



WRIGHT REALTY *— Shoals —*

THE HOME SELLER GUIDE

A clear strategy from list date to closing day.

LOCAL EXPERTISE. SMART MARKETING. STRONG REPRESENTATION.

Prepare to make the right impression.

The best results come from a thoughtful plan. We help you decide what matters, what does not, and how to position your home for today's buyers.

01

Price strategically

We study recent sales, current competition, condition and buyer activity to recommend a price that supports your goals without sacrificing momentum.

02

Prepare with purpose

Clean, declutter and address visible maintenance. We help prioritize the improvements that strengthen presentation and skip the projects unlikely to pay back.

03

Launch professionally

Strong photography, compelling copy, accurate information and coordinated exposure give buyers a reason to notice your home and schedule a showing.



Your path from listed to closed.

Selling involves more than putting a sign in the yard. We manage the moving parts, communicate clearly, and protect your position throughout the transaction.

1

Build the strategy

Set goals, timing, pricing and the plan for preparing your property.

2

Prepare the home

Complete priority repairs, cleaning, staging and property information.

3

Launch the listing

Professional media, MLS exposure and targeted promotion reach buyers.

4

Manage showings

Coordinate access, gather feedback and adjust the strategy when needed.

5

Review every offer

Compare price, financing, contingencies, timing and overall strength.

6

Negotiate the terms

Respond strategically while protecting your priorities and proceeds.

7

Navigate due diligence

Coordinate inspections, appraisal, title work, repairs and deadlines.

8

Close with confidence

Prepare for final walk-through, signing, possession and your next move.

The highest offer is not always the strongest offer.

Financing, contingencies, timing and risk all affect what an offer is truly worth.



**WRIGHT
REALTY**
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READY TO MAKE YOUR MOVE?

Your home deserves more than a listing. Our team brings local knowledge, thoughtful marketing, and steady guidance from the first conversation through closing.

YOUR QUICK SELLER CHECKLIST

- ☐ Choose an experienced listing agent
- ☐ Discuss price, timing and your goals
- ☐ Declutter, clean and complete key repairs
- ☐ Prepare the home for professional photography
- ☐ Plan for showings and buyer feedback
- ☐ Review net proceeds, terms and contingencies

REQUEST A HOME VALUE CONSULTATION

wrshoals.com

Serving sellers throughout the Shoals and Northwest Alabama