A modern kitchen and dining area. The kitchen features light-colored cabinets and a wooden countertop. A dining table is set with a vase of greenery, wine glasses, and plates. Three wire-mesh pendant lights hang above the table. The background shows a bar area with glassware and a mirror.

SELLER'S

*Guide*

Kiki Adams  
Associate Broker  
Adams Realty Group  
770-912-8289



*A note to say*  
**THANK YOU!**

*for trusting me.*  
You're not just hiring a Realtor®  
you're gaining a partnership  
with someone that's truly  
concerned about your real  
estate goals. I am dedicated to  
making your experience  
seamless, rewarding and  
financially gainful.

Having me as your real estate  
advisor is about edifying you on  
making a concise decision on  
your next real estate  
investment. I look forward to  
serving you with passion,  
dedication, and the unwavering  
commitment with excellence.

*Kiki Adams*

ASSOCIATE BROKER

ADAMS REALTY GROUP

TOP 10% PRODUCER - RENE, SRS, ABR



**COLDWELL BANKER**  
**REALTY**

# Mission

To empower my clients with exceptional real estate experiences through my unwavering commitment to detail-oriented, knowledgeable, and professional service.

# Vision

To set the standard for excellence in real estate services by embodying a culture of precision, knowledge, and professionalism. I envision a future where every client I serve feels empowered, informed, and satisfied with their real estate journey. Through continuous education, innovative practices, and an unwavering commitment to attention to detail, I aspire to become the go-to choice for individuals seeking a trusted partner in their real estate endeavors. By upholding the values of integrity, expertise, and diligence, I aim to leave a lasting positive impact on my clients, the industry, and the communities I serve.



**COLDWELL BANKER**  
**REALTY**

# About Me

I am the mother of 2 amazing humans, 1 daughter and 1 son. I relocated to Georgia in 1999 from the Great Northwest, Portland Oregon. I have been an entrepreneur servicing clients for over 30 years. Real estate has provided me a platform that allows me to educate and make real estate dreams come true and that is the part I love the most.

# Home Seller's ROADMAP

Follow this high level road map to help you sell your home!



# FINDING *a Great Realtor*

Finding a great Realtor that you trust and feel comfortable with is as hard as finding a needle in a hay stack. A sale of this magnitude is a huge life decision and you want to make sure that your Realtor is as invested in this sale as you are.



## INDUSTRY KNOWLEDGE

Having access to a wide variety of resources that is not readily available to the public is valuable behind measure. I can help you determine the best price and time to sell.

## SMART NEGOTIATING

With collective experience and expertise, I can help you negotiate the best price for your home.

## PROFESSIONAL EXPERIENCE

Being apart of multiple levels of leadership in Real Estate in GA, I must undergo annual training and compliance to ensure that I am up to date on any changes in legal or administrative paperwork.

## WHITE GLOVE SERVICE

I am dedicated to helping you answer any questions that arise from this process. White Glove Service is extended to all!

# ESTABLISH *a Price* 02

## LISTING PRICE

Setting a reasonable listing price is one of the most important aspects in the entire home selling process. If you list too high, you might not get any offers and it can take you a while to sell your home. Alternatively, if you price too low, you might be missing out on a greater return on your investment.



## WHAT DETERMINES THE PRICE?

You have two options in order to price your home for sale:

1. You can engage with a third party home appraiser, who will perform an analysis on your home and the neighborhood.
2. You can have your Realtor to perform an analysis on other homes for sale in the area.



