

# Seller's Guide

WELCOME TO THE HOME SELLING EXPERIENCE



SELLING YOUR HOME

## Listing Overview

- + EVALUATING & PRICING YOUR HOME
- + PREPPING YOUR HOME TO SELL
- + MARKETING YOUR LISTING
- + HANDLING OFFERS
- + THE CLOSING PROCESS

## About RRG

Rich Realty Group is a boutique real estate firm that has been serving Raleigh and the Triangle for two decades. Led by our broker in charge with 25+ years of experience, our team specializes in luxury real estate sales inside the beltline.

What truly sets our team apart is our experience in this market and our investment in tools that make our marketing efforts more competitive, ensuring our clients' listings stand out from the crowd and reach a wider audience.

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# Evaluating & Pricing Your Home

## UNLOCKING YOUR HOME'S TRUE VALUE

In order to price your home correctly, we'll do investigative work to uncover its unique selling points, explore the current market dynamics, and determine the optimal price range for listing. With our experience in luxury real estate, you're in expert hands.



We research relevant sales to establish the right listing price range and identify demographics that make up the buyer profile.

We'll have the home professionally measured and investigate property information including lot size, deed restriction and local schools.



We assess any improvements you made to the home as well as the current market conditions that will factor into initial pricing.

# Prepping Your Home To Sell

## SHOWCASING YOUR HOME TO MAXIMIZE SALE PRICE

Together we will prepare your home to dazzle potential buyers. We'll guide you through the paperwork, and discuss ways to enhance curb appeal and how best to appoint your home possibly including staging for the best aesthetics. We use trusted professionals to get the highest quality HDR photography available, drone footage and professional videography. We will make sure your home is presented in its best light to sell for the highest price possible.



We will review paperwork including the listing agreement, fees, property disclosures and what to expect from an offer to purchase contract

We will suggest ways to increase the look and feel for Buyers—this could include minor repairs, paint touch-up and having the home cleaned



We work with talented photographers in the area to get photo, video and drone images to capture your home in its best light.

# Marketing Your Listing

## COVERING THE BASICS

- + We have your home professionally measured creating a detailed floor plan including room dimensions and build a captivating listing with HDR photos, drone footage, Matterport walk-throughs and more.
- + We distribute your listing across multiple platforms: Zillow, Redfin, Realtor.com, Homes.com and other brokerage websites. Your listing will be prominently displayed everywhere a potential buyer would search for a home.
- + We help identify the ideal buyer profile for your home and gear our marketing accordingly along with a list of features and the local amenities that will help sell your home.
- + We host open houses and broker-only gatherings that expand the buyer pool and showcase your home in its best light.

## WHAT SETS US APART

- + Providing valuable insights about improvements to your home that will yield the best ROI prior to listing
- + Leveraging our experience and network of local active brokers to help find the right buyer
- + Detailed, engaging social media posts distributed to our large audience
- + Creating proprietary, stylish and professional printed brochures with HDR photos that increase engagement
- + Capability to use targeted Google digital ads to increase buyer engagement
- + A strategic, direct outreach email campaign to our proprietary, expansive list of local top producing brokers



# Handling Offers

## NAVIGATING THE NEGOTIATION GAME

When an offer comes in, we verify the buyers ability to close and carefully evaluate the terms outlined in the contract. From there, we strategize with you and negotiate to achieve the best possible terms on your behalf.



We will review terms of each offer including buyer qualification, price, due diligence, closing date and requests for personal property.

We will clearly communicate with the Buyer's broker to deliver the Seller's terms to negotiate the best deal for our clients.



We will collect due diligence and earnest money and all necessary disclosures to get the property completely 'under contract'.



# The Closing Process

## GETTING TO THE CLOSING TABLE

From reviewing inspection reports and closing disclosures to last-minute details like canceling utilities or having our preferred vendors make repairs, we will make sure you are shepherded through the entire closing process until it's time to sign on the dotted line and collect your check. We may even have to open a bottle of bubbly!

