

COME ON IN

A guide around town.



**THE ULTIMATE HOME
SELLER'S GUIDE:**
Selling your home in the CSRA

POWERED BY:



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REALTOR

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But first, let me introduce myself.

Hi, I'm Ariel.

As a Certified Seller Representative Specialist (SRS) and Real Estate Negotiation Expert (RENE) serving Augusta, GA, Evans, GA, Grovetown, GA, and North Augusta, SC, I specialize in helping homeowners achieve the highest value for their properties through strategic pricing, expert marketing, and skilled negotiation. Whether you're relocating, downsizing, or upgrading, I ensure your selling experience is seamless, efficient, and profitable.

With certifications as an SRS and RENE, I bring expert-level guidance to every stage of the process. From conducting comprehensive market analyses to implementing high-impact digital marketing campaigns and negotiating the best offers, I handle every detail to ensure a stress-free experience.

For sellers who prefer convenience, I offer customized marketing plans, high-quality photography, and professional staging advice to ensure your home is presented at its absolute best. Whether you need insights on current market trends, high-demand neighborhoods, or the best timing to sell, I'm here to help you reach your goals.

Let's make your selling experience smooth, efficient, and rewarding—contact me today for a free market analysis and expert guidance!

How to Sell Your Home in the CSRA

Selling your home is a big decision, and knowing what to expect can make the process smoother, faster, and more profitable. Whether you're moving for a job, upgrading, or downsizing, this guide will walk you through how to sell your home in Augusta, GA—from pricing it right to closing the deal.

STEP 1

Decide Where You're Going Next

Before listing your home, it's important to have a plan for your next move. Are you relocating to another city? Looking for a new home locally? Unsure whether selling is your best option?

Things to Consider:

- **Buying vs. Renting:** Should you purchase your next home or rent temporarily?
- **Staying Local or Moving Away:** If you're relocating, I can connect you with a trusted real estate agent in my network who can help.
- **Selling vs. Renting Your Current Home:** In some cases, renting out your home instead of selling might be a profitable option.



***Tip:** If you're unsure whether selling is the best choice, let's discuss your options and create a strategy that works for you.*

STEP 2

Choose the Right Real Estate Agent

A great agent can make all the difference in your selling experience. From pricing your home competitively to marketing it to the right buyers, I'll help you navigate every step.

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Why it Matters:

- Get expert pricing guidance based on Augusta market trends.
- Professional marketing, listing photos, and staging advice.
- Skilled negotiation to maximize your profits.



Tip: Choosing an agent who understands buyer demand, local pricing strategies, and closing negotiations ensures a smoother transaction.

STEP 3

Price Your Home Strategically

Setting the right price from the start is crucial. Overpricing can lead to longer market time, while underpricing may leave money on the table.

How to Determine the Best Price:

- **Comparative Market Analysis (CMA):** A professional review of recent sales in your area.
- **Local Market Trends:** Understanding buyer demand and seasonality.
- **Condition & Upgrades:** Well-maintained and updated homes sell faster and for more.



Tip: Homes priced correctly from the start typically sell faster and for more money than those that require multiple price reductions.



STEP 4

Prepare Your Home for Market

A well-presented home attracts more buyers and higher offers. Before listing, make sure your home is clean, decluttered, and well-staged.

Must-Do Home Prep Tasks:

- **Declutter & Depersonalize:** Remove excess furniture, family photos, and clutter.
- **Deep Clean:** Floors, windows, kitchens, and bathrooms should shine.
- **Make Small Repairs:** Fix leaky faucets, chipped paint, or outdated fixtures.
- **Boost Curb Appeal:** First impressions matter! Fresh landscaping and a new front door color can make a big impact.



***Tip:** Staged homes sell 88% faster and for 20% more on average than unstaged homes.*

STEP 5

Market Your Home Like a Pro

Today's buyers start their search online, so high-quality listing photos and a strong marketing plan are essential.

Marketing Strategies That Work:

- **Professional Photography:** Crisp, bright images make your home stand out.
- **Virtual Tours & Video Walkthroughs:** Attract out-of-town and remote buyers.
- **Social Media & Online Listings:** Get exposure on Zillow, Realtor.com, and beyond.
- **Open Houses & Private Showings** Create opportunities for buyers to fall in love with your home.



***Tip:** Homes with high-quality photos and virtual tours get more views and sell faster than those without.*

STEP 6

Navigate Offers & Negotiate Like a Pro

Once offers start coming in, you'll want to review them carefully. Price is important, but so are terms, contingencies, and closing timelines.

Key Factors in an Offer to Consider:

- **Price vs. Net Proceeds:** A higher price may not always mean a better deal.
- **Buyer Financing:** Is it a cash offer or a mortgage-backed loan?
- **Closing Costs & Contingencies:** Some buyers request seller concessions (i.e., covering closing costs).
- **Inspection & Repair Requests:** Be prepared to negotiate any necessary repairs.



