GG REAL GROUP

The GG Guided Home Selling Experience

An Honest, Reliable & Trustworthy Guide to Selling a Home With Confidence

Chris Groves • Realty Star Group

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The Home Selling Journey

Four phases. One organized plan from preparation to closing.

PREPARE

1. Goals & Timing
2. Property Review
3. Pricing Strategy

LAUNCH

1. Preparation & Photos
2. Marketing Goes Live
3. Showings & Feedback

NEGOTIATE

1. Compare Offers
2. Protect Key Terms
3. Navigate Inspections

CLOSE

1. Appraisal & Title
2. Final Details
3. Move & Transfer Keys

Chris’s Advice: Preparation creates options. The goal is not simply to list the home - it is to launch it with a clear strategy.

FROM CHRIS

Welcome - You Don’t Have to Figure It Out Alone

Selling a home is a major financial and personal decision. It can involve memories, timing pressure, repairs, pricing questions, showings, offers and many moving pieces.

My job is not simply to place a sign in the yard. My job is to help you understand the market, prepare the property, make clear decisions and protect the path from our first meeting through closing.

You do not have to figure it out alone.

- Chris Groves

THE FOUNDATION OF OUR WORK TOGETHER

My Three Commitments to You

HONEST	RELIABLE	TRUSTWORTHY
I will tell you what the market evidence shows, even when it is not the answer you hoped to hear.	I will communicate, prepare, follow through and keep the next milestone clear.	I will protect your interests and treat your sale as if the decision affected my own family.

OUR PROMISE

No pressure, no hidden concerns and no surprises. You will understand the choices, trade-offs and deadlines before making a decision.

COMMUNICATION PROMISE

What You Can Expect From Me

You can expect	I will ask you to
Clear explanations; prompt responses; honest feedback; a written plan for major milestones; availability after closing.	Share timing changes quickly; respond to attorney or lender requests; keep the property ready; ask questions before making assumptions.

OUR WORKING RULE

If the market, feedback or transaction changes, I will explain what changed, why it matters and what choices are available.

Your communication preferences

☐ Preferred communication: Call / Text / Email	☐ Best times to reach you
☐ Who should receive updates?	☐ How quickly can you respond to an offer?
☐ Who must be involved in major decisions?	☐ What would make this sale feel successful?

SECTION ONE

Prepare to Sell

Clarify your goals, understand the property and build a launch plan.

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SELLER PREPARATION WORKSHEET

Let’s Get to Know Your Goals

Why are you considering a move?

What is your ideal timeline?

Where are you going next?

Is buying another property dependent on this sale?

What concerns you most about selling?

What improvements or major repairs have been completed?

Are there liens, loans, solar agreements or other obligations?

Who must approve price, repairs and final terms?

1 Your First Five Moves

The strongest sales begin with preparation, not a rushed launch.

1. Strategy Session Clarify motivation, timing, priorities and decision-making.	**2. Property Review** Identify condition, documents, improvements and possible obstacles.	**3. Pricing Analysis** Compare recent sales, current competition and likely buyer response.
4. Preparation Plan Decide what to repair, improve, clean, stage or leave as-is.	**5. Launch Plan** Set the photography, marketing, showing and communication sequence.	**The Result** A confident launch, fewer surprises and stronger decisions.

CHRIS'S ADVICE A well-planned first week on the market is difficult to recreate later. Preparation is part of the marketing.

PREPARE AND LAUNCH

The Home Selling Roadmap - Part 1

1. Seller Strategy Session Set goals, timing, communication and decision rules.	**2. Property Review** Review condition, documents, improvements and local considerations.	**3. Market Analysis** Evaluate comparable sales, competition and buyer demand.
4. Pricing Strategy Choose a position supported by evidence and goals.	**5. Preparation** Complete agreed cleaning, repairs, staging and organization.	**6. Launch** Publish marketing, activate showings and begin feedback tracking.

WHAT’S NEXT Once the property is live, we track activity, compare offers and protect the transaction through closing.

