

A modern kitchen with a large island, marble countertops, and wooden beams. The kitchen features dark blue cabinets, a marble countertop, and a large island with a marble countertop and light grey cabinets. The ceiling has exposed wooden beams and three large glass pendant lights. The floor is made of light-colored wood. In the background, there are large windows with black frames and a living area with a white sofa and a wooden coffee table.

Greenside

A GENUINE REAL ESTATE COMPANY

Selling Guide

The Greenside Way of Selling.

At Greenside, we believe in doing real estate the right way — with genuine care, honest advice, and real results. Whether you're selling your first home or your fifth, our goal is to make the process clear, smooth, and successful from start to finish.

Greenside's work is based on trust. From Greenside's buyers network to the vendors and professionals we recommend along the way, every part of the process is approached with care and intention to help make selling your home as seamless as possible. To us, it's more than just putting a sign in the ground — it's about creating the right strategy, presenting your home properly, and guiding you through every step with experience, communication, and honesty.

For most homeowners, selling a home is not something they go through often. At Greenside, we understand that there can be a lot of unknowns throughout the process, and we take pride in making those unknowns known. From pricing and preparation to negotiations, inspections, and closing, we believe communication and guidance are what create confidence every step of the way.

This guide will walk you through the process of selling your home with Greenside — what to expect, how to prepare, and how we'll work together to achieve the best possible outcome for your home and your goals.



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Let's Find
Your Greener Side



Steps to selling your home

STEP 1: INITIAL CONSULTATION

Property walk through

Identify your personal home's insights. Create your home's story

Identify and discuss opportunities from the house's areas of concern

Goals: Discuss your timeline and expectations

We focus on understanding your needs — then we build the plan around you.

STEP 2: PRICING STRATEGY

Provide a custom Comparative Market Analysis (CMA)

Review local market trends

Recommend a pricing strategy based on facts, not fluff

Our goal: Sell for top dollar, not sit on the market.

Presentation matters. Together, we'll make your home shine.

STEP 3: PREPARE YOUR HOME

Decluttering & depersonalizing

Light staging and professional photography

Minor repairs or updates to add value

Combining our extensive network, local expertise and digital reach

STEP 4: MARKETING & EXPOSURE

List on the MLS + major real estate platforms

Social media promotion (with paid reach)

Email campaigns to buyer agents

Signage, open houses, and private showings

STEP 5: SHOWINGS & OFFERINGS

Clear communication before and after every showing

Real-time feedback

Expert handling of all offers and negotiations

We don't just "get you an offer" — we negotiate for the best one.

STEP 6: UNDER CONTRACT TO CLOSING

Dedicated processing team for each step of the transaction

Clarity to the unknowns of the selling process

Communication and coordination of key dates for transaction milestones

Trusted Vendor Coordination - from moving to repairs, etc

STEP 7: CLOSING DAY

Review your final numbers

Attend settlement