Tip: A strong, well-negotiated offer can mean the difference between a quick, profitable sale and a stressful, drawn-out process.

STEP 7

Navigate Offers & Negotiate Like a Pro

The final step in selling your home is closing day, where ownership officially transfers to the buyer. Here's what to expect:

Final Steps Before Closing:

- **Appraisal & Final Walkthrough:** The buyer confirms the home is in agreed-upon condition.
- **Signing the Paperwork:** Closing documents will finalize the sale.
- **Handover of Keys:** Once the transaction is complete, the home is officially sold!



Tip: Work with your agent to ensure a smooth, stress-free closing process by staying on top of deadlines and required paperwork.



Thinking about selling?

Let's Maximize Your Profits!

Selling your home doesn't have to be overwhelming. With the right preparation, pricing, and strategy, you can sell quickly and for top dollar. If you're ready to list your home, let's start the conversation!

Call, text, or email me to get started.

Ariel Wright, Realtor®


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“Real estate that puts people first.”

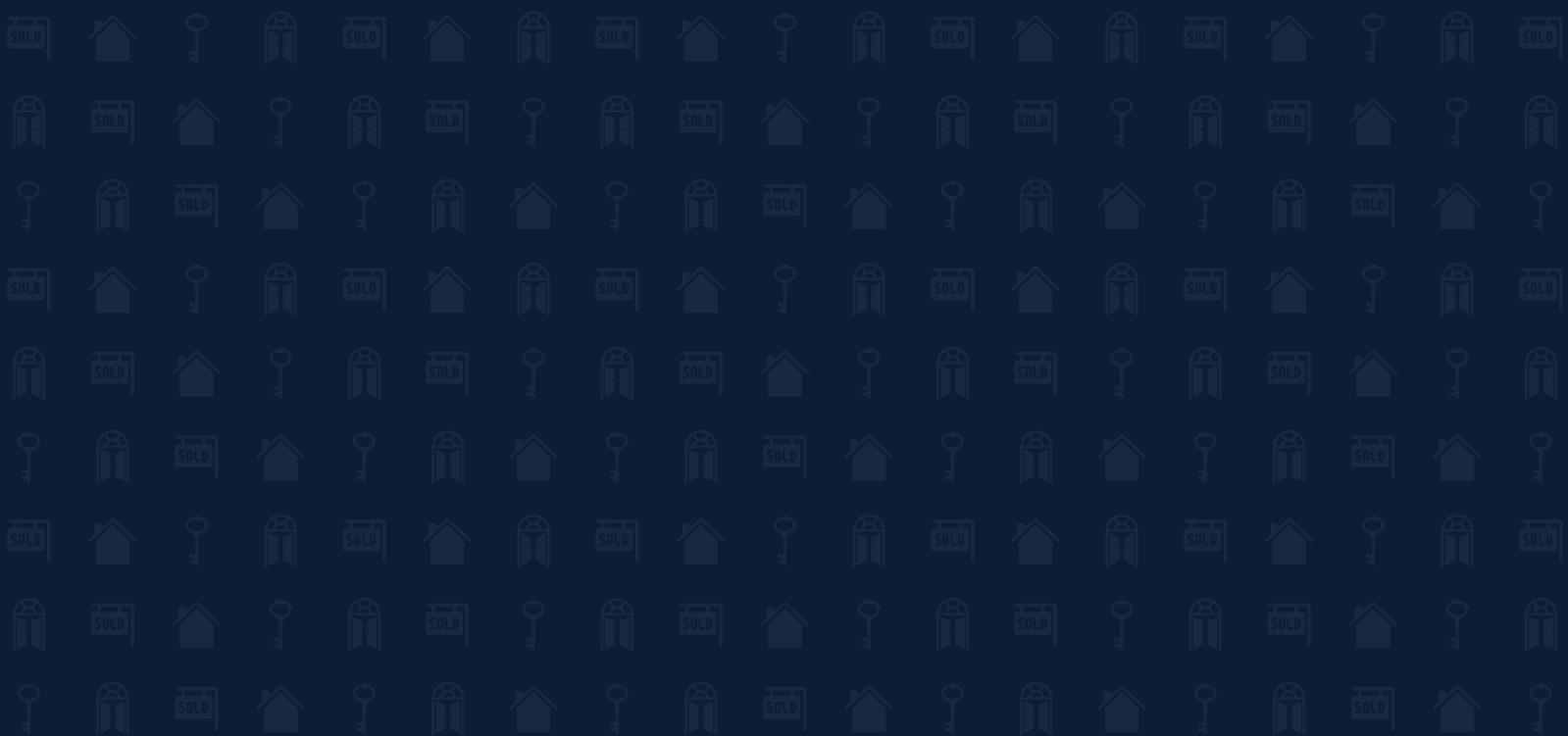
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