THE BRENNAMAN GROUP

SELLER'S GUIDE

CHARLESTON AREA HOME SELLERS

EVERYTHING YOU NEED TO KNOW TO SELL WITH CONFIDENCE

Your Roadmap from Listing to Closing

SELLER'S GUIDE

WELCOME

Selling a home is one of the biggest financial decisions you'll make, and you shouldn't have to navigate it alone. This guide walks you through each stage of the sale so you know what to expect, what we'll handle, and where your input matters most.

Use it alongside your Property Marketing Plan: the plan explains *how* we'll market your home, and this guide explains *how the sale itself works*, from the first conversation to the day you hand over the keys.

THE SELLING PROCESS

1. **Consultation & Listing Agreement**
   We tour your home, discuss your goals and timing, and sign the listing agreement.

2. **Pricing Strategy**
   We review recent sales, active competition, and market trends to set a strategic list price.

3. **Prepare the Home**
   Decluttering, minor repairs, cleaning, and staging so your home shows at its best.

4. **Photography, Video & Launch**
   Professional media is captured and your listing goes live across every channel in your marketing plan.

5. **Showings & Feedback**
   Buyers tour your home, and we share agent feedback and campaign results with you.

6. **Offers & Negotiation**
   We review every offer with you and negotiate the best overall terms, not just the highest price.

7. **Under Contract**
   Inspections, appraisal, and the buyer's financing move forward while we manage deadlines.

8. **Closing**
   Documents are signed at the closing attorney's office, funds are disbursed, and the keys change hands.

PRICING YOUR HOME

Price is the single most important factor in how quickly your home sells and how much you net. The first two to three weeks on the market bring the most buyer attention, so launching at the right price protects your leverage.

How We Determine Market Value

- **Recent comparable sales** of similar homes nearby: size, age, condition, and features.
- **Active and pending competition**, which are the homes buyers will compare yours to right now.
- **Expired and withdrawn listings**, which show what the market has already rejected.
- **Market conditions** such as inventory levels, days on market, interest rates, and seasonality.
- **Your home's distinct features**, including location, views, upgrades, and HOA amenities.

Why Overpricing Costs You

An overpriced home tends to sit, and buyers begin to wonder what's wrong with it. Price reductions later often lead to a lower final sale price than a well-priced launch would have achieved. Homes priced correctly from day one attract more showings, stronger offers, and sometimes competing bids.

> **GOOD TO KNOW**
> Online "instant value" estimates can't see your updates, your view, or your condition. They're a starting point for conversation, not a pricing tool. Our analysis is based on what buyers are actually paying in your neighborhood.

What the Appraisal Means for Price

If your buyer is financing, their lender will order an appraisal. A price supported by solid comparable sales helps the home appraise at value and keeps the contract on track.

PREPARING YOUR HOME

Buyers form their first impression online, then again at the front door. A little preparation goes a long way toward helping them picture themselves living in your home.

Curb Appeal & Entry

- [ ] Mow, edge, weed, and refresh mulch
- [ ] Trim shrubs away from windows and walkways
- [ ] Power-wash siding, driveway, and walks
- [ ] Clean or replace the doormat; add a potted plant
- [ ] Make sure house numbers and exterior lights work

Kitchen & Baths

- [ ] Clear countertops except one or two accents
- [ ] Organize cabinets and pantry; buyers look inside
- [ ] Re-caulk tubs and sinks where needed
- [ ] Fresh white towels and new bath mats
- [ ] Fix dripping faucets and running toilets

Throughout the Home

- [ ] Declutter and pack away items you won't need
- [ ] Remove personal photos and collections
- [ ] Touch up scuffs; consider neutral paint colors
- [ ] Replace burned-out bulbs with matching color temperature
- [ ] Deep clean, including windows and baseboards
- [ ] Tidy closets so they look roomy
- [ ] Replace HVAC filters

Repairs to Consider

- [ ] Sticking doors and loose handles
- [ ] Damaged screens and broken blinds
- [ ] Any known leaks or water stains
- [ ] Service records for HVAC, roof, and water heater

> **PRO TIP**
> Consider a pre-listing inspection. Knowing about issues before a buyer finds them lets you repair them on your terms or price accordingly, which reduces surprises during the due diligence period.

PHOTO & VIDEO DAY

Your listing photos and tour video are the foundation of your entire marketing campaign. Here's how to get the home camera-ready.

