

Seller Timeline for a Smooth 2026 Sale

Prepared by Linda Trevor & Co.



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201 Fenton Gateway Dr. Ste 200, Cary, NC 27511

A Step-by-Step Guide to Preparing, Marketing, Negotiating, and Closing Your Home Sale

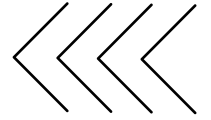
Selling a home doesn't have to be overwhelming. With the right preparation and guidance, the process can be smooth, organized, and successful.

This guide walks you through the five key phases of selling a home so you'll know what to expect every step of the way.

Whether you're planning to sell in the next few months or simply exploring your options, this timeline will help you understand how a successful sale comes together.



INTRODUCTION



Every Successful Sale Follows a Process

Many homeowners think selling begins when the home goes on the market. In reality, the most successful sales begin weeks before the first buyer ever sees the property.

A strong selling strategy includes:

- ✓ Proper preparation
- ✓ Professional marketing
- ✓ Strategic pricing
- ✓ Skilled negotiation
- ✓ Transaction management through closing

At Linda Trevor & Co., we guide our clients through five key phases:

Preparation

Promotion

Offer

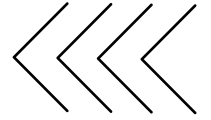
Under Contract

Closing

Let's take a closer look at each phase.



PHASE 1: PREPARATION



Building the Foundation for Success

The preparation stage is often the most important part of the entire selling process. Homes that are properly prepared tend to attract more buyers, generate stronger offers, and spend less time on the market.

Before listing, we'll discuss your goals, timing, pricing strategy, and any recommendations that could help improve your home's appeal.

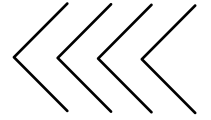
Key Preparation Steps

- ✓ Review market conditions
- ✓ Develop a pricing strategy
- ✓ Declutter and organize
- ✓ Complete minor repairs
- ✓ Improve curb appeal
- ✓ Prepare for staging
- ✓ Schedule professional photography

Pro Tip: Simple improvements such as decluttering, fresh paint, landscaping, and deep cleaning often provide a better return than major renovations.



PHASE 2: PROMOTION



Introducing Your Home to the Market

Once your home is ready, it's time to create maximum exposure. Today's buyers begin their search online, making professional marketing more important than ever. Our goal is to showcase your home in a way that attracts qualified buyers and generates strong interest from day one.

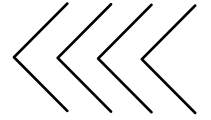
What Happens During Promotion

- ✓ Professional photography
- ✓ Listing preparation and launch
- ✓ MLS exposure
- ✓ Social media marketing
- ✓ Agent-to-agent networking
- ✓ Open house opportunities
- ✓ Showing coordination
- ✓ Buyer feedback collection

Pro Tip: The first week on the market is often the busiest. Proper preparation before launch helps create excitement and momentum right from the start.



PHASE 3: OFFER



Evaluating and Negotiating Offers

Receiving an offer is exciting, but the highest price isn't always the best offer. Several factors influence the strength of an offer and its likelihood of reaching the closing table.

We help sellers evaluate every detail so they can make informed decisions with confidence.

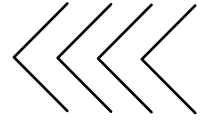
Factors We Review

- ✓ Purchase price
- ✓ Financing terms
- ✓ Earnest money deposit
- ✓ Due diligence fee
- ✓ Contingencies
- ✓ Closing timeline
- ✓ Special requests

Pro Tip: A slightly lower offer with fewer contingencies can sometimes be stronger than a higher offer with additional risks.



PHASE 4: UNDER CONTRACT



Managing the Details

Once a contract is signed, there are still several important milestones before closing. This phase requires careful coordination and attention to deadlines. Our team works behind the scenes to help keep everything on track while communicating updates throughout the process.

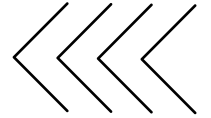
Common Steps During This Phase

- ✓ Contract execution
- ✓ Home inspection
- ✓ Repair negotiations
- ✓ Appraisal
- ✓ Title review
- ✓ HOA document review
- ✓ Lender coordination
- ✓ Closing preparation

Pro Tip: Inspection reports almost always uncover a few items. Most inspection issues are resolved through negotiation and are a normal part of the transaction.



PHASE 5: CLOSING



Crossing the Finish Line

Closing is the final step in the home-selling process. By this point, most of the heavy lifting has already been completed. We'll help coordinate final details so you know exactly what to expect leading up to closing day.

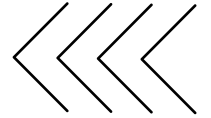
Final Steps

- ✓ Complete agreed repairs
- ✓ Final walkthrough
- ✓ Utility transfers
- ✓ Review closing documents
- ✓ Sign closing paperwork
- ✓ Transfer keys and garage remotes
- ✓ Receive sale proceeds

Pro Tip: Keep important closing documents in a safe place. You may need them later for tax preparation and future financial planning.



YOUR PERSONALIZED SELLER TIMELINE



Every Home Has a Different Story

While every sale follows the same general process, every homeowner's situation is unique. Factors such as market conditions, property condition, timing, location, and personal goals can all affect your ideal selling strategy. That's why we create customized plans tailored to each client's specific needs.

Thinking About Selling? Let's create a personalized Seller Timeline for your home.

We'll discuss:

- ✓ Your home's current value
- ✓ Recommended preparation steps
- ✓ Timing considerations
- ✓ Marketing strategy
- ✓ Estimated selling timeline
- ✓ Next steps toward a successful sale

Contact Linda Trevor & Co. today to request your Customized Seller Timeline.

