



**kw** EXCLUSIVE  
KELLERWILLIAMS.

SOUTHWESTERN PENNSYLVANIA

# The Complete Home Seller's Guide

Your step-by-step roadmap to selling your home with  
confidence, clarity, and maximum results in today's market.

DREAMS MADE REAL!™

PREPARED EXCLUSIVELY FOR YOU BY

**Amanda Tihey**

REALTOR® | Keller Williams Exclusive

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# Meet Amanda Tihey

Your trusted guide that can Move You From Where You Are Now... To Where You Want To Be!™



## ABOUT YOUR AGENT

### Amanda Tihey

REALTOR® | Keller Williams Exclusive | The Steel City Agent

Amanda Tihey is one of Southwestern Pennsylvania's most dynamic and results-driven real estate professionals. With a deep understanding of the Pittsburgh metro market, Amanda brings energy, expertise, and an unwavering commitment to her clients' success to every transaction.

As "The Steel City Agent," Amanda has built her reputation on honesty, hustle, and heart. Whether you're selling your first home or your forever home, Amanda's personalized approach ensures you feel informed, supported, and confident every step of the way.

*Moving you from where you are now... to where you want to be!™*

**Top 1%**  
PENNSYLVANIA

**5★**  
CLIENT RATED

## Why Choose Amanda?

### Local Market Mastery

Years of experience across every neighborhood in Southwestern Pennsylvania — from the North Hills to the South Hills, Mt. Lebanon to McCandless.

### Aggressive Marketing

Professional photography, social media advertising, and MLS syndication to 100+ real estate websites. Your home gets maximum exposure.

### Expert Negotiation

Amanda fights hard for your bottom line. She's a skilled negotiator who knows how to get you the best price, terms, and timeline.

### Full-Service Support

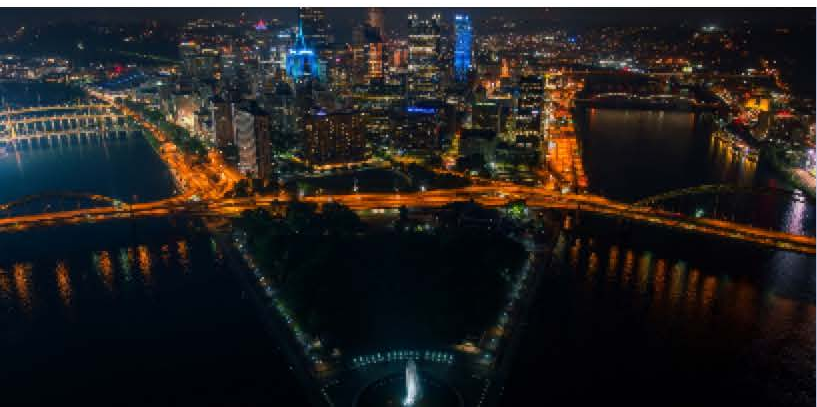
From pre-listing preparation through closing day, Amanda and her team handle every detail so you don't have to.

### Transparent Communication

No surprises. You'll always know where things stand with regular updates, honest feedback, and 24/7 availability.

### Proven Results

Hundreds of satisfied sellers across SW Pennsylvania. Amanda consistently outperforms the market average on days on market and sale price.



# Preparing Your Home for Sale

First impressions are everything. The right preparation can add thousands to your bottom line.

*"A well-prepared home spends less time on the market and sells for more money."*

— Amanda Tihey

Before your home ever hits the MLS, we'll work together to make sure it's in the best possible condition to attract buyers and maximize your sale price. In the competitive Southwestern PA market, preparation is your first — and most powerful — negotiating tool.

## Declutter & Depersonalize

Remove personal items, excess furniture, and anything that makes it harder for buyers to envision themselves in the home. Less is always more when it comes to staging.

## Tackle Deferred Repairs

Fix leaky faucets, sticky doors, cracked caulk, and any obvious maintenance issues. Small problems can become big red flags for buyers — and their inspectors.

## Professional Staging

Strategic furniture placement, neutral colors, and thoughtful décor help buyers emotionally connect with your home. Staged homes consistently sell faster and for more money.

## Deep Clean Everything

A spotless home signals to buyers that the property has been well cared for. Pay special attention to kitchens, bathrooms, windows, and floors.

## Maximize Curb Appeal

Mow the lawn, trim the bushes, power wash the driveway, and freshen up the front door. The first 10 seconds a buyer sees your home shapes their entire impression.

## Lighting & Ambiance

Replace dim bulbs, open blinds, and let natural light work for you. Bright, well-lit spaces feel larger and more inviting in person and in photography.

