

FROM LISTED TO

SOLD

A SELLER'S STEP BY STEP GUIDE TO SELLING YOUR HOME FOR TOP DOLLAR

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ONE

PAWMETTO
Homes Team



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*Packages offered:

Basic -3%

Premium- 3.5%

VIP - 4%

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About Me



COURTNEY MCCULLOUGH

Greetings! I'm Courtney McCullough, a proud Lexington resident with over 14 years of deep roots in this community. With a rich background spanning over 20 years in the Client and Consumer Industry, my commitment to exceptional service is unwavering.

Why Choose Me?

 ****Community Connection:**** A Lexington resident for over 14 years, I bring a wealth of knowledge about the area, its neighborhoods, and the evolving real estate landscape.

 ****Furry Friends Enthusiast:**** Outside of real estate, I'm often found surrounded by my five furry companions. Just like every home, every dog has its unique charm, and I apply the same attention to detail in finding the perfect match for your housing needs.

 ****Customer-Centric Approach:**** Known for being truly customer-centric, I prioritize honesty, communication, and integrity. These values are the foundation of my service to you.

 ****Your Partner Through Every Step:**** Understanding the emotional journey of buying and selling homes from personal and professional perspectives, I'm here for you every step of the way. I'll guide you through the process, ensuring a smooth journey to the closing table.

 ****Team of Industry Experts:**** Backed by a team of experts in all facets of the industry, I'm equipped to navigate any challenges that may arise. Your peace of mind is my priority.

Let me be your solution in the real estate journey. Trust in my experience, dedication, and love for furry friends to get you to that closing table with ease.

LET'S CONNECT



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Facebook.com/CourtneyMcCullough



instagram.com/Courtney_McCullough



PawmettoHomes.com



https://www.youtube.com/@livingincolumbiaSC

Factors



Determining Factors

TO SELL YOUR PROPERTY

FACTOR 1 *pricing*

When pricing your home, it is important to carefully consider top market value. Using my competitive market analysis tool, I will suggest your home's best listing price. I sell homes HIGHER than the market average because I list homes at the correct price from the start.

FACTOR 2 *how it shows*

It is important to have your home ready for market from the start. I will help you make sure your home is ready for showings and online by:

- Completing repairs that need to be done
- Decluttering & removing personal items
- Making sure the home is clean and smells fresh
- Cleaning carpets
- Neutralizing spaces and walls

FACTOR 3 *marketing*

I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for money than the competition.

Prospecting

Prospecting daily for potential buyers talking with neighbors, on-line prospects, our co-op agents and past clients.

Marketing

The moment you sign with me, my marketing team gets to work on marketing your home! SNEAK PEEK MARKETING, ONLINE MARKETING, SOCIAL MEDIA MARKETING and PRINT MARKETING are all part of the success of getting your home seen by the most potential buyers, and selling faster and for money than the competition.

Communication

I will actively communicate with you through every step of the process. Diligently sharing feedback from showings following up with buyers agents after viewing the home, and calling weekly to discuss the progress from the previous week.

the advantage of listing with me

PROFESSIONAL/VIRTUAL STAGING

- 85% of staged homes sold for 6-25% more
- Most tasks are completed during our second walk through appointment prior to listing your home

BOOSTED ONLINE EXPOSURE

Today's market is centered around technology. Buyers are performing their own searches online so it is important that your listing is ranked high and shown in its best light. Studies have shown that online buyers, disregarded homes with limited photos, low quality photos, and minimal information, without ever stepping foot into your home. Rest assured I take the extra steps to get maximum exposure for your listing and giving the online shopper a wealth of information, and quality photos/tours

VIRTUAL STAGING CONSULTATION, VIDEOGRAPHY, AND VIRTUAL 3D OPEN HOUSES PROVIDED WITH THE VIP PACKAGE

Before We List



Listing Strategy

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the the largest number of potential buyers in the first few weeks.

If a home is overpriced, it will attract the fewest number of buyers looking to purchase a home. This is because the majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition in a location.



PROFESSIONAL STAGING

To make sure your home is shown in its best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. Their job is to neutralize your home to appeal to the maximum number of potential buyers. If your property is vacant, I will stage your home at no additional cost to you.

