

A SELLER PRE-LISTING GUIDE

SELLING YOUR HOME

A clear, thoughtful plan from
preparation through closing.

CENTURY 21 ALLIANCE

Local South Jersey knowledge supported by a
recognized global real estate brand.

A BETTER CONVERSATION STARTS BEFORE WE MEET

This guide gives sellers the context to ask better questions and make confident decisions.

Bring every decision maker to the consultation

When everyone hears the same market information and can ask questions together, priorities become clearer and avoidable delays are reduced.

1 Same information

Everyone receives the same explanation.

2 Clear priorities

Different goals surface early.

3 Faster decisions

Offer deadlines are easier to manage.

4 Fewer delays

Ownership questions can be addressed sooner.

Tell your agent before the meeting if the property involves:

A trust, estate, power of attorney, business entity, divorce, bankruptcy, tenant, solar agreement, or another special ownership or property situation.

Local Knowledge. Experienced Support. Broader Reach.

A local brokerage relationship strengthened by collaboration, education, technology, and the CENTURY 21 network.

1 South Jersey presence

Local market knowledge, community visibility, and buyer connections.

2 Brokerage leadership

Experienced managers and brokers help agents address questions and transaction issues.

3 Agent collaboration

Company-wide communication can place a listing before agents already working with buyers.

4 Training and education

Ongoing development in pricing, marketing, negotiation, technology, and contracts.

5 Referral connections

Support for sellers and buyers whose move extends beyond the local market.

6 Professional resources

Marketing systems, transaction tools, office support, and established processes.

A RECOGNIZED REAL ESTATE BRAND

77%

Consumer brand awareness

52%

Most recognized name

45%

Most respected brand

61%

Likely to consider

Source: 2025 Kantar Study supplied by Century 21 Real Estate LLC. The study marked the 27th consecutive year of highest consumer brand awareness among the real estate brands measured.



PROPERTY MARKETING

MARKETING DESIGNED AROUND THE HOME

Six parts of a coordinated launch

1 Presentation

Photography, preparation, and media selected for the property.

2 Listing content

Accurate facts, strong remarks, and a clear property story.

3 Digital exposure

MLS distribution, brokerage sites, and consumer search channels.

4 Social outreach

Shareable content through appropriate agent and company channels.

5 Professional network

Direct promotion to agents, offices, and referral relationships.

6 Local visibility

Signs, open houses, neighborhood outreach, and print when useful.

The specific services used depend on the home, market, timing, and the strategy recommended by the listing agent.

Three Audiences. One Consistent Story.

Effective marketing reaches buyers directly, the agents who represent them, and the local community that can help extend awareness.

01

BUYERS

Search sites, property links, email, social content, open houses, and digital promotion when appropriate.

02

REAL ESTATE PROFESSIONALS

MLS alerts, office promotion, direct outreach, reverse prospecting, and referral relationships.

03

LOCAL COMMUNITY

Company and agent networks, signs, neighborhood outreach, and easy-to-share property content.

AFTER THE LISTING LAUNCHES

1

Monitor

Showings, online activity, feedback, and offers

2

Compare

New competition, pending sales, price changes, and closings

3

Respond

Correct information, refresh materials, and recommend adjustments

Your Roadmap from Consultation to Closing

Each phase brings different decisions. A clear process helps the seller stay focused on the next step rather than the entire transaction at once.

1**Goals & property review**

Timing, ownership, priorities, and communication

2**Preparation & pricing**

Presentation, disclosures, market position, and launch date

3**Media & market launch**

Photography, listing content, access, and promotion

4**Showings & response**

Activity, feedback, competition, and possible adjustments

5**Offers & negotiation**

Price, financing, contingencies, timing, and risk

6**Under contract**

Attorney review, inspections, appraisal, title, and financing

7**Closing preparation**

Move-out, final walk-through, documents, keys, and possession

Every transaction is different. Timing depends on preparation, market conditions, the accepted offer, financing, inspections, title, municipal requirements, and the parties' written agreements.

PREPARING THE HOME

SIMPLE PREPARATION. STRONGER PRESENTATION.

Preparation helps buyers notice the home rather than the distractions.