SHOW, NEGOTIATE AND CLOSE

The Home Selling Roadmap - Part 2

7. Showings & Feedback Create access, gather useful feedback and watch market response.	**8. Offers** Compare price, financing, contingencies, timing and certainty.	**9. Negotiation** Counter strategically and protect the terms that matter.
10. Under Contract Coordinate inspections, appraisal, title work and deadlines.	**11. Final Preparation** Complete agreed repairs, move and prepare for the walkthrough.	**12. Closing & Transfer** Confirm settlement figures, sign documents and transfer possession.

CHRIS'S ADVICE

You do not need to manage the sequence alone. I will keep the people, paperwork and deadlines coordinated while you make informed decisions.

2 Your Listing Agreement

A written agreement creates clarity about services, timing and compensation.

Services
What I will provide before launch, while listed, under contract and through closing.

Duration
The start date, end date and any circumstances for extension or termination.

Compensation
How brokerage compensation is calculated and when it becomes due. Compensation is negotiable and not set by law.

Marketing & Access
Authorization for marketing, showings, signs, lockboxes and property information.

Seller Responsibilities
Accuracy, access, property condition, disclosure and timely decisions.

Offers & Concessions
How offers, buyer requests, concessions and compensation-related terms will be handled.

BEFORE SIGNING I will explain the agreement in plain English. Ask questions about any service, obligation, fee or term that is unclear.

SECTION TWO

Position and Launch

Price with evidence, prepare the home and introduce it to the market well.

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3 Understanding Your Market Position

Your home competes for buyer attention against the choices available now.

Sold Comparables
Show what buyers recently agreed to pay for similar properties.

Active Competition
Shows what buyers can choose instead of your home today.

Condition & Features
Updates, maintenance, layout, utility systems and property-specific strengths affect comparison.

Location & Access
Commute, road conditions, internet, views, privacy and services matter.

Timing & Demand
Seasonality, interest rates, inventory and buyer confidence affect activity.

Your Goal
Price, speed, convenience and certainty may not all point to the same strategy.

MARKET RULE The market does not know what you need to net. Buyers compare value based on alternatives, condition and risk.

Pricing Is a Positioning Decision

Buyers compare your home with the condition, location and competition available at the same time.

ABOVE THE MARKET

Fewer relevant showings and more pressure to reduce later.

AT THE MARKET

Best chance to attract the right buyers and generate useful activity.

BELOW THE MARKET

May create urgency, but should be a deliberate strategy - not an accident.

Price is shaped by:

- Recent comparable sales
- Current competing listings
- Condition and updates
- Location and access
- Buyer demand and timing

Chris's Advice: The first price should be supported by evidence. Later reductions cannot recreate the attention of the first days on market.

PRICING WORKSHEET

Build the Price From Evidence

Recent comparable sales ____________________ ____________________	**Current competing listings** ____________________ ____________________
Updates and condition ____________________ ____________________	**Location and access factors** ____________________ ____________________
Seller timing priorities ____________________ ____________________	**Recommended launch range** ____________________ ____________________

DECISION CHECKPOINT

Before choosing the price, decide what evidence would cause us to adjust and how long we will wait for that evidence.

4 Estimated Seller Net Proceeds

Focus on what remains after obligations and transaction costs.

Item	Estimate	Confirmed / Notes
Expected sale price		
Mortgage / equity-line payoff		
Estimated brokerage compensation		
Seller-paid closing costs		
Buyer concessions or credits		
Repairs or agreed allowances		
Taxes, HOA or transfer charges		
Moving or occupancy costs		
Other liens or obligations		
Estimated net proceeds		

ESTIMATE ONLY Final figures are confirmed at closing; payoffs, taxes and negotiated terms may change this estimate.

5 Preparing the Property

Spend effort where buyers are most likely to notice value, care and risk.

Clean & Declutter

Create clear rooms, usable storage and an easier visual path through the home.

Repair Safety Issues

Address known hazards, active leaks and items that could disrupt financing or inspection.

Improve First Impressions

Entry, exterior, lighting, landscaping and odor shape the showing experience quickly.

Simplify Personal Spaces

Reduce visual distractions without removing every sign that people live there.

Organize Records

Collect permits, invoices, warranties, service records and HOA information.

Prepare for Photos

Complete cleaning and staging before photography, not after the listing is live.