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

In today's market, home buyers are searching online first. So it is imperative that the photos of your home are of the very best quality to catch the buyers attention and stand out from the competition. More eyes on your home, is the fastest way to getting it sold fast and for top dollar.

AGENT MARKETING

Being part of a very large agent network, I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property and that is an area I heavily focus my budget on, attracting hundreds of buyers per month, and increasing brand awareness.

The Formula For A Successful Sale



PRICE

It's important to thoroughly evaluate the market to determine the market value of your home. Properties that are priced right from the beginning typically sell for more in the end. If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown. Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

WHAT DETERMINES THE PRICE OF YOUR HOME?

1. Recent Comparable Sales
2. Market Conditions
3. Exposure
4. Property Features
5. Terms you offer

WHAT DOES NOT DETERMINE THE PRICE OF YOUR HOME?

1. What you paid for it
2. Investments made in the property
3. What you want to profit from the sale

A Home Equity Report (HER) is an analysis of your home's value determined by assessing similar property sales, location and characteristics of your property.

The Formula For A Successful Sale

ONLINE MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

Your home will appear on all the home search website that potential buyers are using, as well as advertised on social media platforms. Some of the platforms that your home will appear are:

- Zillow
- Realtor.com
- Redfin
- Homes.com
- Most MLS-syndicated real estate websites
- Facebook
- Instagram
- YouTube
- TikTok
- Google
- YouTube
- Waze

PROFESSIONAL PHOTOGRAPHY

We work with the top real estate photographers in the area to capture your home in the very best light. The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.



**93% OF HOME
BUYERS USE
THE INTERNET
54% OF THEM
FIRST FIND
THE HOME
THEY BUY
ONLINE**

PREPARING YOUR HOME

After capturing potential buyers' attention online, it's important to have a great first impression once they enter the home for the first time. Research has shown that buyers decide whether they will buy a home or not within the first 8 seconds of seeing the home!.

When a potential buyer walks into a dirty home, they assume that the current owners did not take care of the property. Most buyers will want a move-in ready property that feels like new. A long list of chores and repairs right when they move in will not be appealing and can be daunting to a potential buyer.

If needed, we contract professional cleaners and stagers to showcase your home in the best possible way. However, making sure your home is clean, neat, and turnkey can be achieved by following our checklist on the following page, or our Prep Your Home to Sell Guide.

Preparing To List

MAXIMIZE YOUR SALE POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. Doing the points below will help them to do that.

Exterior

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences



02

Interior

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Give a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order



Freshen Paint & Fixtures

- A new coat of exterior paint seriously helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO
 - If you can't paint the entire home, paint the trim. This is a relatively simple and provides plenty of pop
 - Update exterior light fixtures. This can quickly give a home an updated look
 - Put a fresh coat of paint on the front door



Home Staging



Historically, staged homes sell for more money than comparable homes that were not staged.



Buyers are able to see themselves living in a staged home without being distracted with personal items. It keeps them from leaving a vacant home scratching their heads, unsure of how to utilize the space



Home staging is more than just throwing in a couple of fluffy pillows and calling it a day. It allows you to highlight the best features of the home, disguise flaws, justify pricing, show the purpose of each room, and create a wow-factor that will have every agent wanting to show their buyers your property. Keep in mind, designing to live, and staging to sell are two completely different concepts. Less is more when staging your home for sale!

When We List





Robust Marketing

NETWORKING

A large percentage of real estate transactions happen with cooperating agents across the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard, as well as a sign rider and QR code. If we have an open house, directionals and open house signs will be placed at the appropriate times gaining you maximum exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, syndicated to literally hundreds of other listing sites, featured on our company website, and social media.

DIRECT MAIL ANNOUNCEMENTS*

Direct mail of Just Listed and Open House postcards to the neighboring homeowners. This is to assist with anyone they may know who would be looking in the area. Also putting door hangers on neighboring homes.

EMAIL MARKETING

E-alert marketing to current buyer database of thousands of buyers searching for properties on my website. As well as a new listing email alert that goes out to my agent network of thousands of agents in the area.