Start with the basics

- Declutter rooms, counters, closets, and storage areas.
- Deep clean and address odors, pet areas, mildew, and visible dirt.
- Replace burned-out bulbs and improve lighting consistency.
- Improve the front entry, landscaping, and first view of the property.
- Discuss repairs before spending money on major improvements.
- Secure valuables, medications, documents, and sensitive information.

Before photography and showings

Clear counters | Make beds | Clean floors and glass |
Manage laundry, trash, and pet items | Store
exterior tools and bins | Confirm alarms and access



Price Shapes How Buyers See the Home

The asking price affects who notices the property, how it compares with alternatives, and whether early attention becomes an offer.

1 Comparable sales

What similar homes have actually sold for

2 Current competition

What buyers can choose instead today

3 Condition & updates

How the home compares in presentation and risk

4 Location & features

Neighborhood, lot, size, layout, and amenities

5 Market conditions

Inventory, demand, financing, timing, and seasonality

THE PRICING OBJECTIVE

Choose a position the current market can understand and support.

If activity and offers do not support the position, review the evidence before the listing loses momentum.

**You control condition, presentation, access, and asking strategy.
The market determines value.**

SHOWINGS, FEEDBACK AND COMMUNICATION

01

SHOWING PLAN

- Notice and confirmation procedures
- Pets, alarms, gates, parking, and access
- Approved windows that work for occupants and buyers

02

MARKET RESPONSE

- Request useful feedback
- Look for patterns involving price, condition, or competition
- Compare activity with new listings and pending sales

03

COMMUNICATION

- Regular summaries of activity and feedback
- Prompt notice of offers and material issues
- Clear options, deadlines, and recommendations

Feedback is useful when it reveals a pattern. One comment is an opinion; repeated comments may be market evidence.

The Highest Price Is Not Always the Strongest Offer

A strong offer balances price with financing, contingencies, timing, costs, documentation, and the likelihood of reaching closing.

1 Price & net

Credits, concessions, fees, and agreed costs

2 Financing

Qualification, cash position, down payment, and loan structure

3 Appraisal

What happens if the appraised value is below the contract price

4 Inspections

Scope, deadlines, limitations, and repair expectations

5 Contingencies

Property-sale or other conditions that add uncertainty

6 Timing

Attorney review, mortgage, closing, possession, and move dates

7 Deposit & documents

Deposit terms, proof of funds, and completeness

8 Overall risk

Which terms improve or reduce the probability of closing

THE SELLER DECIDES

Your agent organizes the choices, explains the tradeoffs, and supports the negotiation. The seller chooses whether to accept, reject, or counter. Attorneys address legal language and consequences.

From Accepted Offer to Closing

After an offer is accepted, attorneys and other professionals join the process. The written contract and attorney guidance control the transaction.

Accepted offer

The parties sign and copies are distributed.

1

Attorney review

Attorneys may approve, disapprove, or revise the contract.

2

Deposits & financing

The buyer completes deposits, loan application, and lender conditions.

3

Inspections

Permitted inspections occur and requests are addressed.

4

Appraisal & title

Value, ownership, and title matters are reviewed.

5

Property requirements

Association, municipal, well, septic, smoke, or other items are handled when applicable.

6

Closing preparation

Final figures, move-out, walk-through, keys, and possession are confirmed.

7

Your agent tracks real estate milestones, coordinates access and communication, follows up on agreed responsibilities, and raises concerns before they become urgent.

PREPARING FOR THE CONSULTATION

A LITTLE PREPARATION MAKES THE MEETING MORE USEFUL

Gather what is readily available

1 Ownership & property

Deed or ownership details, survey, floor plans, tax and association information

2 Improvements & systems

Repair history, warranties, manuals, permits, service records, and relevant prior reports

3 Sale & access

Inclusions, exclusions, showing considerations, keys, remotes, parking, pets, and occupancy

4 Special situations

Trusts, estates, tenants, solar, well, septic, flood, liens, open permits, or known defects

Protect sensitive information

Do not send full account numbers, passwords, alarm codes, identification, Social Security numbers, or other confidential information through ordinary email. Ask your agent for a secure method when needed.

READY FOR THE NEXT CONVERSATION

Your Century 21 Alliance agent will turn your goals, the property, and the current market into a plan for your sale.