



Begin Your Next Chapter

THE SELLER'S GUIDE

A Clear, Step-by-Step Path to Your Next Move



417 Main St., Suite 4E, Little Rock, AR 72201

WELCOME

Selling your home is more than a transaction. It's the close of one chapter and the start of the next.

This guide walks you through exactly what to expect at every stage, from listing to closing, so you feel confident and informed the entire way.

SIX STEPS TO YOUR NEXT MOVE

1. Price It Right
2. Prepare & Stage
3. Go to Market
4. Review Offers
5. Inspection & Appraisal
6. Closing Day

1

PRICE IT RIGHT

We start with a detailed market analysis, comparing your home to recent sales and current competition. Pricing it right from day one attracts serious buyers quickly and avoids the stigma of sitting on the market too long.

2

PREPARE & STAGE

First impressions decide everything. We'll walk through simple, high-impact updates, decluttering, and staging tips that help buyers picture themselves living there, so your home shows its absolute best in photos and in person.

3

GO TO MARKET

Your home is professionally photographed and listed across the MLS and major real estate sites, paired with targeted marketing designed to put it in front of serious, qualified buyers as quickly as possible.

4

REVIEW OFFERS

As offers come in, we'll walk through each one together, price, contingencies, financing, and closing timeline, so you understand exactly what you're comparing and can negotiate from a position of clarity, not guesswork.

5

INSPECTION & APPRAISAL

Once you accept an offer, the buyer's inspection and lender-ordered appraisal take place. We'll help you navigate any repair requests or negotiations that come up, protecting your bottom line every step of the way.

6

CLOSING DAY

This is where it becomes official. You'll sign the final paperwork, hand over the keys, and receive your proceeds. We'll make sure every document is explained ahead of time, so closing day feels simple, not stressful.

COMMON MISTAKES TO AVOID

- Overpricing based on emotion instead of the actual market.
- Skipping repairs or staging that buyers notice immediately.
- Ignoring feedback from showings instead of adjusting course.
- Being unavailable for showings, limiting buyer interest.
- Negotiating without a clear view of your true bottom line.

“The right guidance turns a stressful process into an exciting one.”



Your Next Chapter Starts Here

READY TO GET STARTED?

Schedule a complimentary, no-pressure consultation and let's talk
about what's next for you.

Office: 501.667.NEXT

tech@TheNEXTRealty.com

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