PROPERTY FLYERS*

Highly informative and creative property flyers will be displayed inside your home and dropped off at local real estate offices. These help potential buyers remember the key items and unique features of your home after looking at several listings.

LOCK BOX

Lockboxes are essential for the safety of all and allowing an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings so having a lockbox makes this process much easier.

SHOWINGS

When we list your home it will also be signed up with a showing service that immediately communicates with you at the time a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback after 24 hours.

OPEN HOUSES

After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an Open House.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, Google, and TikTok

Virtual and Real Staging*



Before



After



Before



After



Before



After

*Offered with certain packages

Professional Photography



Ensure buyers are seeing the home in the best light possible. Don't get overlooked because of bad photography!



The photos encourage more showings, and are the gatekeeper to showing appointments



Professional photos highlight the best features of your home and appeal to buyer's aesthetic



Professional photography is one of the most integral parts of listing a home for sale. Many buyers have already made a decision on your home just from the photography and without ever stepping foot inside.

Aerial Photography*



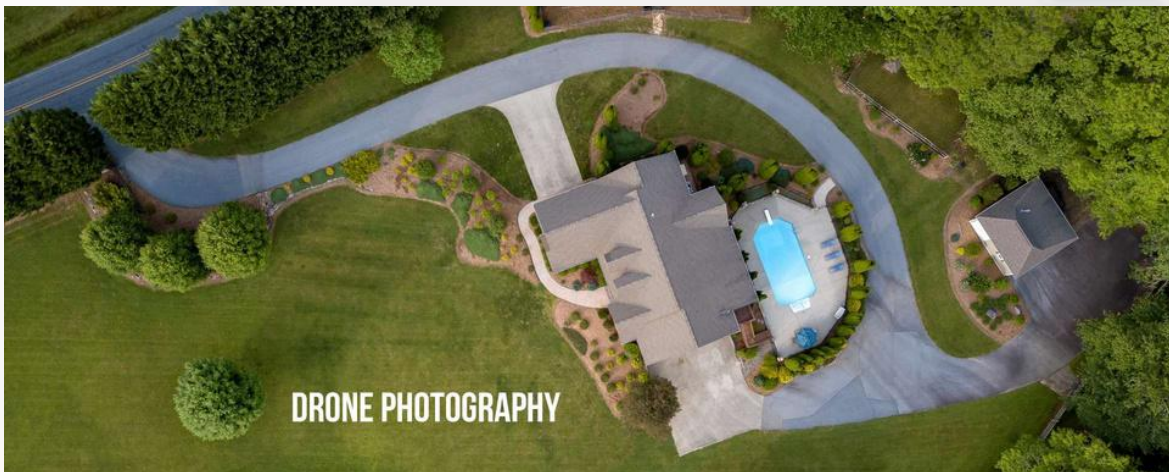
Ability to show the overall perspective of the property, from every angle



Stand out amongst the competition at NO additional cost to you.



Highlight all of the unique exterior details of the home that will make buyers fall in love with outdoor living, and any potential the entire property has



We offer aerial photography* that can assist in the sale of your home. The service is especially beneficial if your home comes with a large amount of land or has special exterior features or close proximity to shopping & dining.

*Offered with certain packages

Property Promo Videos*

RealEstate@gmail.com
www.RealEstate.com
777-777-777

Luxury Home

\$899,999
1234 Main St
Columbia, SC 29201



Property Promo videos creates thousands of views on social media platforms. We post your promo videos to Facebook, Instagram, YouTube and your single property website generating more online traffic.



Video content is the wave of the future and engages more people than any other media in the online space.



Video helps your property stand out in a very competitive market.

Your promo video will help create even more attention online than ever before. We utilize these promo video to help generate more traffic to your online virtual open house, translating to more in person showings, and helping you sell quicker!

