



ASHLEY CALHOUN

REALTOR® · VPR

SELLER RESOURCE · NO. 03

The Seller *Roadmap*

*What to expect, step by step, from our first consultation to
closing day.*

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BROKERED BY



OVERVIEW

Ten Steps, One Clear Path

Selling a home has a rhythm. When you know what comes next, the entire process feels calmer and more in your control. Here is the path we will walk together.

01 Pricing Strategy

03 Photography & Marketing

05 Offers

07 Inspection Period

09 Clear to Close

02 Preparing the Home

04 Showings

06 Under Contract

08 Appraisal

10 Closing Day

1

STEP ONE

Pricing Strategy

We set a price grounded in current data and real buyer behavior, positioned to attract attention quickly while protecting your equity.

2

STEP TWO

Preparing the Home

Using your preparation guide, we get the home both photograph ready and showing ready, so it makes a strong first impression every single time.

3

STEP THREE

Photography & Marketing

Professional photography, a polished listing, and focused exposure across the channels where today's buyers are actually looking.

4

STEP FOUR

Showings

Buyers tour the home in person. You prepare, step out, and let the space speak for itself. Your showing guide makes this effortless.

5

STEP FIVE

Offers

We review every offer together, looking beyond price at terms, financing, and the buyer's true certainty of closing.

6

STEP SIX

Under Contract

Once we accept, the timeline begins. I manage every date, deadline, and party involved so nothing slips through the cracks.

7

STEP SEVEN

Inspection Period

This is where most sellers feel nervous, so here is exactly what to expect. There is nothing here we cannot handle together.

- The buyer inspects the home within an agreed window
- They may request repairs or a credit in lieu of repairs
- We weigh each request against the deal as a whole
- We negotiate a fair resolution and keep the sale on track

8

STEP EIGHT

Appraisal

The buyer's lender confirms the home's value. I provide the supporting data to help the appraisal come in where it should.

9

STEP NINE

Clear to Close

Financing is finalized, documents are prepared, and we confirm the closing date. The finish line is officially in sight.

10

STEP TEN

Closing Day

You sign, the funds transfer, and the sale is complete. This is the moment everything has been building toward. Congratulations.

You will never wonder where things stand. At every step, you will know exactly what is happening and what comes next.

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BEFORE WE BEGIN

Questions Sellers Ask Most

Q How much will I actually walk away with?

Your closing attorney prepares the official net sheet that shows your exact proceeds. For an early estimate, I have a calculator on my site at imwithashley.com, though it is only a projection. We review the real figures together well before you sign anything.

Q What repairs should I make before listing?

Only the ones buyers reward. We focus on paint, cleaning, and small fixes, and skip the costly remodels that rarely pay for themselves.

Q How are you marketing my home differently?

Professional imagery and focused exposure where buyers are searching now, not a long checklist of tactics that no longer move a sale.

Q What happens if we receive multiple offers?

We compare them side by side on price, terms, and certainty, then negotiate from a genuine position of strength.

Q How often will I hear from you?

Consistently and proactively. You will always know where things stand without ever having to ask.