MATT CURTIS
REAL ESTATE

HOME SELLER'S GUIDE

Your Step-by-Step Process to Selling Your Home

Welcome to the Home Selling Journey

Selling your home is more than just a transaction—it's a transition into a new chapter. Whether you're upsizing, downsizing, relocating, or simply ready for a change, this guide is here to walk you through the process with clarity and confidence.

At **Matt Curtis Real Estate**, we've helped over 8,000 families sell their homes, closed more than $2 billion in sales, and earned 4,000+ 5-star reviews in the process. We've been Alabama's #1 real estate team for 6 straight years for a reason: we care about results and we care about people.

This guide outlines what to expect at each step, what to avoid, and how to get the best return on your home—all while minimizing stress. Let's begin with one of the most important decisions you'll make:

Choosing the Right Agent MATTers

Not all agents are created equal—and in today's market, who you hire truly MATTers. With over 70% of agents nationwide not selling a single home in 2024, partnering with a proven team is more important than ever.

The right real estate team acts as your strategist, marketer, negotiator, and project manager from day one to the closing table. At **Matt Curtis Real Estate**, we don't just list homes—we sell them within your time frame and for top dollar by leveraging a full team of specialists, from marketing to closing.

Ask These Questions Before Hiring an Agent:

- How many homes have you sold recently?
- How many verified reviews do you have, and what's your average rating?
- Do you have a full team to support the sale—marketing, listing coordinator, buyer agents, and closing specialists?
- How many buyer leads are currently in your database? How many are generated each month?
- What is your personal marketing budget?

When you ask these questions, you'll quickly see the difference between agents who work part-time and teams who dominate.

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Steps to Selling Your Home

1. Establishing Your Timeline and Goals
2. Preparing Your Home for the Market
3. Pricing Your Home Strategically
4. Marketing That Moves Homes
5. Offers and Negotiation
6. From Contract to Close
7. Closing the Deal

1.

Establishing Your Timeline and Goals

Every home sale is unique, and your goals should drive the entire process. Start by determining your ideal move-out date, your financial targets, and any flexibility around your relocation plans. Are you trying to time your sale with the purchase of another home? Do you need to sell quickly, or can you wait for the best offer?

Once your priorities are clear, our team will build a plan to meet your goals, step-by-step. Here's how that typically looks:

1. We meet to discuss your goals and finalize pricing strategy.
2. Our listing coordinator schedules professional photography and prepares your home's online presentation.
3. Our marketing manager implements your marketing campaign.
4. Your listing goes live—and we promote it to our 120,000+ potential buyer database.
5. Your listing agent provides weekly updates, manages showing feedback, and negotiates offers.
6. Once under contract, our closing department steps in to manage the details: inspections, negotiations, requests for repairs and timelines all the way through to closing day.

2. Preparing Your Home for the Market

First impressions sell homes—especially online. That's why prepping your home for photos and showings is one of the most critical steps in the process.

We'll walk you through what buyers will notice both online and in person, starting with curb appeal. Clean up the yard, plant fresh flowers, pressure wash the exterior, and repaint the front door if needed. The goal is to make buyers feel welcome from the first glance.

Inside, declutter every space to help rooms feel larger and cleaner. Pack away personal photos and overly bold décor to create a neutral, inviting atmosphere. If needed, we may recommend a professional stager to help highlight your home's best features.

Simple Improvements That Pay Off:

- Fresh neutral paint
- Updated light fixtures or cabinet hardware
- Clean carpets or replaced flooring
- Repaired faucets, squeaky doors, or minor cosmetic damage

You don't need to remodel—just remove distractions and make it shine.

3. Pricing Your Home Strategically

Pricing your home correctly is the most powerful tool to attract buyers, generate strong offers, and avoid unnecessary time on the market.

Your MC agent will prepare a custom pricing strategy based on real-time market data. This includes a CMA (Comparative Market Analysis) for both your neighborhood and broader submarket (same price range + school district). We also analyze average days on market and the list-to-sale price ratio for similar homes.

We typically consider 3 pricing strategies:

1. **Below Market:** Drives competition and often results in a bidding war.
2. **At Market:** Balanced approach for solid interest and steady offers.
3. **Record Price:** Only advisable if your home has standout features in a high-demand market.

Keep in mind that the best buyers are watching the market closely. When your home first hits the MLS, it's your best shot at getting top dollar. Overpricing can lead to your home sitting longer, forcing price reductions and inviting lowball offers. In some cases, even if a high price is accepted, an appraisal could bring the contract back down.

