

Bethany Kuhns

REALTOR® | ANNA POWELL REAL ESTATE AT EXP REALTY



— SELLER GUIDE

Selling your home in the Triangle

Pricing, prep, photos, offers and closing, explained step by step so you always know what's next.

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Hey, I'm Bethany.

Selling a home is part business deal, part big life moment. This guide walks you through each step in order, so nothing sneaks up on you.

If you're selling so you can buy your next home, I can handle both sides of your move, so the timing stays in one place. Questions? Text me anytime.

— STEP 1

Pricing your home

The right price gets the right buyers through the door. I don't guess, and I don't pick a number just to win your listing. We look at real data together.

What we look at

- Recent sales of similar homes nearby
- Homes for sale right now, your competition
- Homes under contract, the most current signal
- Your home's condition, updates and layout
- Lot, location and neighborhood
- How fast homes like yours are selling

What doesn't set the price

- What you paid or what you owe
- What you need to net for your next home
- An online estimate on its own
- A neighbor's list price that hasn't sold yet

Those numbers still matter for your plan. They just don't decide what a buyer will pay.

Watch the early days

A new listing tends to get the most attention when it first goes live. If showings and feedback tell us something, we talk about it early instead of waiting.

Know your net

We'll estimate what could come out of your sale after your loan payoff, selling costs and any repairs or credits. Your closing attorney gives you the real numbers before closing.

Want a pricing estimate? I can pull one together for your home. Book a call or text me at 919-816-6591.

— STEP 2

Getting it ready

You don't need a full renovation. Clean, bright, fixed and uncluttered goes a long way. Here's where I'd start.

DECLUTTER

- Every room and every closet
- Pack up personal photos and collections
- Clear kitchen and bath counters

CLEAN AND FIX

- Deep clean, including windows and baseboards
- Fix drips, sticky doors and burnt-out bulbs
- Touch up paint where it needs it

OUTSIDE

- Tidy the yard and beds
- Freshen up the front door area
- Clean gutters, walkways and the driveway

Pre-listing inspection	Optional, and worth thinking about. It can show you what a buyer's inspector may find, so you can fix it or price for it before you list.
Gather your paperwork	HOA information, warranties, repair receipts, survey and any permits. Buyers love a home with records.
Your disclosures	NC law generally requires sellers to give buyers two forms by the time a buyer makes an offer: the Residential Property and Owners' Association Disclosure Statement and the Mineral and Oil and Gas Rights Mandatory Disclosure Statement. Answer honestly, based on what you actually know. I'm also required to disclose material facts I know about, no matter how the form is answered.

Grab the printable Pre-Listing Prep checklist at bethanykuhns.com/guides.

— STEP 3

Staging and photos

Most buyers meet your home online first. The goal is simple: help them picture their life there and want to book a showing.

Staging that helps

- Show what each room is for
- Pull furniture off the walls a little to open up the space
- Use fresh towels, simple bedding and a few plants
- Make the main living area and the primary bedroom feel calm
- Keep pets, toys and laundry out of sight

Photo day

- Open every blind and turn on every light
- Clear counters, fridge fronts and showers
- Hide trash cans, cords and cars from the driveway
- Mow and sweep the day before
- Plan to be out of the house during the shoot

Professional photos

Clean, bright, professional photos are worth it. Depending on the home, we can talk about extras like a floor plan, video or aerial shots.

Your listing story

I write the description around what makes your home easy to love: the layout, the updates, the backyard, the street. Tell me what you'll miss most. That's usually the best part.

Staging is about space, not style. You don't need new furniture. Usually, it's about taking things out, not bringing things in.

— STEP 4

Listing and showings

Once everything's ready, we go live. Here's what that looks like and how to make showings easier on you.

Your listing agreement

Before we list, we sign a written listing agreement. NC Real Estate Commission rules say it has to be in writing at the start, last for a definite period of time and include my license number. It also spells out how I'm paid, and that's negotiable.

Buyer agent pay

Since the 2024 National Association of REALTORS® settlement, offers of compensation to buyer agents can't be shown on the MLS. Buyers may still ask you to help with their agent's pay or their closing costs in their offer. You decide, and we'll talk it through.

Going live

Your home goes on the MLS and the major home search sites, and I share it with my network and on social media.

Showing-ready in minutes

QUICK RESET

- Lights on, blinds open
- Beds made, counters cleared
- Trash out, a quick wipe of the bathrooms
- Valuables and medications put away

PLAN AHEAD

- A plan for pets and kids during showings
- A go-bag and somewhere to be
- Thermostat set to a comfortable temperature
- I'll share showing feedback as it comes in

— STEP 5

Reviewing offers

The highest price isn't always the best offer. We look at the whole picture, so you can pick the one most likely to close on terms you like.

