



A LOCAL GUIDE TO SELLING IN CENTRAL VIRGINIA

# SELLER'S GUIDE

Homes | Land | Rural Property

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POWHATAN AND THE SURROUNDING CENTRAL VIRGINIA AREA



A NOTE FROM KYLE

# Let's keep this simple.

Selling a home can feel like a lot at once. You need a clear plan, honest advice and someone who will stay on top of the details from the first conversation through closing.

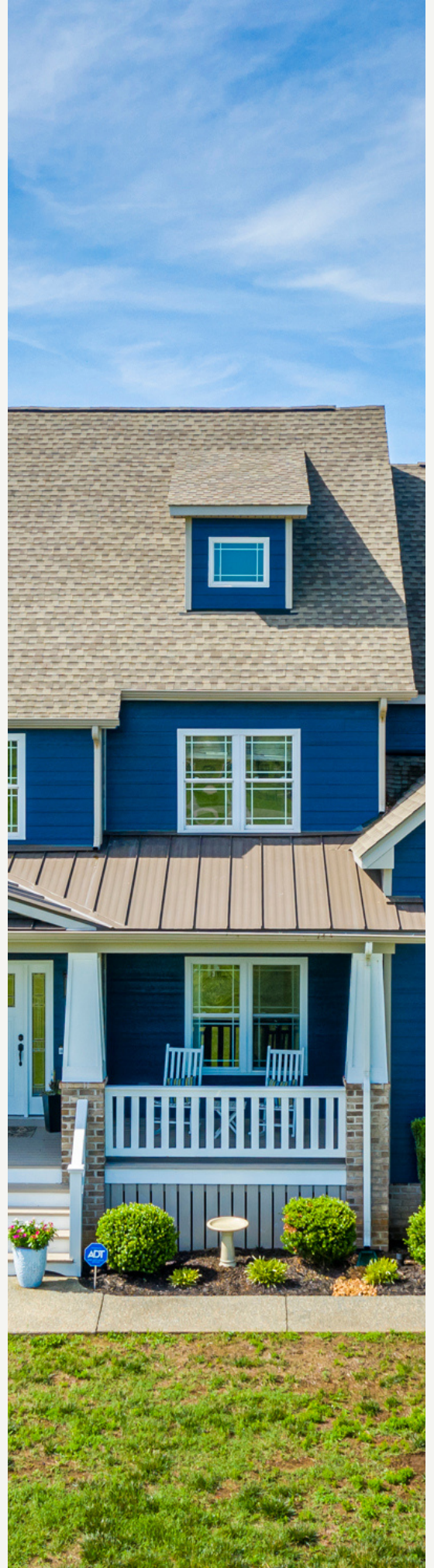
That is how I work. We will talk through your goals, your timing and what your property needs before it goes on the market. I will tell you what is worth doing, what probably is not, and how the choices may affect your sale.

I work with sellers throughout Powhatan and the surrounding Central Virginia area. Homes, land and rural property each require a different approach, and the plan should fit the property - not a generic checklist.

You do not have to have everything figured out before we talk. That is what I am here for.

## Kyle McNamara

POWHATAN REAL ESTATE ADVISOR



THE ROAD AHEAD

# What the selling process looks like

01

## **Talk through your goals**

Your property, timing, plans and what a successful sale looks like for you.

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02

## **Price and prepare**

We study the market, agree on a strategy and focus on the work that matters.

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03

## **Go live and market the property**

Professional presentation, strong listing details and broad online exposure.

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04

## **Show the property**

We make it easy for serious buyers to see the home and gather useful feedback.

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05

## **Review and negotiate offers**

I help you compare price, financing, contingencies, timing and risk.

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06

## **Get from contract to closing**

I track the deadlines and stay involved through inspections, appraisal and settlement.

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The goal is not just to list it. It is to position it well and get it closed.

BEFORE WE GO LIVE

# Get the price and plan right

The first few days on the market matter. We start with the current competition, recent sales and how buyers are likely to see your property.



The market decides the value. Our job is to make the best case for it.

## WHAT WE WILL TALK THROUGH

### PRICE

What similar properties support.

### CONDITION

Repairs, updates and what buyers may notice.

### TIMING

When to list and what schedule works for you.

### NET PROCEEDS

Estimated costs and what you may take away.

### COMPETITION

What buyers can choose instead.

### SHOWING PLAN

Access, pets, privacy and your daily routine.

Pricing high to leave room can cost attention early. We will choose a strategy based on the market and your priorities - not a guess.

PREPARING THE PROPERTY

# Make it easy to say yes

You do not need to renovate everything. The goal is to remove distractions, handle obvious concerns and show the property at its best.



WHAT I AM LOOKING AT WITH YOU

- |                                                                 |                                                                    |
|-----------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Curb appeal and the first impression   | <input type="checkbox"/> Light, paint and simple presentation      |
| <input type="checkbox"/> Cleaning, clutter and room function    | <input type="checkbox"/> Well, septic and rural-property details   |
| <input type="checkbox"/> Small repairs that may raise questions | <input type="checkbox"/> Photography and the story buyers will see |

## BEFORE PHOTOS AND SHOWINGS

Declutter and depersonalize enough for buyers to focus on the property. Make the rooms bright, clean and easy to walk through. Put away medicine, valuables and sensitive paperwork. For showings, plan for pets and give buyers room to look.

WHEN OFFERS COME IN

# The best offer is not always the highest

Price matters, but the strength of the buyer, the contingencies and the path to closing matter too.



A clean offer with a clear path can be worth more than a risky one.

## WE WILL COMPARE

### PRICE

What you receive and whether the value is supported.

### FINANCING

Loan type, down payment and lender strength.

### INSPECTION

What the buyer can investigate and when.

### APPRAISAL

How the offer handles a value shortfall.

### CLOSING DATE

When settlement and possession are expected.

### SELLER COSTS

Credits, concessions and other expenses.

I will explain the tradeoffs, look for weak spots and negotiate for you. You decide which offer and terms work best.

UNDER CONTRACT

# This is where the details matter

Once you accept an offer, the calendar starts moving. I keep track of what is due and help coordinate the people involved.

## HOME INSPECTION

The buyer may inspect the property and request repairs or another resolution, depending on the contract.

## APPRAISAL

If the buyer is financing, the lender normally orders an appraisal to support the value and loan.

## TITLE AND SETTLEMENT

The settlement company reviews title, prepares the closing figures and handles the transfer of ownership.

## REPAIRS AND FINAL WALKTHROUGH

Complete agreed work on time and keep receipts. The buyer checks the property shortly before closing.

UNTIL CLOSING

Keep the property in the expected condition, maintain insurance and utilities, and check with me before making changes that could affect the contract.

LET'S TALK

## Ready when you are.

Whether you are ready to sell, planning ahead or just trying to understand what your property may be worth, we can start with a simple conversation.

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