### Pre-Listing Checklist

- ✔ Schedule a pre-listing walkthrough with Amanda
- ✔ Complete all agreed-upon repairs and touch-ups
- ✔ Deep clean the entire home (or hire professionals)
- ✔ Declutter every room — including closets
- ✔ Power wash exterior, driveway, and walkways
- ✔ Touch up paint on walls, trim, and doors
- ✔ Replace burned-out light bulbs
- ✔ Neutralize any pet, smoke, or cooking odors
- ✔ Organize garage and storage areas
- ✔ Stage the home for photography

### Staging Tips

- ✔ Clear kitchen countertops — keep only 1-2 decorative items
- ✔ Remove all personal photos and family mementos
- ✔ Use fresh white or neutral bedding in bedrooms
- ✔ Add fresh flowers or simple greenery
- ✔ Set the dining table for a welcoming feel
- ✔ Ensure all furniture is properly scaled to the room
- ✔ Remove worn or dated window treatments
- ✔ Keep bathrooms spa-like: clean towels, minimal products
- ✔ Add a cozy throw blanket to sofas and chairs
- ✔ Ensure every room has a clear purpose



# Pricing Your Home Strategically

The right price attracts buyers. The wrong price repels them — no matter how beautiful your home is.

Pricing is both an art and a science. Too high, and your home sits on the market collecting stigma. Too low, and you leave money on the table. Amanda uses a comprehensive Comparative Market Analysis (CMA) to pinpoint the optimal price range that attracts serious buyers while maximizing your net proceeds.

## What is a Comparative Market Analysis (CMA)?

A CMA is a detailed analysis of recently sold homes that are similar to yours in size, condition, location, and features. Amanda cross-references this data with active competition, pending sales, and current market conditions to determine a strategic pricing range that positions your home to sell quickly and for maximum value.

## Amanda's Pricing Process

01

### In-Home Walkthrough

Amanda personally tours your home to assess its condition, unique features, upgrades, and any factors that differentiate it from comparable properties.

02

### Market Data Analysis

Amanda pulls the most recent sold data from the MLS — looking at homes within your immediate area that closed in the last 90-180 days.

03

### Competition Review

She evaluates what's currently active on the market — your direct competition — to understand how to position your home favorably.

04

### Absorption Rate Study

How fast are homes selling in your neighborhood? Is it a buyer's or seller's market? This data shapes pricing strategy dramatically.

05

### Strategic Recommendation

Amanda presents a clear, data-driven pricing recommendation with full transparency — and explains exactly how she arrived at the number.

## ⚠ The Dangers of Overpricing

### Buyer Avoidance

Overpriced homes are filtered out by buyers' search parameters — buyers simply never see your listing.

### Appraisal Risk

Even if a buyer agrees to overpay, the lender's appraiser may not. This can kill deals at the finish line.

### Market Stigma

A home that sits too long develops a stigma. Buyers wonder what's wrong with it, even if the answer is simply the price.

### Eventual Price Cuts

Research shows that homes with price reductions typically sell for LESS than homes that were priced correctly from day one.

## The Power of the First 30 Days

Your home will receive its highest level of buyer interest in the first 2-3 weeks on the market. This is your golden window — and it only comes once. Buyers are watching the market daily, and new listings generate immediate excitement. Pricing right from day one ensures you capture that momentum and convert it into offers.

Every day a home sits unsold, it becomes harder to get full price. Days on Market (DOM) is one of the first things a savvy buyer's agent will look at when advising their clients on offer strategy. A low DOM gives you maximum negotiating leverage.

# Marketing Your Home

Over 95% of buyers start their search online. Your home deserves a marketing plan that meets them there.

*"Your home is your biggest asset. I treat its marketing the same way."*

— Amanda Tihey, The Steel City Agent



When you list with Amanda, you're not just getting a yard sign and an MLS entry. You're getting a comprehensive, multi-channel marketing campaign designed to put your home in front of the largest possible pool of qualified buyers — locally, regionally, and nationally.



### Professional Photography

HDR photography with expert editing to showcase your home's best features.



### Video & Drone Tours

Cinematic video walkthroughs and aerial drone footage for standout online presence.



### MLS & 100+ Sites

Listed on MLS and syndicated to Zillow, Realtor.com, Trulia, Redfin, and 100+ portals.



### Social Media Ads

Targeted Facebook and Instagram ad campaigns reaching active buyers in SW Pennsylvania.



### Email Campaigns

Direct email to Amanda's buyer and agent database — including relocation contacts.



### Open Houses

Broker opens and public open houses to maximize foot traffic and create urgency.



### 3D Virtual Tours

Interactive floor plans and 3D walkthroughs so out-of-town buyers can explore remotely.



### Agent Networking

Active promotion to Amanda's network of area agents — bringing qualified buyer traffic.



