

SELLING YOUR HOME

Your Guide to Buying, Selling & Living in East Tennessee

Today's sellers need more than a "For Sale" sign.

Successful marketing begins with understanding your property's value, preparing it properly and developing a strategy that attracts the right buyers.

Learn about:

- Determining your home's market value
- Pricing your home strategically
- Preparing your home for market
- Repairs and improvements that may - or may not - make sense
- Professional photography and marketing
- Showings and open houses
- Understanding days on market
- Negotiating offers
- Inspections and appraisal
- Closing the transaction
- Selling and buying at the same time

