

HOME *sellers* GUIDE



SELLERS GUIDE



Congratulations on deciding to sell. Selling a home well takes more than a sign in the yard — it takes real preparation, real marketing, and a clear strategy for negotiating the best outcome. This guide walks through exactly that, step by step.



PREPARING *your* PROPERTY FOR SALE



Before listing, it's worth taking time to prepare the property properly. A few focused steps now can mean a faster sale and a stronger price once it hits the market.



YOUR HOME

STEPS TO PREP

DE-CLUTTER AND CLEAN

Personal items and excess clutter make a space harder to picture as someone else's home. A clean, neutral space lets buyers see themselves living there.

MAKE REPAIRS

Leaky faucets, cracked walls, broken windows — small visible issues read as bigger ones to a buyer. HVAC, plumbing, and electrical should all be in good working order before showings start.

STAGE THE PROPERTY

A professional stager or virtual staging can showcase a property's best features and create a space buyers want to walk into.

ENHANCE CURB APPEAL

First impressions happen at the curb. Fresh landscaping, a painted front door, or updated fixtures go a long way toward a strong first look.

MARKETING *your* PROPERTY

Selling isn't a sign-in-the-yard-and-wait business anymore. Buyers are searching, scrolling, and forming opinions online before they ever see a property in person — so it needs a real marketing strategy behind it.



YOUR HOME MARKETING

1.

HIRE A REAL ESTATE AGENT

A knowledgeable agent does more than list a property — they price it right, market it strategically, and negotiate on your behalf. Look for someone with real experience in the local market and marketing chops that go beyond the MLS.

2.

USE PROFESSIONAL PHOTOGRAPHY

High-quality photos and video showcase a property's best features and stop the scroll. Professional photography — or a videographer for standout listings — is the difference between a buyer clicking past and clicking in.

3.

UTILIZE ONLINE LISTINGS

Most buyers start their search online — and increasingly, not even in the traditional sense. Listings need to show up everywhere buyers actually look: real estate sites, social platforms, and search.

4.

DIGITAL MARKETING

This is where most listings fall short — posted online and left to hope the MLS does the work. Paid ad campaigns and visibility strategy are the daily work behind Word Slinger LLC, not an afterthought — meaning a listing gets real targeted advertising and a search-ready presence, not just a description and a prayer.

YOUR HOME

WORD SLINGER

1.

PAID SEARCH & SOCIAL ADS

Word Slinger LLC runs paid ad campaigns for businesses every day. The same targeting and budget strategy applies here — reaching real buyers instead of letting a listing sit on the MLS hoping to be found.

2.

SEARCH & AI VISIBILITY

Buyers don't all start on Zillow anymore. Some ask AI. Some scroll social. A listing needs to show up wherever that search actually happens — not just the traditional listing sites.

3.

RETARGETING & ANALYTICS

Every campaign gets tracked — who's clicking, who's engaging, what's working. That data shapes the strategy in real time instead of running on guesswork.

4.

THE WORD SLINGER DIFFERENCE

Most agents outsource marketing, if they do it at all. Word Slinger LLC is a full digital marketing agency — meaning the same expertise sold to other businesses goes directly into selling this home, from strategy to execution.



NEGOTIATING *with* BUYERS

Once offers start coming in, it's time to negotiate toward a close. A few things make that process smoother:



NEGOTIATING WITH BUYERS

CONSIDER ALL OFFERS

A lower offer isn't always a weak one. Look at the full picture — financing, timeline, contingencies — before ruling anything out.

BE FLEXIBLE

Price isn't the only lever. Closing dates and other terms can often bridge the gap to a deal that works for both sides.

COMMUNICATE EFFECTIVELY

Open, honest communication with the buyer's agent builds trust and keeps negotiations moving instead of stalling.

WORK WITH A REAL ESTATE ATTORNEY

A real estate attorney handles the legal details, so the sale closes cleanly and nothing gets missed.



Dear Seller,

With over 22 years as a REALTOR® and the owner of Word Slinger LLC, a digital marketing agency, selling a home here comes with a strategy most listings never see. The same paid ad campaigns and visibility work built for other businesses goes into positioning your property — not just a sign in the yard and a hope the MLS does the rest.

That combination means a listing priced with real local market knowledge and marketed with the same strategy any paying client would get. Communication stays constant throughout, so you're never left wondering where things stand.

When you're ready, let's talk.

Kelly A. Norton
Kelly@kellynortonrealtor.com
703.795.7204