



SELLER CONSULTATION PRESENTATION

Key Signature Seller Strategy

A Smarter Plan for Selling Your Tennessee Home

KEY SIGNATURE SERVICES

One Connection. Three Solutions.

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WELCOME

Your Goals Shape the Strategy

A seller consultation should begin with the reason, timeline, constraints, and outcome—not with a generic list-price promise.

Why are you considering a move?

Target timeline and next destination

Current occupancy

Financial or transition priorities

Biggest concern about selling

PROPERTY

Understanding the Property

Pricing and preparation depend on what buyers are comparing and what the property actually offers.

Condition and recent improvements

Known issues or deferred maintenance

Features that may matter to buyers

What you believe is most important

Documents or information to organize

PRICING

Pricing Strategy

A comparative market analysis considers relevant sales, active competition, property characteristics, condition, timing, and market response.

Comparable sales

Recent relevant transactions help frame the market.

Active competition

Current alternatives influence buyer expectations.

Property differences

Location, condition, size, features, and terms matter.

Market response

Showings, questions, and offers provide feedback after launch.

PREPARATION

Preparing the Home

Preparation should be proportionate to the property, likely buyer, schedule, and expected return—not a reflexive renovation list.

Repairs

Address material issues strategically.

Decluttering

Help buyers see space and function.

Cleaning

Create a consistent showing baseline.

Presentation

Consider staging and photography readiness.

Access

Plan for showing windows and occupancy needs.

Documents

Organize relevant property information.

LAUNCH

Launch Strategy

The actual plan should reflect the property and the services agreed upon. No marketing channel guarantees a sale.

MLS preparation

Accurate listing details and required disclosures.

Photography

Coordinate property-ready visual presentation.

Online exposure

Distribute the listing through agreed channels.

Showing plan

Balance accessibility, occupancy, and security.

Buyer-agent access

Provide clear information and showing instructions.

Response plan

Monitor questions, feedback, and offer activity.

LIVE MARKET

What Happens After We Go Live

Activity becomes usable information when it is reviewed against timing, condition, competition, and seller goals.



OFFERS

Understanding an Offer

The highest price is not automatically the strongest overall offer.

Price

Gross price must be read with all other terms.

Financing

Loan type, cash, approval status, and lender terms may matter.

Concessions

Closing costs and credits affect net terms.

Contingencies

Inspection, financing, appraisal, and sale-of-home conditions may apply.

Timeline

Closing and possession should fit the transition plan.

Other terms

Earnest money, inclusions, deadlines, and special conditions matter.

REPRESENTATION

What I Handle

Responsibilities depend on the representation agreement and transaction. Legal, tax, appraisal, inspection, lending, and title advice remain with the appropriate professionals.

Strategy

Pricing context and listing preparation.

Coordination

Photography, access, showing, and milestones.

Offer review

Compare material terms and seller priorities.

Negotiation

Communicate and negotiate within client instructions.

Deadlines

Track contract dates and dependencies.

Closing

Coordinate inspection, appraisal, title, walkthrough, and settlement communication.

DECISION POINT

Sell or Rent?

Keeping a property may preserve ownership but adds vacancy, maintenance, resident, insurance, legal, and management responsibilities. Selling may create liquidity and simplify the transition.

Consider selling

Proceeds are needed, landlord responsibility is unwanted, or timing and condition favor a sale review.

Consider renting

Long-term ownership is desired and rental operations, maintenance, management, and insurance can be supported.

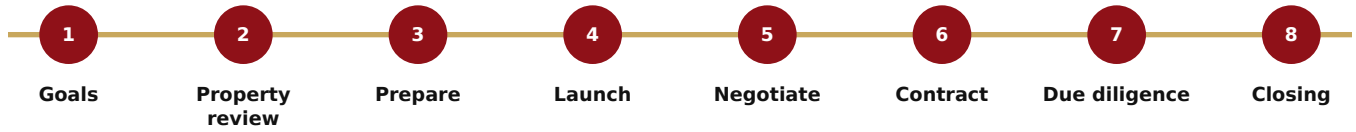
Compare both

Property-specific market and rental information is needed before choosing.

TIMELINE

Your Selling Timeline

Timing varies with preparation, market response, buyer financing, inspections, appraisal, title, and contract terms.



NEXT STEPS

Your Next Steps

A practical plan begins with property-specific information.

Confirm goals and preferred timeline

Gather property and improvement information

Schedule a property-specific pricing conversation

Choose preparation priorities

Review representation and launch plan

Set communication and decision expectations

NOTES

Notes and Questions

Use this page for property details, decisions, questions, and follow-up items.

NEXT CONVERSATION

Build the Plan Around the Property

A property-specific pricing review requires actual property information, relevant market analysis, and a clear understanding of your goals. It is not an instant online valuation or a promise of sale price.

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