### Print Marketing

Premium printed materials, flyers, and brochures for showings and open houses.

## Your Complete Marketing Plan May Include:

- Professional HDR photography
- Syndication to 100+ real estate websites
- Email blast to buyer and agent database
- Printed brochures and marketing materials
- Public open house with strategic timing
- Video walkthrough for web & social media
- MLS listing with maximum exposure settings
- Targeted social media advertising campaign
- Professional yard signage and directionals
- Broker open house (agent-focused event)
- 3D virtual tour and interactive floor plan
- Ongoing feedback from showing agents

## Local Market Expertise — Pittsburgh & Beyond

Amanda knows the Southwestern PA market inside and out — from the North Hills to the South Hills, from Allegheny County to Washington County. She understands what makes each neighborhood unique and tailors your listing to highlight the local advantages that matter most to buyers: schools, commute times, community amenities, and lifestyle.



# Showings & Offers

From the first scheduled showing to the accepted offer — Amanda guides you through every step.

## Making the Most of Every Showing

Once your home hits the market, showings can start happening within hours. Being flexible with showing times is critical — the more buyers who walk through your door, the better your chances of receiving a strong offer, fast.

### Showings

I use a professional showing management service that allows showings at the times chosen by you, coordinates all appointments, and requests feedback from the prospective buyer.

### Open Houses

Strategic public and broker open houses create excitement and urgency — especially in the first weekend on market. Multiple buyers, one showing.

### Feedback Loop

After every showing, I follow up with the buyer's agent to gather feedback on impressions, pricing, and interest level so we can adjust our strategy.

### Showing Day Checklist

- Leave 15-30 minutes before the showing
- Open all blinds and curtains
- Remove pets and all their belongings
- Take out the trash
- Light a subtle candle or use a diffuser
- Turn on all lights (including closets)
- Set thermostat to a comfortable temperature
- Wipe down kitchen and bathroom surfaces
- Put away all laundry and personal items
- Lock up valuables and prescriptions

## Reviewing & Negotiating Offers

Receiving an offer is exciting — but price isn't everything. Amanda breaks down every component of every offer and advises you on the best course of action based on your goals and priorities.

01

### Offer Price

Is it at, above, or below asking? How does it compare to recent comparable sales? Amanda helps you understand what the number really means.

02

### Financing & Pre-Approval

Cash offers and strongly pre-approved buyers close more reliably. Amanda verifies buyer financial strength before recommending a response.

03

### Contingencies

Inspection, appraisal, and financing contingencies are standard — but the fewer, the cleaner the offer. Amanda advises on which to accept or negotiate.

04

### Earnest Money Deposit

A larger EMD shows buyer seriousness. It's held in escrow and signals true commitment to completing the purchase.

05

### Closing Timeline

Does the buyer's timeline work for you? Need to close fast or need extra time? This is negotiable — and Amanda will advocate for what fits your needs.

06

### Special Terms & Requests

Seller concessions, personal property requests, or rent-back agreements are all on the table. Amanda evaluates every term with your best interest in mind.

### Multiple Offer Situations

When your home is priced right and marketed aggressively, receiving multiple offers is common in Southwestern PA's active neighborhoods. In these situations, Amanda manages the process ethically and strategically — giving you the leverage to select the strongest offer or request highest-and-best from all parties. The goal: maximum advantage for you, with full transparency and integrity throughout.