CHRIS'S ADVICE

Do not spend money automatically. Some projects add presentation value; others may not return their cost before selling.

DECISION FRAMEWORK

Repair It, Disclose It or Price Around It?

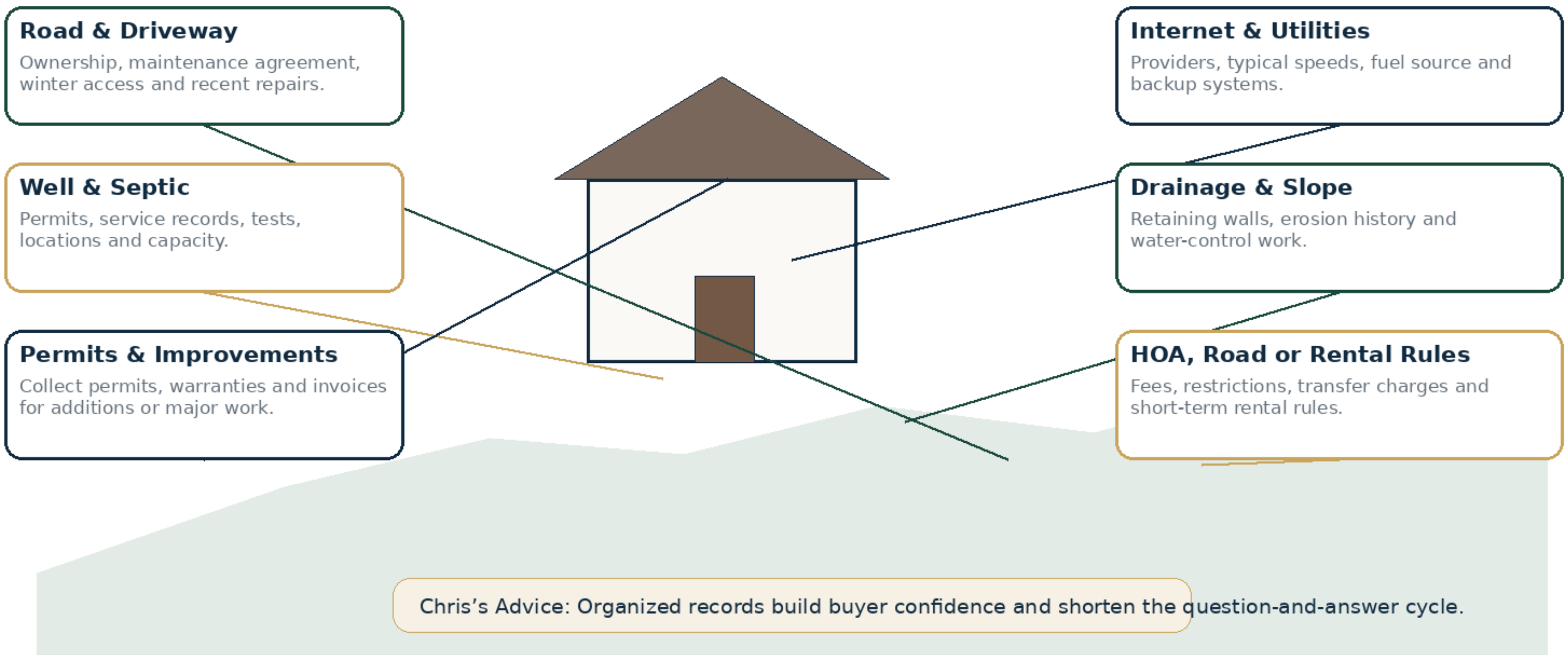
Repair before listing Best when the issue affects safety, insurability, financing, presentation or buyer confidence.	**Disclose and document** Best when repair is not practical but accurate records help buyers understand the condition.
Price with the issue in mind Best when the market can evaluate the property as-is and the price reflects condition and risk.	**Obtain specialist guidance** Use qualified contractors, engineers, inspectors, attorneys or other professionals for specialized questions.

IMPORTANT

Never hide a known material concern. Disclosure obligations and broker duties vary by state and circumstance; use the applicable forms and professional advice.