Our pricing strategy also adapts to market conditions:

- **Flat Market:** We analyze the last 6 months and price off of the averages
- **Declining Market:** We price below recent sales based on the last 90 days.
- **Rising Market:** We'll price ahead of recent trends.


Social
Marketin
Content
Strategy

4. Marketing That Moves Homes

Here's where our team separates from the rest.

Bad agents throw a sign in the yard and hope it sells. Good agents start marketing once you hire them. Great agents—like our team—begin pre-marketing before you even list.

We've been investing millions of dollars to develop a database of 120,000+ potential buyers. We can filter and match buyers based on your home's location, price, and style. Before your home goes live, we may already have buyers interested.

Our marketing plans include:

- Professional and drone photography, optional 3D virtual tours
- Social media ads and email campaigns
- Zillow Listing Showcase
- Pre-marketing to hot leads before going public
- We don't just wait—we go out and create demand.

What About Open Houses?

Open houses are great for new construction neighborhoods and for agents looking to meet buyers. But they rarely sell the actual home being held open. We only recommend them when the location, price point, and traffic patterns make sense for results—not out of desperation.

5. Offers and Negotiation

Once your home is active, showings begin. In a normal market and the home is close to the median sales price, expect an average of 8 showings per month and one offer for every 8 showings.

When offers come in, they include more than just the price. Your Matt Curtis agent will walk you through the full offer package: financing terms, closing timelines, contingencies, repair requests, and earnest money. A strong offer balances all these elements—not just the highest dollar amount.

Our Negotiation Strategy:

- Advise you on all options based on your goals
- Recommend when to accept, counter, or request highest-and-best from multiple buyers
- Negotiate key terms beyond price, such as earnest money or inspection caps

Remember, asking for showing feedback from other agents often leads to vague or unhelpful responses. We prefer to focus on strategy and data, not guesswork.

6.

From Contract to Close

Once under contract, we coordinate every step from inspections to closing.

Here's What to Expect:

- **Inspections:** Most buyers will conduct a general inspection along with termite and/or radon tests. We manage repair requests and negotiate on your behalf.

- **Appraisal & Financing:** If the buyer is financing, the lender will require an appraisal. If the appraisal comes in low, we help renegotiate as needed to keep the deal moving.

- **Final Walkthrough:** Usually the day before or morning of closing. The buyer confirms repairs are complete and the home is in the expected condition.

Our closing team keeps everything on track and ensures you're prepared every step of the way.

7.

Closing the Deal

The finish line is in sight!

At closing, you'll receive a final settlement statement that outlines your sales proceeds and expenses. Sellers pay our commission, a portion of title insurance, deed prep, and any negotiated fees.

One of our licensed specialists will attend closing with you to support and answer any last-minute questions.

Before You Close, Don't Forget:

- Schedule movers
- Transfer or cancel utilities
- Forward your mail
- Leave garage openers and keys for the buyer
- Be completely moved out by closing time

Pro Tips for a Smooth Sale

Negotiating Repairs: Focus on legitimate concerns. If the buyer requests too much, consider offering a credit.

Avoid These Mistakes:

- Overpricing the home
- Poor staging or presentation
- Hiring the wrong agent
- Making it difficult to schedule showings

Managing Expectations: The market may shift. Interest rates, buyer demand, and inventory can all change quickly. Our team will help you stay informed and confident throughout.

Additional Resources

FAQs:

- Do I need to move out before closing? **Yes.**
- Do I pay anything upfront? **No, most fees are paid at closing.**
- Do I need to make repairs to sell? **No, but smart improvements can help increase your return.**

Helpful Documents:

- Mortgage payoff information
- Property deed
- Utility history
- Appraisal for square footage documentation
- Copy of your photo ID for closing

Let’s Get Started

We make selling your home simple, smooth, and successful. We’d love to offer a no-obligation consultation to show you how our proven system can help you sell faster, for more money, and with less stress.

With over 8,000 homes sold, $2 billion in closed volume, and over 4,000 5-star reviews, our track record speaks for itself.

- **Alabama’s #1 Real Estate Team - 2019 - 2025**
- **Best of Zillow Agent**
- **Full-Service Marketing & Support Team**
- **Local Experts You Can Trust**

Who You Hire MATTers. Call us at 256.333.MOVE or visit us online at mattcurtisrealestate.com

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