



The **Strategic Seller's** **Playbook**

How to sell for the most money, with the least stress, and a clean path to the closing table.

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GREATER COLUMBIA • LEXINGTON • LAKE MURRAY

A NOTE FROM YOUR AGENT

Hey there,

Selling your home is a big deal. It's not just a house. It's years of your life under one roof. So let's do this right.

I put this playbook together for people like you. Folks ready for the next chapter. Maybe you're downsizing. Maybe you want more land or the lake. Maybe life just changed. Whatever the reason, you want top dollar and a smooth ride.

This isn't fluff. It's the real plan. How to price, how to prep, how to market, and how to handle every offer like a pro. I'll show you where sellers leave money on the table. Then I'll keep you off that list.

Read what you need. Skip what you don't. Then call me when you're ready.

I've got you.

Courtney

COURTNEY McCULLOUGH • PAWMETTO HOMES TEAM

WHAT'S INSIDE

Your game plan, start to finish

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SECTION 01

The Market Right Now

Real talk, no spin.

The Midlands market is moving. But it's not 2021. Here's the truth.

- **Multiple offers are back, but not regular.** They show up on homes priced right and shown well.
- **Overpriced homes sit.** Buyers scroll right past them. Then you end up chasing the price down.
- **Buyers have leverage again.** They ask for closing cost help and repairs. Be ready for it.
- **New construction set a high bar.** If you bought new recently, your number may have shifted. We price to today.
- **The first two weeks matter most.** That's when your home gets the most eyes. Don't waste them on the wrong price.

WHAT THIS MEANS FOR YOU

You get one shot at a fresh launch. Price it right, prep it well, and market it hard. Do that, and the market rewards you. Miss it, and it costs you time and money.

MY JOB

Get you the most money the market will pay. Not the number that sounds nice on day one.

SECTION 02

Price It Right the First Time

This is the one that matters most.

Price is everything. Get it right and good things happen fast. Get it wrong and the home goes stale.

WHY OVERPRICING BACKFIRES

- The most interest comes in the first two weeks. Overprice and you miss it.
- Buyers know the market. They skip homes that feel high.
- Price drops make buyers wonder what's wrong with it.
- A stale listing sells for less than a fresh one.

HOW WE SET YOUR PRICE

We look at what similar homes actually sold for. Not list prices. Not hopes. Real, recent, nearby sales. That's your true market value.

ABOUT THAT ONLINE ESTIMATE

Your online "estimate" is a computer guess. It has never walked through your home. It doesn't know your updates or your view. We price on real data, not a robot.

THINK IN NET, NOT LIST

What matters is what you walk away with. We'll run your net sheet so you see the real number after costs. That's the one that counts.

TRUST ME

The right price pulls in more buyers and often a better final number. Overpricing does the opposite.

SECTION 03

Get Your Home Ready

Small moves, big payoff.

You don't need a full remodel. You need your home to show its best. Here's where to focus.

THE HIGH-PAYOFF BASICS

- **Declutter.** Less stuff makes rooms feel bigger.
- **Deep clean.** Floors, windows, kitchen, baths.
- **Neutralize.** Pack away the personal so buyers can picture themselves.
- **Fix the small stuff.** Leaky faucets, sticky doors, burnt-out bulbs.

CURB APPEAL COUNTS

The first photo and the first drive-up set the tone. Fresh mulch, a tidy lawn, a clean front door. Cheap to do. Big on impact.

USUALLY WORTH IT

- Paint in tired rooms
- Carpet that's seen better days
- A clean, bright kitchen and baths

USUALLY NOT

- Big renovations right before selling
- Trendy picks buyers may not share
- Over-improving past the neighborhood

MY TAKE

Spend where buyers look first. Skip the rest. I'll tell you exactly where to put your dollars.

SECTION 04

Marketing That Sells

Your buyer is online. Let's meet them there.

Most buyers find your home on their phone first. So the online presence has to shine.

PHOTOS DO THE HEAVY LIFTING

- Pro photos. Always. They're the first showing.
- Bright, clean, and wide shots.
- The right cover photo stops the scroll.

WHERE YOUR HOME SHOWS UP

- The MLS, which feeds all the big sites
- Social media and my channels
- My network of agents and ready buyers

MORE EYES, BETTER OFFERS

The more qualified buyers who see your home, the better your odds of a strong offer. Exposure is leverage. We use all of it.

MY PROMISE

I market your home like it's my own. Because your result is my reputation.

SECTION 05

The South Carolina Playbook

Our rules are different. Know them before you list.

South Carolina has its own way of doing things. Here's what sellers need to know.

PROPERTY DISCLOSURE (SCAR FORM 230)

You fill out a state disclosure about your home's condition. Be honest and complete. It protects you down the road.

THE CL-100 (TERMITE LETTER)

This is a wood and moisture report. Buyers and lenders often want it. In our humid climate, expect it to come up.

THE DUE DILIGENCE PERIOD

The buyer gets a window to inspect and dig in. Inside it, they can ask for repairs or walk away. We plan for it from day one.

EARNEST MONEY

This is the buyer's good-faith deposit. It shows they're serious and helps protect you if they bail without cause.

WE'RE AN ATTORNEY STATE

A closing attorney handles your closing and the title work. I'll help you line one up.

DISCLOSE, DON'T HIDE

Hiding a known problem can come back to bite you. Honesty up front protects your sale and protects you.

SECTION 06

Showings and Feedback

Let the home do the talking.

Showings sell homes. Make yours easy to see and easy to love.

BE SHOW-READY

- Keep it clean and tidy.
- Lights on, blinds open, music off.
- Take the dogs out when you can.
- Leave during showings. Buyers relax when you're gone.