Mountain & Rural Seller Quick Scan

Prepare documents and answers before buyers begin asking.



The Marketing Launch

Every piece should tell the same clear story about the property.

No single marketing tool sells every home. The strength comes from presentation, exposure, responsiveness and adjustment.

6 Photography and Launch Checklist

The property should be ready before the first buyer sees it online.

☐ Exterior cleaned and landscaping addressed	☐ Cars, trash cans and tools removed from view	☐ Interior lights working and consistent
☐ Counters and floors cleared	☐ Personal information and valuables secured	☐ Pet plan established
☐ Window treatments opened appropriately	☐ Beds made and bathrooms presentation-ready	☐ Seasonal features prepared safely
☐ Property facts and improvements verified	☐ Showing instructions confirmed	☐ Seller communication plan confirmed

LAUNCH RULE The first photos, price and showing experience should support the same story. Mixed signals create hesitation.

7 Showings That Help Buyers Decide

Make access easy while protecting the property and your privacy.

Access Reasonable showing availability increases the chance that qualified buyers can see the home.	**Presentation** Cleanliness, temperature, lighting, odor and noise shape the experience.	**Security** Secure medications, firearms, financial records, valuables and personal documents.
Pets Plan for safe removal or confinement and disclose any access concerns.	**Seller Presence** Buyers often speak more openly when sellers are not present.	**Feedback** Use patterns, not one opinion, to decide whether presentation or pricing should change.

AFTER EVERY SHOWING

Reset the property, report any concern promptly and avoid reacting emotionally to individual comments.

MARKET RESPONSE

What the First Two Weeks Can Tell Us

Strong online views + strong showings The presentation and price are likely reaching relevant buyers.	**Strong views + weak showings** The listing attracts attention, but price, location, access or property details may create hesitation.	**Weak views + weak showings** The market may not see enough value or the property may need stronger presentation and exposure.
Showings + no offers Buyers may like the property but see a pricing, condition or risk gap.	**Offers below expectations** Review whether terms, condition or competition support a different position.	**No reliable pattern yet** Some properties need more time. We will use evidence rather than panic.

DECISION RULE Agree in advance on the activity, showing or offer evidence that would trigger a change.

SECTION THREE

Negotiate and Protect

Compare the full offer, manage inspections and protect the path to closing.

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8 Offer Comparison Worksheet

The highest price is not always the strongest path to closing.

Item	Offer A	Offer B	Offer C
Purchase price			
Financing / proof of funds			
Earnest money / deposits			
Requested concessions			
Inspection / due-diligence terms			
Appraisal terms			
Closing date			
Possession needs			
Sale-of-home or other contingency			
Personal property / exclusions			
Estimated net proceeds			
Overall risk / certainty			

9 Negotiating With Confidence

Separate the offer from the emotions and protect what matters most.

Price
Consider the number together with credits, repairs, financing and appraisal risk.

Certainty
Cash strength, lender quality, contingencies and buyer preparation affect risk.

Timing
Closing and possession dates can be valuable terms for both parties.

Inspections
Shorter or clearer inspection terms may reduce uncertainty, but every trade-off matters.

Concessions
Buyer requests can affect net proceeds and may be limited by loan rules.

Counteroffers
A counter can improve terms, but it can also allow the buyer to walk away.

CHRIS'S ADVICE A buyer's position is information, not a personal insult. We will negotiate from goals, evidence and acceptable risk.

WHEN SEVERAL BUYERS ARE INTERESTED

Navigating Multiple Offers

Accept one offer
Choose the offer that best fits price, terms, net proceeds and certainty.

Counter one offer
Negotiate directly with the strongest option while recognizing the others may move on.

Request best offers
Invite selected or all buyers to improve terms by a stated deadline.

Use another strategy
The seller may choose a lawful strategy appropriate to the facts and professional guidance.

FAIR PROCESS

We will follow seller instructions, applicable law, brokerage policy and ethical duties. The details of competing offers are handled carefully.

10 Under Contract

The marketing phase ends; the coordination and deadline phase begins.