### INSPECTIONS

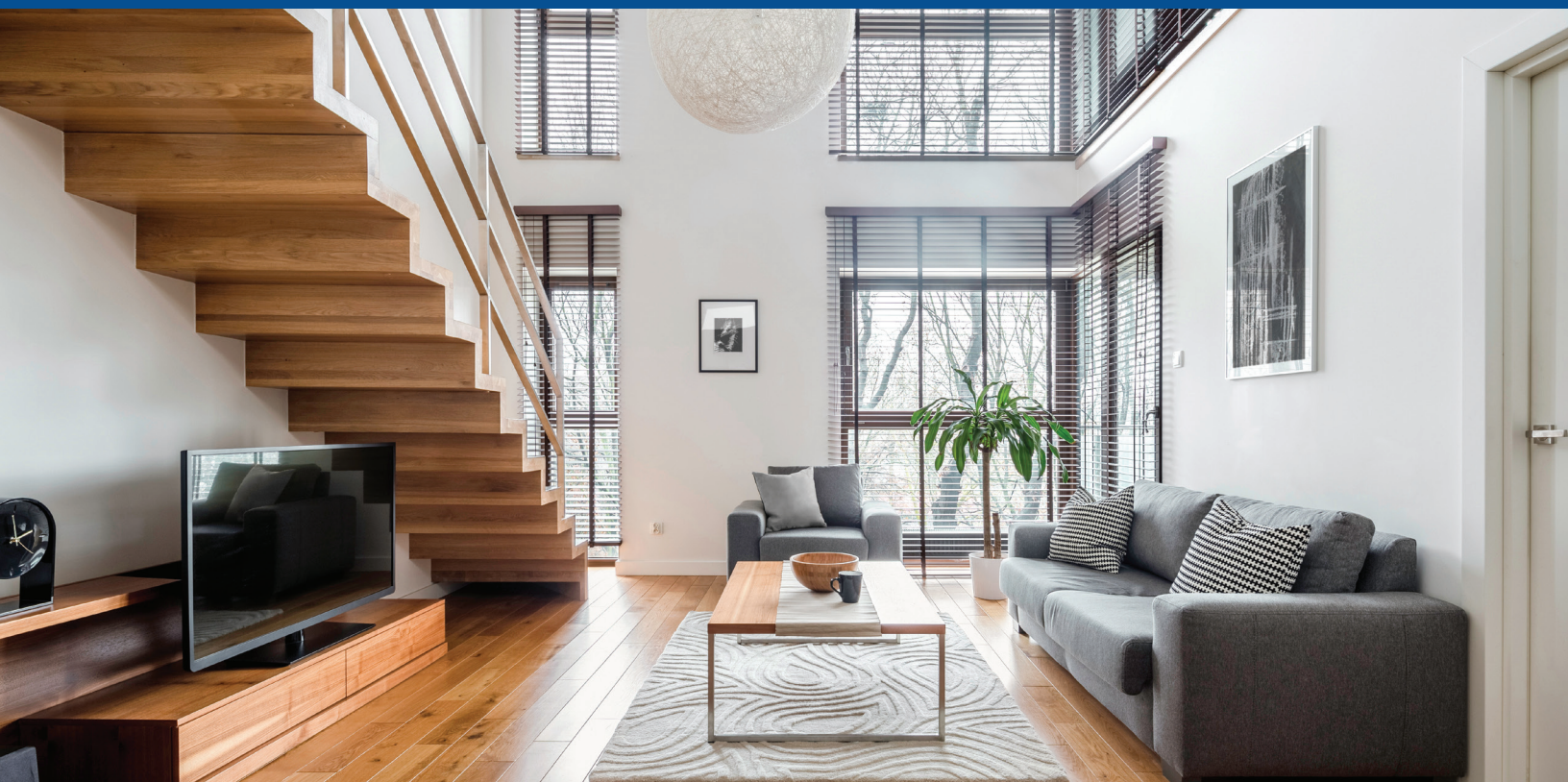
The buyer will order a home inspection which could include radon and termite, as well as an appraisal which will usually take place prior to the expiration of the due diligence period.

### REPAIR NEGOTIATIONS

We will review the inspection report and any repair requests made by the buyer. From there, we can negotiate a credit or agreed upon repairs, if any.

### CLOSING TABLE

Negotiations are done, and it's time to bring keys to closing, schedule utilities to be canceled, and after a careful review, make arrangements to sign closing docs in person or with a remote notary.



# Work with an agent you can always trust.

IT'S A GREAT DAY TO SELL REAL ESTATE



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