

COASTAL NORTH CAROLINA

The Seller’s Guide

A step-by-step guide to preparing, pricing, and selling your home on the Crystal Coast.

Justice realty group

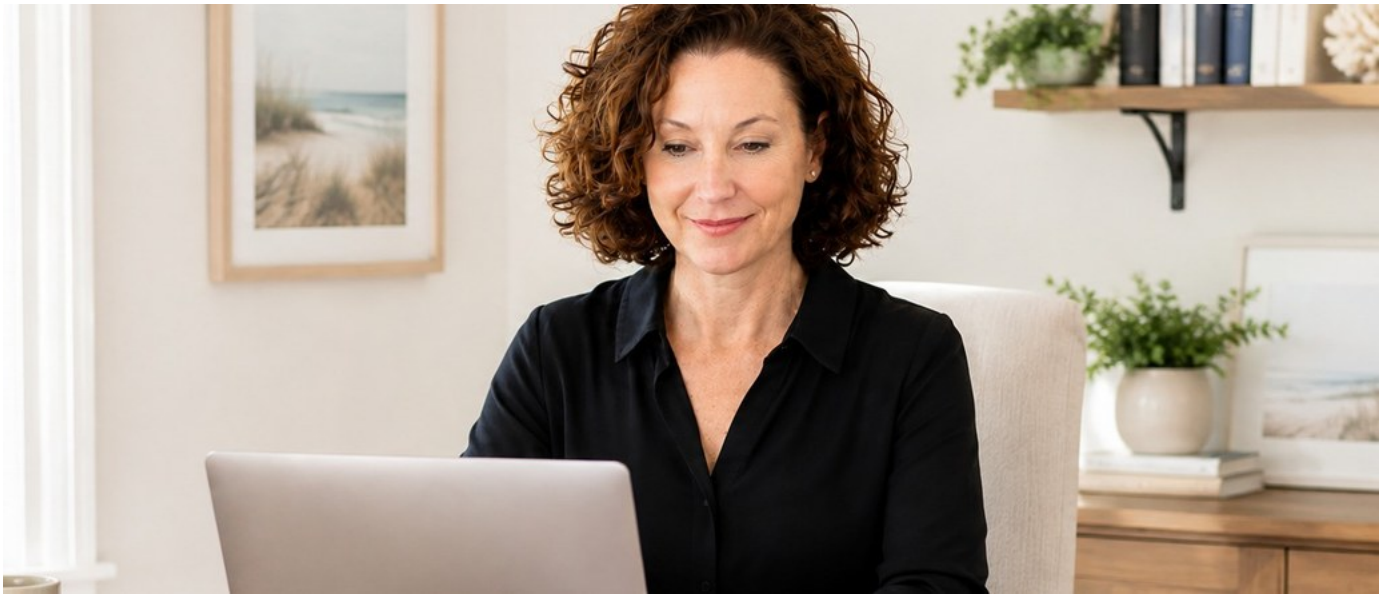
VANESSA JUSTICE

Owner & Broker-in-Charge

Because Experience Matters

Start with your goals

A clear plan begins with your timing, your priorities, and what you want to take away from the sale.



Set your timeline

Choose a target move date and work backward. Factor in repairs, photography, showings, and where you'll live if your dates overlap.

Estimate your proceeds

Review your mortgage payoff and estimated selling expenses. A seller net sheet helps you compare price scenarios before you list.

FIRST CONVERSATION

I'll walk through your home with you, identify its strongest selling points, and help you decide where to spend your time and money.

Make the first look count

Put your effort where buyers will notice it most. Start with a well-maintained exterior, clean interiors, and rooms that feel easy to walk through.

Start at the curb

Clean the entry, tidy landscaping, wash windows, and touch up the front door. Check steps, railings, decking, and exterior lighting.

Give rooms breathing room

Clear countertops and walkways. Pack away extra furniture, personal photos, and seasonal items. Leave enough in each room to show how it works.

Handle the small repairs

Fix drips, loose hardware, damaged trim, and worn caulk. Keep receipts and warranties handy for repairs or recent upgrades.

Spend selectively

Fresh paint, updated hardware, and better lighting can make a room feel cared for. We'll discuss larger projects in light of your timeline and competing homes.

BEFORE PHOTOGRAPHY

Deep clean, open blinds, test the lights, and clear cars, bins, and hoses from the front of the home.

Price for the market

The asking price sets your home alongside the other options buyers are considering. We'll choose a price range based on local evidence and your goals.

01 Recent sales

A comparative market analysis looks at similar homes that sold. We consider location, condition, size, upgrades, and features such as water access or views.

02 Active competition

We review what buyers can tour today and look at pending listings for clues about which homes are attracting interest.

03 Early market response

After launch, we'll review showing activity, feedback, and changes in nearby listings to decide if the price or presentation needs an adjustment.

KEEP YOUR NET IN VIEW

An estimated net sheet shows how price, concessions, and other selling costs affect the amount you may take home.

Give buyers a reason to visit

Your listing should help buyers understand how the home lives and give them a clear reason to schedule a tour.



Tell the property’s story

We’ll plan photography and listing copy around the home’s strengths, then choose where to promote it across the MLS, online listing sites, and other channels.

Make tours easy

Agree on showing windows in advance. Before a tour, turn on lights, secure valuables and medications, and arrange for pets to be out of the home.

AFTER LAUNCH

We’ll look for patterns in buyer feedback and showing activity so we can respond while the listing is still fresh.

Read the whole offer

The strongest offer is the one that best fits your financial goals, timeline, and comfort with the terms.

01 Compare estimated proceeds

Look at the price alongside requested credits, included items, and other costs. We'll compare what each offer may put in your pocket.

02 Review the terms and dates

Consider financing, the due diligence period, the proposed fees and deposits, and the target closing date. We'll flag terms that affect your plans.

03 Decide how to respond

We'll talk through whether to accept, counter, or decline. If repairs or credits come up during due diligence, we'll evaluate the request against your priorities.

BEFORE YOU SIGN

I'll walk you through the terms and explain which deadlines or requests could affect your move or proceeds.

Keep the sale on track

Once you’re under contract, we’ll track the dates and coordinate the details with the people handling your closing.

During due diligence

Make the home available for agreed inspections and appraisal visits. Gather any requested records and keep written track of repair or credit agreements.

Before the final walk-through

Complete agreed repairs, keep utilities on as arranged, and confirm which fixtures and belongings stay. Set aside keys, remotes, and access codes.

Review your closing figures

Check the settlement figures with the closing team, including mortgage payoff, credits, and estimated proceeds. Verify wiring instructions by calling a trusted number.

Plan the handoff

Confirm signing, recording, possession, and key delivery with your broker and closing attorney. Arrange your move and utility changes around the agreed timing.

CLOSING FILE

Keep copies of your signed documents, settlement statement, and any repair receipts you may need later.



YOUR NEXT MOVE

Let’s talk about your home.

Whether you’re ready to list or still weighing your options, we can start with a walk-through, a look at comparable sales, and a plan built around your timing.

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