☐ Contract and key dates reviewed	☐ Earnest money status monitored	☐ Inspection access coordinated
☐ Repair requests reviewed promptly	☐ Appraisal access arranged	☐ Title / attorney requests answered
☐ HOA, survey or permit documents provided	☐ Insurance or lender questions addressed	☐ Agreed repairs documented
☐ Moving and possession plan updated	☐ Utilities maintained through closing	☐ Final walkthrough readiness planned

DEADLINE RULE

A missed deadline can reduce options or place the transaction at risk. Treat requests from the buyer, lender, attorney and Chris as time-sensitive.

11 Inspections and Repair Requests

A detailed report does not automatically mean the deal is in danger.

Understand the request
Separate safety, active damage and major systems from routine maintenance or preference items.

Evaluate options
Repair, credit, price adjustment, decline or seek more information.

Use qualified professionals
Document repairs and use appropriate specialists when required.

Protect the timeline
Late estimates or unclear agreements can create closing delays.

Avoid overreaction
Inspection reports are intentionally detailed and often contain many ordinary items.

Confirm the agreement
Put negotiated repairs or credits in writing using the appropriate form.

CHRIS'S ADVICE

We will evaluate the cost, risk, market leverage and likelihood of closing - not simply count the number of inspection items.

BUYER FINANCING CHECKPOINT

Appraisal and Loan Approval

Appraisal
The buyer’s lender may require an opinion of market value. The appraiser is independent of the agents and parties.

If value is supported
The buyer continues toward final underwriting, subject to remaining conditions.

If value is low
Options may include buyer funds, price adjustment, dispute or reconsideration, other negotiated changes, or termination depending on the contract.

Seller preparation
Provide access, complete agreed repairs and keep the property in expected condition.

Buyer financing risk
Loan approval can still depend on employment, credit, assets, property condition and lender requirements.

Communication
Fast, accurate responses help the lender and closing professionals keep the file moving.

PERSPECTIVE A strong offer is only valuable if the buyer can perform and the transaction can close.

12 Title, Survey, Disclosures and Services

Confirm what is being transferred and resolve issues early.

Mortgage payoff
Provide lender information so the closing professional can obtain an accurate payoff.

Title review
Liens, judgments, estates, divorces, trusts or ownership issues may require extra work.

Survey / boundaries
Encroachments, easements, shared roads and unrecorded uses can raise questions.

HOA / road documents
Provide dues, assessments, restrictions, transfer fees and contact information.

Utilities & systems
Verify well, septic, fuel, internet and service information accurately.

Permits & improvements
Collect records for additions, decks, septic changes, major systems and other work.

DO NOT WAIT Title, payoff, estate, road or HOA issues can take time. Identify them before they threaten the closing date.

STATE-SPECIFIC REVIEW

Selling in North Carolina vs. South Carolina

What stays consistent	What may differ
Clear written representation; truthful property information; pricing and marketing strategy; offer negotiation; title and closing preparation; attention to deadlines.	Disclosure forms; contract terms; deposits and remedies; attorney or settlement practices; HOA addenda; local customs and brokerage procedures.

North Carolina reminders

☐ Residential Property and Owners' Association Disclosure reviewed	☐ Mineral and Oil and Gas Rights disclosure reviewed when applicable
☐ Known material facts discussed with Chris	☐ Owners' association dues, fees and assessments gathered

South Carolina reminders

☐ Residential Property Condition Disclosure Statement reviewed	☐ HOA addendum completed when applicable
☐ Known property conditions and systems reviewed	☐ Closing professional and contract procedures confirmed

IMPORTANT

This guide provides general education. Use current state forms and consult the closing attorney or other licensed professionals for transaction-specific legal questions.

SECTION FOUR

Close and Move Forward

Finish the details, transfer the property and begin the next chapter.

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The Final Week to Closing

Keep the last details moving so the transfer stays on schedule.

7-5 Days
Review the settlement figures and confirm payoff information.

4-3 Days
Confirm moving plans, utilities and any repair documentation.

2 Days
Complete required signatures or attorney requests promptly.

1 Day
Prepare the property for the buyer’s final walkthrough.

Closing Day
Transfer keys and possession according to the contract.