SAY YES TO SHOWINGS

The home nobody can get into is the home that doesn't sell. Flexible access means more offers. Simple as that.

READ THE FEEDBACK

- A little feedback is just noise.
- A pattern is a message.
- If everyone says the same thing, we listen and adjust.

HEADS UP

If showings are steady but offers aren't, it's usually price or one fixable thing. We'll spot it fast.

SECTION 07

Offers and Negotiation

A great offer is more than the top number.

When offers come in, we look at the whole picture. Price is just the start.

WHAT WE WEIGH IN AN OFFER

Price	What they'll pay.
Financing	Cash or loan, and how strong it is.
Contingencies	Their safety nets, and your risk.
Closing cost help	What they're asking you to cover.
Closing date	Does it fit your move?

THE HIGHEST OFFER ISN'T ALWAYS THE BEST

A lower, cleaner, more certain offer can beat a high one that's shaky. We weigh the real odds of actually closing.

EVERYONE HAS A CHOICE

In any deal, both sides have choices. You can accept. You can counter. You can say no. So can the buyer. A smart counter can lift your price or clean up the terms. We don't leave money sitting there.

MY PROMISE

I negotiate hard and keep it human. Top dollar, clean terms, no drama.

SECTION 08

Under Contract: Your Timeline

Offer accepted. Now we protect the deal.

Here's the path from "yes" to closing. Every step has a deadline, and I'm watching all of them.

#	Step	What happens
1	Earnest money in	The buyer's deposit is delivered.
2	Inspections	The buyer checks the home top to bottom.
3	Repair negotiation	They ask, we respond, we settle it.
4	Appraisal	The lender confirms value for the loan.
5	Loan processing	The buyer's financing is finalized.
6	Final walkthrough	The buyer confirms the home is as agreed.
7	Closing	You sign, you get paid, they get the keys.

YOU'RE COVERED

I track every date so the deal stays on the rails. You'll always know what's next and what's due.

SECTION 09

Inspection and Appraisal

Two hurdles. We clear them together.

THE INSPECTION

Most homes have something. Don't panic. We respond to the report with a smart plan.

- Big safety and system items matter most.
- Small stuff is often a negotiation, not a deal-breaker.
- You can repair, credit, or hold firm. We pick the right move.

THE APPRAISAL

The lender wants your price backed by value. If it comes in low, we have options.

- Share our pricing data with the appraiser.
- Negotiate the gap with the buyer.
- Hold firm if the market supports your number.

HOW I WORK

I negotiate from facts, not fear. That's how we protect your price and your sale.

SECTION 10

Closing Day and the Long Game

Keys handed over. But we're not done.

CLOSING DAY

You'll sign at the attorney's office. Any loan you have gets paid off. Your proceeds head your way. Then it's done.

YOUR NET PROCEEDS

This is your real payday. It's the sale price minus your costs and any loan payoff. We'll go over your numbers before you ever sign. No surprises.

THE LONG GAME

I'm not a one-and-done agent. I'm your guide for the chapters ahead. Your next home. Your kid's first place. Your parents' home down the road. When life shifts, I'm a call away.

This was never just a transaction to me. The people I work with become friends. And friends don't disappear after closing. So call me when you need a name for a contractor. Or when you just want to catch up over lunch. I'm here for the big stuff and the everyday in between. That's the part of this job I love most.

THE PAWMETTO PROMISE

Every home I close, I pay the adoption fee for a shelter dog right here in South Carolina. You sell your home. A dog finds theirs. ♥

PRINT & KEEP

Your Seller's Pre-Game Checklist

Tape it to the fridge. Check it off as you go.

BEFORE YOU LIST

- ☐ Meet with me and review your net sheet
- ☐ Set the right price from real, recent sales
- ☐ Declutter, deep clean, depersonalize
- ☐ Fix the small stuff buyers notice
- ☐ Get pro photos before you go live

WHILE YOU'RE ON THE MARKET

- ☐ Keep the home show-ready
- ☐ Say yes to showings when you can
- ☐ Watch for patterns in feedback
- ☐ Stay flexible and ready to adjust
- ☐ Keep the dogs' routine easy for showings

WHEN OFFERS COME

- ☐ Look past price to terms and certainty
- ☐ Run the net on each offer
- ☐ Counter smart, not emotional
- ☐ Mind every deadline once under contract
- ☐ Confirm closing details with the attorney

THE SHORT LIST

Mistakes I Keep My Sellers Away From

Avoid these and you're already ahead.

- Pricing on hope instead of real sales
- Overpricing, then chasing the market down
- Skipping prep and pro photos
- Turning down showings
- Hiding a known problem instead of disclosing it
- Taking the highest offer without checking if it'll close
- Letting emotion drive the negotiation
- Going it alone in a shifting market

BOTTOM LINE

Relationships matter more than contracts any day of the week. I protect my people from bad decisions and guide every family to the closing table.

READY TO MAKE A SMART MOVE?

Let's talk. No pressure. Just a real conversation about your home and your goals.

Courtney McCullough

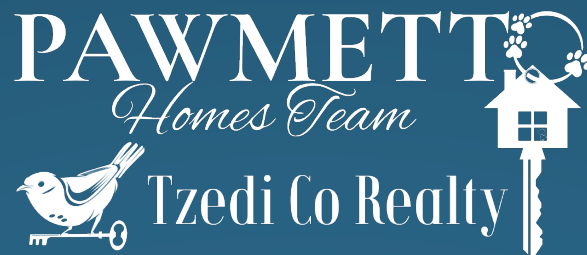
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Trained to Serve, Built to Win.