*Offered with certain packages

Individual Property Websites*



Courtney
McCullough
803.590.6691

More Info

Listing Updates

My Website

Contact Me

View Listings

Profile

1234 Main Street Columbia, SC 29201

Call For Price | 4 beds | 2 baths | 1 half bath

SLIDESHOW

FULLSCREEN



HOME

GALLERY

VIDEO

MAP

REQUEST A
SHOWING

SCHOOLS

FINANCE

PRINT FLYER

PROPERTY
FEEDBACK

DOCUMENTS



1234 Main Street
Columbia, SC
29201



Property Info

Status	Active
Price	Call For Price



We create a website unique to your property address



We provide a sign rider to attach to the yard sign to direct potential buyers to your single property website for more information

Your individual property website will house all things important to your property! This may include interior + exterior features, property photos, virtual tours, property promo videos, virtual tours, maps and more!

*Offered with certain packages

Custom Property Brochures*

Stunning Home on the Water



Call For Price

1234 Main Street Columbia, SC 29201



Courtney
McCullough
803.590.6691

- » Beds: 4 | Baths: 2 Full, 1 Half
- » Single Family | 2,450 ft²
- » Beautiful Upgrades
- » Remodeled
- » Custom Features
- » Extra Large Closets
- » Walk to Everything

QR Code



Remarkable new home with custom finishing details on a beautiful parcel with golf course park frontage along the prestigious area of Powder Horn Road. Spacious, deep parcel and privacy tree line afford protection from stray golf balls. Great opportunity to own an affordable, custom-styled home! Remarkable new home with custom finishing details on a beautiful parcel with golf course park frontage along the prestigious area of Powder Horn Road. Spacious, deep parcel and privacy tree line afford protection from stray golf balls. Great opportunity to own an affordable, custom-styled home!

PAWNEYO
Homes Team
REALTYONEGROUP
RESIDE

Drew Agent is a fake real estate agent. ©Properties Online, Inc. The above information including square footage is based on data received from the seller and/or from public sources. This information is deemed reliable but has not been independently verified and cannot be guaranteed. Prospective buyers are advised to verify information to their own satisfaction prior to purchase. Equal Housing Opportunity. Any Tradenames and Trademarks referred to within are the property of their respective trademark holders.



Custom property brochures are a great way to show potential buyers the best features of your home AND the area in which your property is located! We will include photos, floor plans, special features, neighborhood highlights, things to do in the community, and anything else that makes your property unique.

*Offered with certain packages

Maximum Exposure



Instagram



facebook.



Pinterest



yahoo!

Linked in.



GET FEATURED

I will feature your home on the top home search sites, on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average 30 days faster!

After We List



showings

A FEW TIPS TO HELP YOUR HOME SHOWINGS GO
AS SMOOTHLY AS POSSIBLE

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up and daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean: Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder their ability to picture themselves living there.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try and empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep room temperature comfortable. This demonstrates to buyers that HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of site and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



offers

Price is just one of many considerations when deciding which offer is best for your home. Here are some of the other factors that matter:



CONTINGENCIES

The fewer contingencies and the shorter the time period the better.



ALL CASH BUYER

A cash offer is usually more appealing than a finance offer as the seller doesn't need to worry about if the bank will approve the buyers loan.



PRE-APPROVAL

Assures home sellers that the buyer can get the loan they need



LOAN TYPE

There are all different loan programs, the least complicated of them all is conventional. The other most popular are FHA, VA, SC Housing and in certain areas USDA.



CLOSING TIMELINE

You might need to close quickly to move on to the next adventure, or you might need to extend closing to allow time for next home to be ready. Choosing the offer with the closing time that fits your needs will be most attractive to you.



CLOSING COSTS

Sometimes an offer comes in high, but the buyer asks you to pay a percentage of the buyer's closing costs.



REPAIR REQUESTS

If the home needs some repairs, but you don't have the time or money to do them, a buyer who will do them for you might be what you need.



OFFER PRICE

Of course price matters too! If a high offer will cost you more in closing costs, repairs or other factors—then it probably won't be the best offer.

NEGOTIATIONS

After The Offer Is Submitted

WE CAN:

- **Accept the offer**
- **Decline the offer (If the offer isn't close enough to meet your expectations and there is no need to further negotiate.)**
- **Counter-offer**

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- **Accept the counter-offer**
- **Decline the counter-offer**
- **Counter the the offer**

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.

