



# SELLER'S GUIDE

EVERYTHING YOU NEED TO  
KNOW — WITHOUT FEELING  
OVERWHELMED.

*Ansley* **GLENN**  
770.652.1809  
GROVE SIDE REAL ESTATE, INC.



# WELCOME

*Hi, I'm Ansley.*

Selling your home is a big decision, and it's completely normal to feel overwhelmed.

My role is to guide you through the process with clarity, strategy, and care—so you always know what's coming next and never feel alone.

Together, we'll create a plan that fits your goals and timeline. I'll handle the details, advocate for you, and walk with you every step of the way so the process feels smooth and manageable.

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# WHY YOU DON'T HAVE TO DO THIS ALONE

Selling a home involves much more than putting a sign in the yard. Pricing, marketing, negotiation, and timing all work together to achieve the best result.

As your agent, I will:

- Provide clear pricing guidance
- Create a customized marketing plan
- Position your home in front of the right buyers
- Negotiate confidently on your behalf
- Guide you step-by-step so nothing feels overwhelming

We'll take this one step at a time.



# *the* SELLING PROCESS

Here's what to expect.

01

## *Consultation & Planning*

We meet to discuss your goals, review the market, and set a smart plan.

02

## *Pricing & Preparation*

We decide what matters most and avoid unnecessary pressure.

03

## *Launch & Marketing*

Your home is professionally presented and marketed to attract qualified buyers.

04

## *Negotiate & Close*

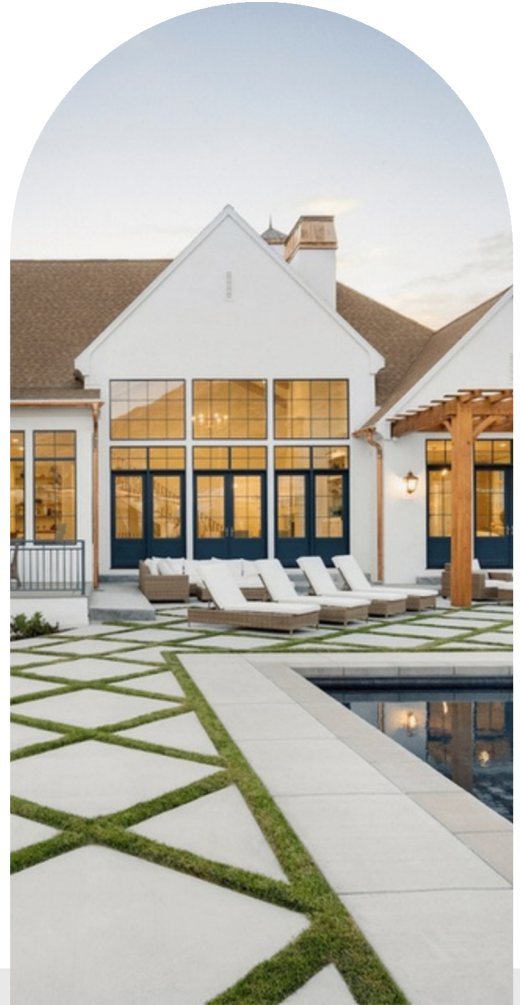
I guide you through offers, inspections and timelines all the way to the closing table.



# 01 CONSULTING & PLANNING

Our listing consultation is where we make a plan together.

We'll talk through your goals, timing, and what matters most to you. I'll also prepare a clear look at current market data so you can see how your home fits into today's market.



# 02 PRICING YOUR HOME



Pricing correctly from the beginning is one of the most important decisions we'll make.

I'll analyze recent sales, market trends, and buyer behavior to recommend a price that attracts interest and positions your home competitively.

I'll explain everything in plain terms so you feel confident in our decisions.

# 02 *Preparing your home*

We'll only focus on what truly matters—no unnecessary projects or pressure. Here's a start. We will walk your home with you and help you with a list of things to help you prepare.