- [ ] Open all blinds and turn on every light
- [ ] Hide trash cans, pet bowls, and litter boxes
- [ ] Clear fridge doors of magnets and papers
- [ ] Put away toiletries, soaps, and toothbrushes
- [ ] Make beds with smooth, neutral bedding
- [ ] Move cars out of the driveway and off the street
- [ ] Turn off ceiling fans and TVs
- [ ] Close toilet lids
- [ ] Stow remotes, chargers, and cords
- [ ] Plan for pets to be out of the home

SHOWINGS

Most showings are scheduled through a secure showing service, and you'll be notified and asked to confirm. Buyers speak more freely and stay longer when sellers aren't present, so we recommend stepping out during tours.

Before Each Showing

- [ ] Quick tidy: counters clear, beds made, dishes put away
- [ ] Lights on, blinds open, and a comfortable temperature
- [ ] Secure valuables, prescriptions, and personal documents
- [ ] Take pets with you or crate them with a note
- [ ] Take out trash and avoid strong cooking odors

> **OPEN HOUSES & FEEDBACK**
>
> We collect feedback from buyer agents after tours and share a monthly feedback report with you, along with the campaign metrics outlined in your marketing plan: ad views, landing page views, inquiries, and showings.

OFFERS & NEGOTIATION

The highest price isn't always the best offer. We'll help you compare offers side by side and weigh each term against your goals for price, timing, and certainty.

Offer Term	What It Means for You
Purchase Price	The headline number, but only part of your net proceeds.
Financing Type	Cash, conventional, FHA, or VA. Each has different timelines and appraisal requirements.
Due Diligence Period & Fee	The time the buyer has for inspections and investigation, and the fee paid to you for taking the home off the market. Shorter periods and larger fees signal a more committed buyer.
Earnest Money	The buyer's good-faith deposit, held in escrow and applied at closing.
Seller Concessions	Requests for you to cover part of the buyer's closing costs or other expenses.
Closing Date	Whether the timing works with your move and next purchase.
Contingencies	Conditions such as financing, appraisal, or the sale of the buyer's current home.

Your Options When an Offer Arrives

Accept the offer as written, **counter** with changes to price or terms, or **decline**. With multiple offers, we may request "highest and best" from all parties. We'll talk through the strategy together before responding.

UNDER CONTRACT

Once an offer is accepted, the clock starts. We track every deadline and keep the lender, closing attorney, and buyer's agent coordinated so you stay informed without the stress.

Disclosures

South Carolina generally requires sellers to complete a Residential Property Condition Disclosure Statement, sharing what you actually know about the home's condition. When in doubt, disclose. If your home is in an HOA or is a condominium, the buyer will also receive the association's governing documents, and the closing attorney will request dues and assessment information from the association.

Inspections & Due Diligence

During the due diligence period, the buyer typically orders a home inspection and may also order a wood-destroying insect report (the CL-100), a survey, and specialty inspections. You'll need to provide access. If issues come up, the buyer may request repairs, a credit, or a price adjustment, and we'll negotiate on your behalf.

Appraisal

For financed purchases, the lender's appraiser will visit the home. Keep it show-ready and share a list of recent upgrades with us to pass along.

Closing

South Carolina is an attorney-closing state, so a licensed attorney supervises every closing. You may sign at the attorney's office or arrange to sign ahead of time if you've already moved.

> **WHAT TO BRING TO CLOSING**
>
> Government-issued photo ID, all keys, garage and gate remotes, mailbox and amenity keys or fobs, and your bank details if proceeds will be wired. Leave manuals and warranties in a kitchen drawer for the new owners.

UNDERSTANDING SELLER COSTS

Before you list, we'll prepare an estimated net sheet so you know what to expect. Typical seller expenses in South Carolina can include:

- Brokerage compensation, as outlined in your listing agreement
- Any buyer concessions or repair credits you agree to
- Payoff of your mortgage and any home equity lines
- State and county deed recording fees (often called the transfer tax)
- Deed preparation and attorney fees
- Prorated property taxes and HOA dues through the day of closing
- HOA transfer or estoppel fees, if applicable

Your closing attorney will provide final figures on the settlement statement. Please consult a tax professional about how the sale affects your taxes.

MOVING CHECKLIST

Once Under Contract

- ☐ Book movers or reserve a truck
- ☐ Submit a USPS change-of-address
- ☐ Schedule utility transfers for closing day
- ☐ Notify your HOA of the sale

Final Week

- ☐ Cancel homeowner's insurance after closing
- ☐ Leave the home broom-clean
- ☐ Gather all keys, remotes, and codes
- ☐ Take final meter readings and photos

WE'RE HERE FOR YOU

Questions come up at every stage of a sale, and no question is too small. Reach out anytime; we'll keep you informed, supported, and confident from the first conversation through closing and beyond.

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