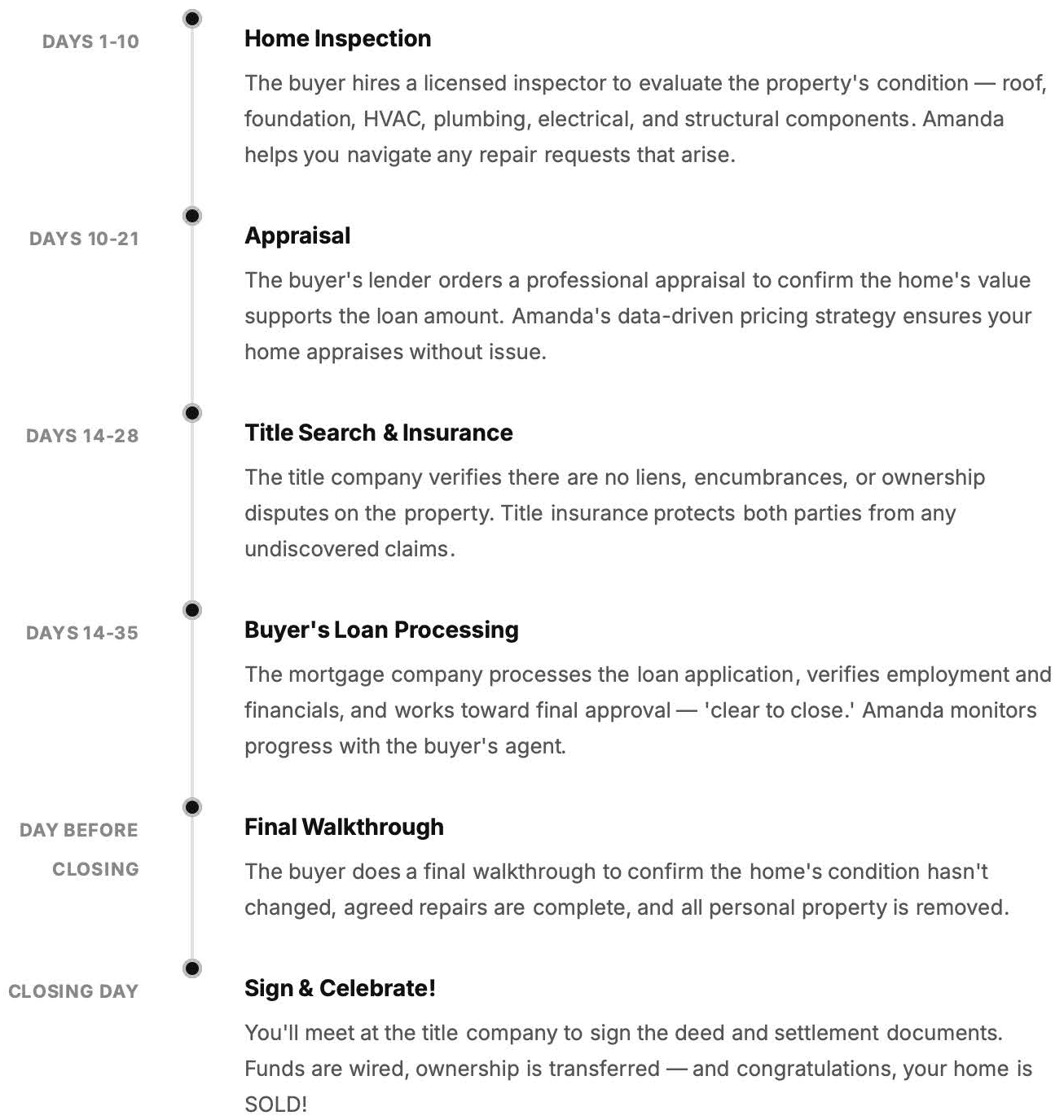


# The Closing Process

From accepted offer to handing over the keys — everything you need to know about closing in Pennsylvania.

Once you've accepted an offer, the closing process typically takes 30–45 days in Pennsylvania. Amanda coordinates every detail — inspections, appraisals, title work, and final paperwork — so you can focus on your next chapter while she handles the finish line.

## The Closing Timeline



### Seller Closing Costs in PA

Pennsylvania sellers typically pay: real estate commissions, transfer taxes (split with buyer in most counties), any outstanding liens or mortgage payoffs, prorated property taxes, and recording fees. Amanda provides a detailed estimated net proceeds sheet before listing.

### Pennsylvania Transfer Tax

PA charges a 2% real estate transfer tax (1% state, 1% local) on the sale price. In most SW PA counties, this is split 50/50 between buyer and seller. Some cities may be higher. We will discuss how this impacts your net proceeds.

### Pennsylvania Seller's Disclosure

Pennsylvania law requires sellers to complete a detailed Seller's Property Disclosure Statement covering the condition of major systems, known defects, environmental hazards, and material facts. Amanda walks you through the form line by line to ensure accuracy — proper disclosure protects you legally and builds buyer confidence.

### What to Bring to Closing

- Government-issued photo ID
- All house keys and garage door openers
- Gate codes and mailbox keys
- Copies of repair receipts
- Home warranty information (if applicable)
- Forwarding address for mail

### Before You Hand Over the Keys

- Complete all agreed-upon repairs
- Remove all personal belongings and trash
- Leave all fixtures and included items
- Deep clean the entire home
- Cancel or transfer utilities on closing day
- Leave appliance manuals and warranties
- Do a final self-walkthrough to confirm



READY TO GET STARTED?

# Let's Make Your Dreams Real.

Whether you're ready to list tomorrow or just exploring your options, Amanda is here to provide honest, expert guidance — completely free and no obligation.

## Contact Amanda Directly



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## Your Free Consultation Includes:

- ✓ A personalized home valuation based on current market data
- ✓ A custom marketing plan tailored to your property
- ✓ A full breakdown of your estimated net proceeds
- ✓ An honest timeline based on current market conditions
- ✓ Answers to all your questions — no pressure, ever
- ✓ A clear roadmap from pre-listing prep to closing day



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