Review figures

Confirm logistics

Clear documents

Walkthrough ready

Close well

Do not cancel insurance, utilities or access arrangements until the closing professional confirms the transaction is complete.

13 Moving, Possession and Final Walkthrough

The property should be delivered in the condition and timing required by the contract.

☐ Agreed repairs complete and documented	☐ Personal property and debris removed as required	☐ Included fixtures and items remain
☐ Utilities remain on through the required time	☐ Keys, remotes, codes and manuals organized	☐ Property cleaned to the agreed standard
☐ Pets and vehicles removed	☐ Final walkthrough access available	☐ Mail and services transferred
☐ Insurance not canceled prematurely	☐ Possession timing confirmed	☐ Closing completion confirmed before releasing keys

DO NOT ASSUME

Closing, recording, funding and possession may not occur at the same moment. Follow the closing professional’s confirmation.

AFTER THE TRANSFER

What Happens After Closing

Keep closing records
Save the settlement statement, contract, repair records and tax documents.

Confirm loan payoff
Watch for final payoff and escrow communications from the prior lender.

Update records
Change address, insurance, utilities and any business or licensing records.

Protect your information
Destroy unused documents containing account, buyer or property-sensitive information.

Plan for taxes
Ask a qualified tax professional about gain, exclusions, basis and recordkeeping.

Stay connected
I remain available for property, market and future real estate questions.

RELATIONSHIP FOR LIFE

My goal is not one transaction. It is to become the person you trust whenever real estate becomes part of the next decision.

CLEAR ANSWERS TO COMMON CONCERNS

Frequently Asked Questions

Should I renovate before selling?
Not automatically. We will compare likely cost, buyer impact, timeline and market return.

Should I price high so there is room to negotiate?
A price that is not supported may reduce relevant activity. We will choose a deliberate position.

Do I need to leave during showings?
Usually, buyers communicate more openly when sellers are not present.

Do I have to accept the highest offer?
No. You may evaluate price, net, timing, contingencies and certainty.

What if the inspection finds problems?
We will evaluate the request and negotiate based on cost, risk, leverage and your goals.

Can a buyer ask for closing costs or compensation?
A buyer may request concessions or other terms. Any agreement is negotiable and should be reviewed in context.

What if the appraisal is low?
Options depend on the contract and parties. We will review value evidence and available choices.

When do I hand over keys?
Follow the contract and closing professional’s confirmation regarding closing, funding, recording and possession.

BEFORE YOUR SELLER STRATEGY SESSION

Bring the Information That Helps Us Plan

☐ Mortgage and equity-line lender information	☐ Recent tax bill	☐ HOA or road-maintenance information
☐ Well, septic and utility records	☐ Permits, warranties and major repair invoices	☐ Survey, deed or boundary information
☐ List of improvements and approximate dates	☐ Known property concerns	☐ Desired timeline and next-home plans
☐ Preferred communication method	☐ Decision-makers and availability	☐ Questions about pricing, repairs or marketing

NEXT STEP

Schedule a Seller Strategy Session with Chris. We will turn this guide into a specific plan for your property, timeline and goals.

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REFERENCE DESK

Sources and Important Notes

This guide is designed to make the selling process easier to understand. It summarizes general information and should always be used with current contracts, brokerage forms and transaction-specific guidance.

National Association of REALTORS®

Consumer Guide: Listing Agreements; Consumer Guide: Navigating Multiple Offers; Compensation, Commission and Concessions.

North Carolina Real Estate Commission

Residential Property and Owners' Association Disclosure Statement; Mineral and Oil and Gas Rights Mandatory Disclosure Statement; seller disclosure guidance.

South Carolina Real Estate Commission

Residential Property Condition Disclosure Statement; HOA disclosure resources; agency and agreement resources.

Consumer Financial Protection Bureau

General closing and settlement information used for plain-English transaction education.

EDUCATIONAL DISCLAIMER

This guide is not legal, tax, lending, insurance, inspection, engineering, survey, appraisal or title advice. Consult the appropriate licensed professional for specialized conclusions.

Sources last reviewed: July 2026. Practices, forms and laws can change. Use current materials.

Ready to move forward with confidence?

Let's build your home-selling plan together

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