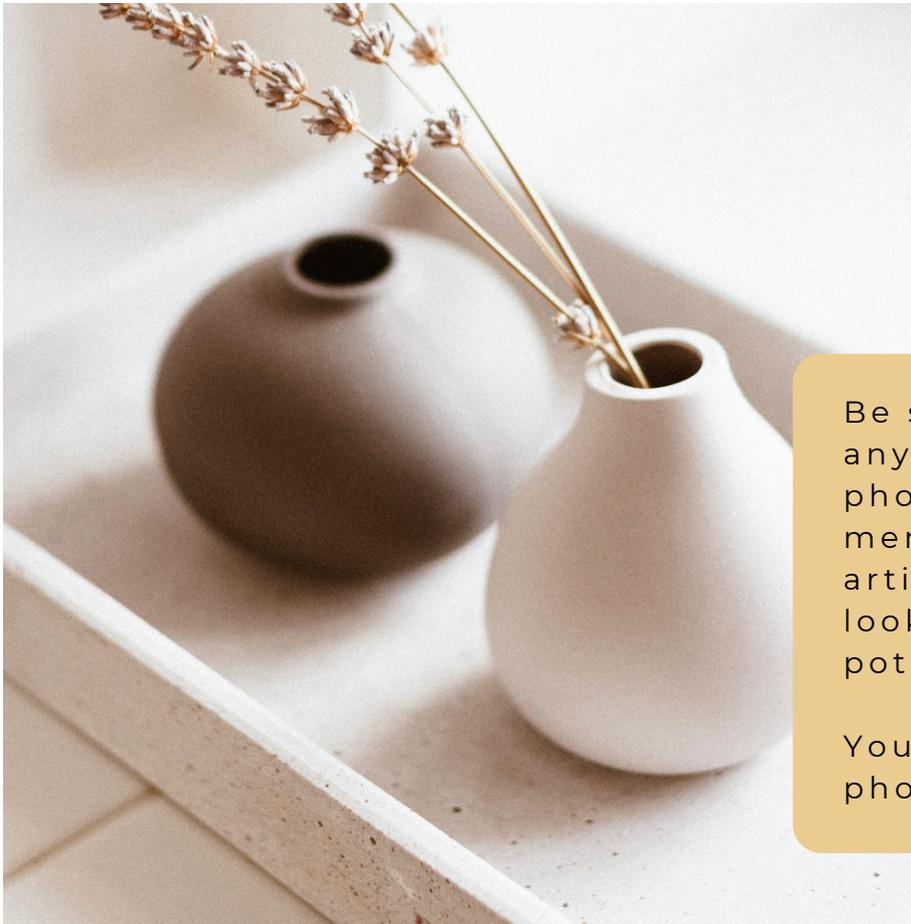
# PREPARE

# *your Home*

# 03

## HOME STAGING TIPS

- The way you style your home can be a make it or break it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these determine the first impression the potential buyer will have of your house.



Be sure to put away any personal photographs, memorabilia, and artifacts as it will look like clutter to a potential buyer.

You can replace photos with wall art.

Make sure that the photos you use to market your home are bright, clear, and capture all angles.

Buyers will feel more comfortable with more photos.



## MARKETING TIPS

- Your home will be listed on multiple platforms for maximum exposure.
- Be detailed in your description
- Keep your calendar as flexible as possible! You don't want to miss out on any opportunities!

# Listing

# 05



Congratulations! You have officially listed your home for sale.

I will showcase your home to an extensive network of National and International agents to ensure that your listing is as visible as possible, and reaches the appropriate audience.

Photos and descriptions will be clear, attractive, and relevant.

These are the first impressions of your home to a potential buyer.



# Showings

For the first few weeks/ weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.



# OFFERS *and Negotiations* 07

At this time, you will be able to accept the offer, negotiate and make a counter-offer, or reject the offer. If you receive multiple offers, your Realtor will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date.



# Under Contract



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract (which includes the price).

Some things that need to occur before the closing can commence:

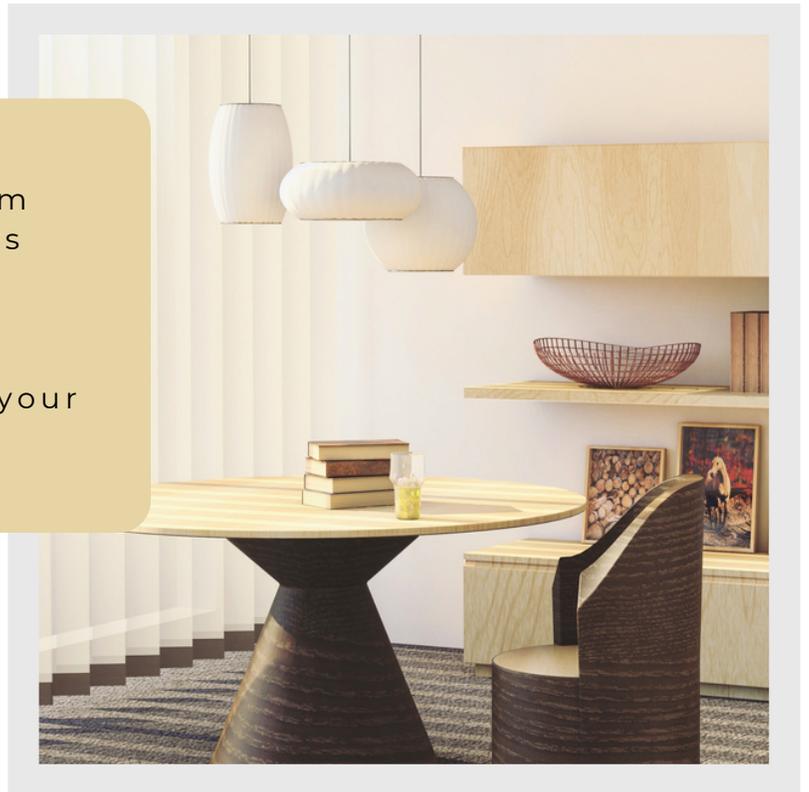
1. Home inspection
2. Title search
3. Appraisal
4. Final walkthrough with the buyer

# FINAL *Details*

09

Packing and Moving can become very stressful. I am here to assist with vendors readily available.

At this time you can start packing and moving into your new place!



## *Closing*

Closing is the final step in your home selling process.

During the closing phase of the sale, you can expect the following:

1. The deed to the house will be delivered to the purchaser.
2. The ownership is transferred to the purchaser.
3. Any other documents including financing, insurance, and legal documents are exchanged.
4. The negotiated purchase price is paid and any other fees are paid.

**Congratulations! You've sold your home!**

10