Contract to Closing



home INSPECTIONS

WHAT IS INCLUDED

Roof & Components

Exterior & Siding

Basement

Foundation

Crawlspace

Structure

Heating & Cooling

Plumbing

Electrical

Attic & Insulation

Doors, Windows & Lighting

Appliances (limited)

Attached Garages

Garage Doors

Grading, Drainage & All Stairs

Termite

Septic

Well



FAQ

INSPECTION TIME FRAME

TYPICALLY 0-10 DAYS AFTER SIGNING CONTRACT.

NEGOTIATIONS USUALLY HAPPEN WITHIN 5 DAYS OF INSPECTIONS

COSTS

NO COST TO THE SELLER. THE BUYER WILL CHOOSE AND PURCHASE THE INSPECTION PERFORMED BY THE INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES

INSPECTIONS AND POTENTIAL REPAIRS ARE USUALLY ONE OF THE TOP REASONS A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE FOUNDATION, ELECTRICAL, PLUMBING, PESTS, STRUCTURAL, OR MOLD

UPON COMPLETION OF INSPECTION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO NEGOTIATE

BUYER CAN CANCEL CONTRACT

CLOSING THE SALE

what to expect

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.

1. TRANSFER FUNDS

The transfer of funds may include payoffs to:

- Seller's mortgage company as well as any lien holders
- Local government, if any property taxes are due
- Third-party service providers
- Real estate agents, for payment of commission
- Sellers, if any there are any proceeds from the sale of the home

2. TRANSFER DOCUMENTS

The transfer of documents may include:

- The deed to the house
- Certificate of Title, Bill of Sale, and other real estate-related documents
- Signed closing instructions and/or settlement statement (HUD 1)
- Receipts (if needed) for completed repairs, per sales contract

3. TRANSFER PROPERTY

The transfer of property may include:

- Recording of the signed deed (completed by third-party) at county courthouse
- Post-closing agreement, if seller will need to rent back home for specified time frame
- Exchange of keys, garage door opener, security codes and/or devices, appliance manuals, etc.
- Homeownership legally transfers to the new owner when the signed deed is recorded at the seller's local county courthouse.

YOUR COSTS

Seller's commonly pay:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

Final Steps



FINAL

steps

FOR SELLERS



CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.



CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.



CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office. Change Delivery address for online sites



TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater, Turn off all light switches and fans. Lastly call the electricity



DOCUMENTS

Secure all closing documents as well as the contract and closing documents and keep them in a safe place.



GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.



CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.



CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out garage. Schedule trash pick up prior to day of closing. Leave your home the way you would like to find it if you were the buyer.



INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.



FLOORS

Vacuum and sweep floors one more time



LOCK UP

Ensure all blinds are closed, and lock the windows and doors.

Reviews



I've worked with several agents prior to working with Courtney, she is by far the best one yet..she knows the market and did everything she said she would.. selling my house was easy and it was great working with her! I would definitely use Courtney in the future.

-Kaylin Lane

Courtney is very dedicated to her clients. She is always available, goes over and above and very patient. We highly recommend Courtney for all your real estate needs.

-Patty Hopson

Courtney McCullough was absolutely wonderful to work with. She was patient and very helpful with all our questions. I feel we became like family. We appreciate all the help she gave us.

-Donna Willard

Courtney was there for me , not only as a wonderful realtor a counselor at one point I became very discouraged with the buyer and title company Courtney help me through the process I highly recommend Courtney, she's wonderful very knowledgeable. I feel like I have made a friend for life thank you Courtney!😊

-Virginia Flemming

Courtney is amazing!! She is very thorough and she makes this process as stress free as possibly. This was our first time buying a home and it just so happened to be in the most insane market. Nonetheless Courtney kept us encourage and we ended up finding our dream home in the best neighborhood. We couldn't have asked for anything more. She taught us so much and now shes the only one we'll call. Thanks Courtney!

-Davida Strickland

I've worked with many realtors, and not a single one compares to working with Courtney. Buying from out of state requires an added layer of project management, and emotional maturity. Courtney was our not so secret weapon, from endless showings and tours, to masterful negotiation, I cannot recommend Courtney's work highly enough. If you're looking to buy or sell in Columbia, SC, Lexington, or the surrounding areas, trust me, you need Courtney.

-Sommer Yarnall