## ✓ **HIGH IMPACT (Worth prioritizing)**

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**These items make the biggest difference for first impressions and buyer interest:**

- ☐ Declutter main living areas and bedrooms
- ☐ Deep clean kitchens, bathrooms, and floors
- ☐ Clear countertops and surfaces. Clean windows.
- ☐ Freshen up landscaping and entryway, add colorful annual flowers
- ☐ Replace burned-out bulbs and ensure good lighting/matching bulbs
- ☐ Touch up obvious scuffs or marks on walls

## ✓ **NICE TO DO (Helpful, but not required)**

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**These can help polish the home, but we'll only tackle them if time and budget allow:**

- ☐ Minor neutral paint touch-ups
- ☐ Small hardware updates (cabinet pulls, light fixtures)
- ☐ Fresh towels, rugs, or bedding for showings
- ☐ Organizing closets and storage areas
- ☐ Power washing walkways, patios and driveway

## ✓ **OPTIONAL (Only if it makes sense for you)**

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**These are not necessary for every home:**

- ☐ Larger cosmetic updates
- ☐ Appliance replacements
- ☐ Flooring changes
- ☐ Bathroom or kitchen upgrades
- ☐ Any project that feels rushed or stressful

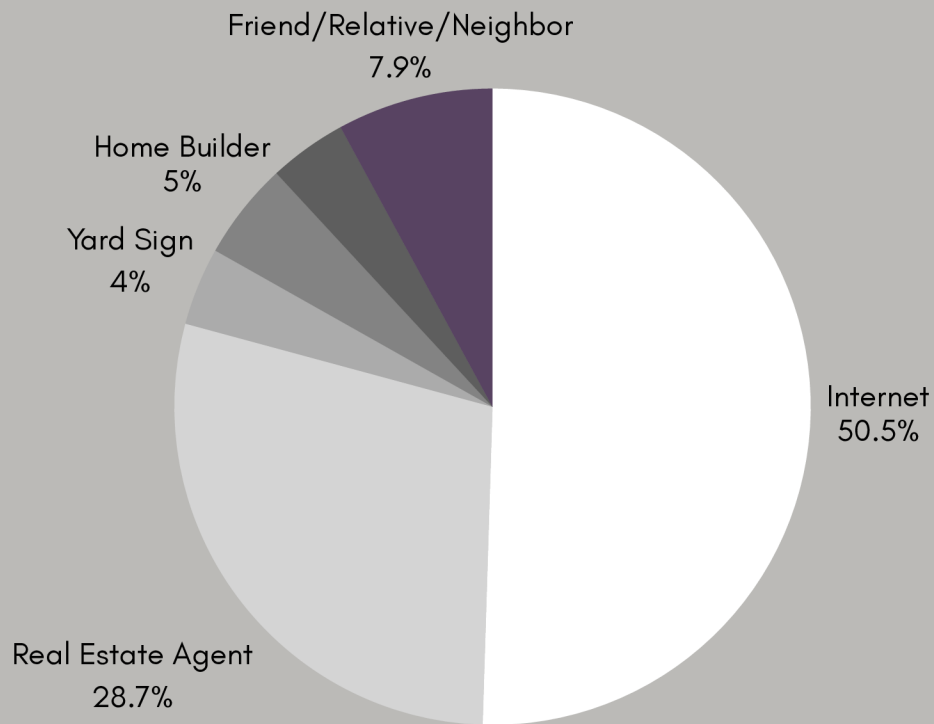


# 03 Launch & Marketing

## STRATEGIC MARKETING

Your home needs to make a great first impression online—and I handle that for you.

### HOME BUYERS ARE SHOPPING ONLINE



*Source: 2025 NAR Home Buyer and Seller Generational Trend Report*

When it comes to real estate photography & video, the first impression is not just about the home—it's about the potential buyers' initial perception of how they would feel living in that home. I'll guide you on how to prepare so photo day feels easy and stress-free.



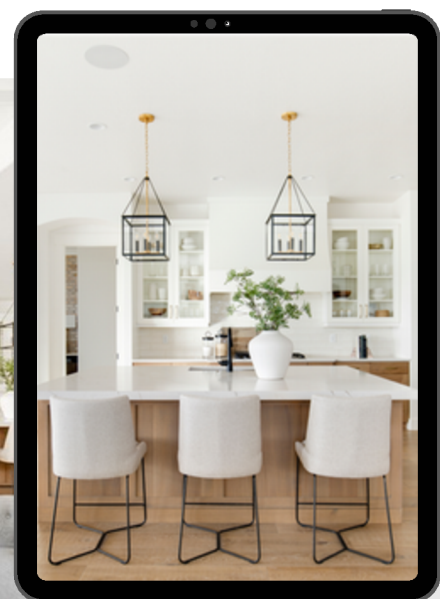
# Marketing Plan

*Every property is different—your marketing plan will be too.*

Your marketing may include:

