the room it belongs to. This makes unpacking easier and helps movers place boxes in the correct rooms.
- **Pack Strategically:** Start packing non-essential items early and gradually work towards packing daily essentials last. Pack heavier items in smaller boxes and lighter items in larger boxes.
- **Protect Fragile Items:** Wrap delicate items individually with bubble wrap or packing paper. Use towels or clothing as extra padding for fragile items.
- **Use Proper Techniques:** Pack heavier items at the bottom of boxes and fill any empty spaces with packing paper or bubble wrap to prevent shifting during transport.
- **Take Inventory:** Keep a detailed inventory list of all packed items, especially valuable or sentimental belongings.
- **Prepare Appliances:** Defrost and clean refrigerators, freezers, and other appliances before moving. Secure moving parts and cords to prevent damage.
- **Arrange for Help:** Hire professional movers or enlist friends and family to assist with heavy lifting and transportation if needed.
- **Protect Floors and Walls:** Use furniture sliders or protective mats to prevent damage to floors and walls when moving large or heavy items.
- **Secure Important Documents:** Keep important documents such as IDs, passports, medical records, and financial paperwork in a secure, easily accessible place during the move.
- **Final Walkthrough:** Conduct a final walkthrough to ensure nothing is left behind and everything is in place before departing.

Following these tips can help streamline the packing and moving process, minimize stress, and ensure a successful transition to your new home.



Moving with Pets

Moving with a pet requires thoughtful planning and consideration to ensure their safety and comfort during the transition. Here are nine tips for moving with your pet:



- **Plan Ahead:** Start planning early to minimize stress for both you and your pet. Research the area you are moving to, so that you are informed about all things your pet may need before the move.
- **Update Identification:** Ensure your pet has updated identification tags with your new address and contact information. Consider microchipping as a permanent form of identification.
- **Maintain Routine:** Stick to your pet's regular feeding, exercise, and play routines as much as possible before, during, and after the move. Familiarity and consistency can help reduce anxiety.
- **Secure Pet-Friendly Accommodations:** If you're staying overnight during the move, book pet-friendly accommodations in advance. Verify their pet policies and any additional fees.
- **Travel Safety:** If traveling by car, secure your pet in a well-ventilated crate or carrier with their favorite blanket or toy. Stop regularly for bathroom breaks, exercise, and hydration.
- **Prepare a Pet Essentials Kit:** Pack a separate bag or box with your pet's essentials, including food, water, bowls, medications, grooming supplies, toys, blankets, and any necessary documents.
- **Introduce Them to the New Home Gradually:** Upon arrival at your new home, introduce your pet to one room initially, gradually allowing them to explore other areas. Create a safe and comfortable space with familiar items.
- **Update Vet Records:** Transfer your pet's medical records to a veterinarian in your new area. Schedule a check-up if necessary and ensure vaccinations are up to date, especially if crossing state or international borders.
- **Patience and Reassurance:** Moving can be stressful for pets. Provide plenty of love, attention, and reassurance during and after the move to help them adjust to their new environment.



By following these tips and maintaining a calm and supportive demeanor, you can help ease the moving process for your pet and ensure they settle comfortably into their new home.



Real People Real Reviews Real Results Keeping it "Real"tors

Still a top-notch realtor!!! Rebecca and Wynn are not just realtors; they are partners in your journey. Working for you, with you and supporting you when you have thought about giving up. She helped us find our little piece of green about a year ago and then they helped us sell our current home when the new home was ready. One day on the market!!!! I credit it to the incite on fixes and changes for the best showing possible. Rebecca and Wynn are in it with you, and they stay until the job is done. Go Team Wynnbeck.

Jackie & Kevin Buyers/Sellers

If you're looking for a personable, thoughtful, professional agent then Rebecca is the agent to choose. From the first phone call, she took her time to both teach and understand what we were looking for. The entirety of our search journey brought its ups and downs, fun and seriousness and Rebecca through it all helped to guide us till we found the perfect home for our family and I'm so grateful to have had her as our agent.

Megan, VA Buyer

I am an extremely happy client of Rebecca Cunningham. She diligently and patiently worked with me for over a year. She paid attention to my specific needs and pinpointed houses that met my desired expectations. She always met me with an optimistic smile, and was always informative and helpful. She responded to my questions immediately, and if she didn't know the answer, she'd research and find out for me IMMEDIATELY. She is an incredible negotiator that cares about her client, and will never leave you uninformed. I closed on a house two weeks ago, thanks to Rebecca. If I plan to sell my other house or buy another house, I know who to look for.
Thank you Rebecca!

GR, In State VA /2nd Home

The best real-estate experiences I've ever had. I worked with Rebecca Cunningham and her team and they were phenomenal. Rebecca was there every step of the way ensuring nothing was omitted and everything went as smoothly as humanly possible; oftentimes going above and beyond to get the task done. She is a must have to be on your team!

Lynnyetta, Seller

I am so thankful that we hired Rebecca to be our real estate agent. She helped us purchase a home in SC while we were still living in Arizona. She is professional, kind, patient, and attentive to details. It's stressful viewing homes by video chat but she made the process as smooth as possible. We are forever grateful for her dedication to finding a home that we love that checked our all boxes. Thank you so much, Rebecca!

Jamie, Out of State Relocation

Rebecca did an amazing job helping me with my first home buying experience. She made the process easy, understandable, and enjoyable. I felt so lucky having her in my corner during this process! Definitely reach out to Rebecca for your next real estate purchase/sale.

Neil, First Time Home Owner

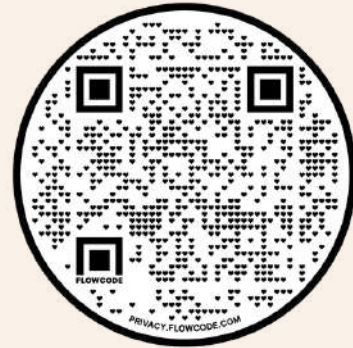
The Bottom Line

Real estate can be an exciting but complex journey, and that's where we come in. Our goal is to ensure that the sale or purchase of your home not only meets but exceeds your expectations. Through every step, we're committed to working tirelessly on your behalf to make that happen.

Let's get started!

READY TO LIST?

Join our Facebook community for exclusive local updates, helpful tips, and behind-the-scenes real estate insights!



GET IN TOUCH



CSRAHomes.com



Rebecca Cunningham 706-901-1104

Wynn Doggette 843-240-4073



HELLO@CSRAhomes.com



3633 Wheeler Rd Suite 125, Augusta,
GA 30909

Office: 706-868-3772



THE
WYNN
BECK
TEAM

Be Home Now CSRA

kw AUGUSTA PARTNERS
KELLERWILLIAMS. REALTY

CENTRAL SAVANNAH RIVER AREA
LICENSED IN GEORGIA & SOUTH CAROLINA

