MYRTLE BEACH | HORRY COUNTY | COASTAL SOUTH CAROLINA

THE SMART SELLER'S GUIDE

WHAT ACTUALLY MATTERS WHEN SELLING YOUR HOME

LIFELONG RESIDENT. LOCAL EXPERTISE. REAL RESULTS.

GRANT B. REYNOLDS
REALTOR®

BEFORE YOU LIST

GET PREPARED. CREATE DEMAND. SET YOURSELF UP FOR SUCCESS.

Price for the Market — Not the Marketing

A smart price creates attention. An overpriced home sits and gets stale.

- Look at what has sold, not just what's listed
- Consider competing homes buyers will see
- Price should be a strategy, not a guess

Make the Right First Impression

Buyers form an opinion before they walk in the door.

- Boost curb appeal (landscaping, entryway, exterior)
- Pressure wash where needed
- Touch up obvious paint and maintenance items
- Make the front door feel welcoming

Declutter — But Don't Make It Feel Empty

Help buyers see the home, not your stuff.

- Clear countertops and reduce excess décor
- Organize closets and storage areas
- Remove unnecessary furniture to make rooms feel larger
- Depersonalize (photos, collections, etc.)
- If the home is vacant, consider light staging or a few key pieces to help buyers understand the space

Prepare for the Camera

Most buyers will see your home online first.

- Clean and brighten every room
- Open blinds and let in natural light
- Turn on all lights and replace burnt-out bulbs
- Clear counters, remove clutter, and hide pet items
- A clean, well-presented home photographs better and gets more showings

BEFORE YOU SPEND $10,000...

LET ME HELP YOU SAVE MONEY AND MAXIMIZE YOUR RETURN.

Not every improvement adds value. Before replacing floors, remodeling a bathroom or taking on a major project, let's look at your home, your competition, and what today's buyers actually care about.

Spend where it matters. Skip what doesn't.

ONCE YOU'RE ON THE MARKET

SHOW WELL. STAY FLEXIBLE. KEEP MOVING FORWARD.

Your Launch Matters

A new listing gets the most attention in the first few weeks.

- Be ready for showings from Day One
- Keep the home clean, bright and comfortable
- Make access as easy as reasonably possible

Make Showings Easy on Buyers

Create an environment where buyers can relax and picture themselves at home.

- Lights on and blinds open
- Comfortable temperature
- Pets safely out of the way when possible
- Clean and fresh beats heavily scented (fresh cookies are great, overpowering fragrances are not)
- Give buyers space to look around

Listen to the Market

Buyer feedback and activity tell us what's working — and what isn't.

- Pay attention to showing activity and feedback
- Compare to competing listings and recent sales
- Be open to making adjustments if needed

The Highest Offer Isn't Always the Best Offer

Price matters. So do the terms.

- Consider financing, due diligence, contingencies
- Look at appraisal risk, closing date and concessions
- Evaluate the overall strength of the buyer

Contract Isn't Closing

An accepted offer is a major step, but there's still work to do.

- Due diligence, inspections and any agreed-upon repairs
- Financing and appraisal
- Stay in communication and be responsive
- Your REALTOR® helps manage the details and keep things on track to closing

Thinking About Selling?

Start with a conversation, not a commitment.

Whether you're ready to list next week or just curious about your options, I'm happy to share an honest opinion about your home's value, what's worth doing before you sell, and how to position your home for the best possible result.

Grant B. Reynolds
REALTOR®

843-685-3218
grantsellsmb@gmail.com

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