- Professional photography and video
- Online exposure across major real estate websites
- Social media and digital promotion
- Email outreach to buyers and industry partners
- Print materials and local promotion

**What matters most: your home makes a great first impression online—and I handle that for you.**





# ONLINE DEBUT LISTED TO SELL

It's no secret that the housing industry has changed over the years. Gone are the days of newspaper listings and word-of-mouth lead generation—now, most people turn to the Internet when looking for new homes. With 95 percent of home buyers using it, the Internet is an essential tool in the home search process. In fact, 54 percent of buyers say that using the Internet is their very first step in finding a new home.

The average home buyer spends 10 weeks searching for a home and previews 12 properties before deciding on their purchase.



*We make sure your listing is positioned correctly and seen by qualified buyers.*



*Scan to find other  
FAQ's and  
information on our  
website.*



## *What this means for you ...*

More visibility means more interest, stronger offers, and  
better outcomes—without added stress for you.



# 04 Negotiate & Close

## UNDERSTANDING CONTINGENCIES

Most offers include conditions that protect the buyer while moving toward closing. Common contingencies include:

### *Inspection Contingency*

Every contract has an inspection or due diligence period. This is where the buyer is able to do their due-diligence on the property with a professional inspection.

### *Financing Contingency*

Most contracts are also contingent on the buyer's financing. We do not accept offers unless we have the buyer's pre-approval from a lender or proof of funds.

### *Appraisal Contingency*

Inside the buyer's financing there is often an appraisal contingency. This means the buyer's financing is contingent upon the home appraising for their purchase price.

### *Home Sale Contingency*

Some contracts are also contingent upon the buyer selling and closing on their current home.

There will be additional paperwork and dates we abide by with this type of contingency.

I'll explain each contingency as it comes up and guide you through every decision.





# CLOSING DAY

**This is it! The BIG day!** Closing day is the final step—and by the time we get there, we've already reviewed everything together.

The title company handles the paperwork and transfer of funds. Once everything is signed and recorded, the sale is complete.

You'll hand over the keys, and I'll be right there to make sure everything goes smoothly.





## *What you can expect* **FROM ME**

This is about more than selling high and buying low. You can expect honest communication, thoughtful guidance, and steady support throughout the process. While there may be a few bumps along the way, I'll be there every step to help navigate them.

My goal is for you to feel confident, informed, and cared for—from start to finish.

*Ansley*



# what our clients ARE SAYING



## SHANE & FAMILY



We wanted to express our utmost satisfaction with the exceptional service provided by Ansley Glenn as our agent for both buying and selling. Ansley's professionalism, outstanding communication, and impressive negotiation skills truly streamlined the entire process. **She made the process both effortless and stress-free.** We've closed 3 homes with Ansley to date.



## JORDAN & FAMILY



**We have now closed 3 transactions with Ansley!** Back when we were 1st time homebuyers, the idea of buying a house was overwhelming & we knew nothing at all about the process. Ansley was a DREAM! She was extremely knowledgeable, communication was incredible, and she made us feel so comfortable during our search. She was quick with offers and constantly kept us updated. When we finally found 'The' home, she went above and beyond to help us get our offer chosen out of many. Since closing, she has stayed in touch, checked in on us, answered all of my many house questions as we settled in, and is now a great friend. I would recommend her to any & everyone!



## CLIFF & FAMILY



Ansley kept us informed and responded quickly throughout the entire process, making this a very easy transaction. Another great closing (#3 so far) with Ansley! **Thank you for always making this process so easy for us!**



## COLE & FAMILY



**Ansley went above and beyond to find the perfect home for us!** We couldn't have asked for a better realtor. I would recommend Ansley to anyone looking to buy or sell. She's the best!

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Feel free to check Google and other sites for reviews, or scan to read other testimonials online.





moments we've been able to  
**CELEBRATE**  
with our clients



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# READY TO TALK?

Thinking about selling? Let's talk through your options. I'm here to help you decide what's right for you.



## ANSLEY GLENN

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