

VIP RESOURCE • CERTAINLY SOLD

Your Complete Seller Guide

The definitive companion to your Certainly Sold VIP Seller experience.

Welcome

Thank you for trusting Certainly Sold with the sale of your home. This guide is your companion throughout the process — a clear overview of what happens, when it happens, and how we help at every step. Keep it handy and return to it whenever you have a question.

Our goal is simple: to make selling your home organized, transparent, and as stress-free as possible, while working to get you the strongest result the market will support.

The Selling Process at a Glance

1. Listing Agreement — We finalize paperwork, pricing strategy, and the go-to-market plan.
2. Professional Photography — A professional shoot captures your home at its best.
3. MLS Launch — Your listing goes live and syndicates to the major search portals.
4. Marketing Campaign — Video, social, search, email, and print work together.
5. Showings — Coordinated, confirmed showings with feedback.
6. Offers — We review each offer on price, terms, and reliability.
7. Contract — We manage inspections, appraisal, and deadlines.
8. Closing — Final walkthrough, signatures, and keys handed over.

Pricing Your Home

Price is set by the market, not by any single opinion. We prepare a detailed comparative market analysis using recent comparable sales, current competing listings, condition, and demand. Accurate pricing from day one typically outperforms starting high and reducing later, because a well-priced home attracts the most attention when interest is highest.

Preparing Your Home

First impressions drive both showings and photography. Focus on decluttering, deep cleaning, minor repairs, and curb appeal. Our Home Preparation Checklist walks you through the highest-impact steps room by room, so you invest effort only where it moves the needle.

Marketing Your Home

Every listing receives luxury presentation and maximum exposure: professional photography and video, social media, Google and AI search, email marketing, print, and open houses when appropriate. The goal is to put your home in front of qualified buyers everywhere they look.

Showings, Offers & Closing

We coordinate showings around your schedule and share feedback. When offers arrive, we evaluate each on price, financing strength, contingencies, and timeline, then negotiate strategically on your behalf. Once under contract, we manage inspections, appraisal, and every deadline through to a smooth closing.

Questions at any point? Call or text 407-247-1139. We are always one message away.