What we compare

- Price
- Due diligence fee and length of the period
- Earnest money deposit
- Loan type, or cash
- Requested help with closing costs
- Settlement date and move-out timing
- Any sale of the buyer's current home

Your options

- Accept the offer
- Counter with different terms
- Decline it

Once everyone signs, you're under contract. In NC, most offers use the standard Offer to Purchase and Contract (Form 2-T) from NC REALTORS® and the NC Bar Association.

Multiple offers

If more than one buyer wants your home, I'll lay every offer side by side so you can compare them clearly.

We may ask all buyers for their highest and best terms by a set deadline, or counter the one we like most. We'll agree on the plan before we reach out, and we'll treat every buyer fairly.

Due diligence fee

In NC, the buyer pays this fee directly to you. If they move forward, it's credited to them at closing. If they end the contract during due diligence, you generally keep it, except in limited cases the contract spells out.

— STEP 6

Due diligence and repairs

After you accept, the buyer's due diligence period starts. This is their time to investigate the home and decide whether to move forward.

What the buyer does	Inspections, an appraisal if they're financing, a survey, insurance quotes and their loan application. You'll need to give reasonable access to the home for these.
Their right to walk away	During due diligence, the buyer can end the contract for any reason or no reason with written notice. That's why the due diligence fee and the length of the period matter when we compare offers.
Repair requests	Buyers often ask for repairs or a credit after their inspection. You don't have to agree to any of them. We'll go through the list together and decide what's fair, what's smart and what you'd rather leave.

FIX IT

Agree to make specific repairs, done by the right pro.

CREDIT IT

Offer a credit or price change instead of doing the work.

SAY NO

Decline some or all of the requests.

If you agree to repairs, they need to be done in a good and workmanlike manner before settlement. Keep every receipt. The buyer has the right to check the work and do a final walkthrough.

— STEP 7

Appraisal and the closing attorney

The last stretch. The buyer's lender confirms the value, and a closing attorney gets everything ready to sign.

The appraisal

If the buyer is financing, their lender orders an appraisal. A licensed appraiser compares your home to similar homes nearby.

If it comes in lower than the price, we talk through options together. Depending on the contract, that can mean a price change, the buyer covering the gap, meeting in the middle or the buyer deciding not to move forward.

Your closing attorney

In NC, most of the work of a real estate closing has to be done by a licensed NC attorney. The buyer usually chooses the closing attorney.

Your deed and other seller documents can be prepared by that attorney, or you can hire your own. Either way, you pay for your seller documents.

Help the attorney help you

Share your loan information so they can get a payoff, and any HOA details. Ask the attorney what to bring and how you'll receive your proceeds.

Selling costs, in general

Often your loan payoff, any agent compensation you agreed to, deed preparation, NC excise tax on the deed (often called revenue stamps), any credits you agreed to and your share of property taxes. Your attorney gives you the real numbers before you sign.

Watch out for wire fraud. Confirm how you'll receive funds by calling the attorney's office at a number you know is real. Never trust payment changes sent by email.

— STEP 8

Moving out

Unless you and the buyer agree otherwise, the buyer gets possession at closing. Plan your move so the house is ready when the keys change hands.

Before closing

- ☐ Book movers or a truck early
- ☐ Schedule utility shutoff or transfer for closing day
- ☐ Forward your mail
- ☐ Finish any agreed repairs and save receipts
- ☐ Cancel or move services like internet and lawn care
- ☐ Use up or donate what you won't move

On the way out

- ☐ Remove everything that isn't staying with the house
- ☐ Leave the home clean
- ☐ Leave keys, garage remotes and gate or mailbox keys
- ☐ Leave manuals and warranties for appliances
- ☐ Take a final walk through every room and closet
- ☐ Lock up and take a few photos

Need more time?

If you need to stay after closing, or the buyer wants in early, that has to be agreed in writing ahead of time. NC REALTORS® has standard agreements for this, and we'll talk about it when we negotiate your offer.

Grab the printable Moving Day checklist at bethanykuhns.com/guides.

— THE BIG PICTURE

Your selling timeline

Every sale moves a little differently. Your contract sets the real dates, and I'll keep them in front of you.

PLAN

Talk it through

- Seller consultation with me
- Pricing estimate and net proceeds
- If you're buying next, get pre-approved and pick your path

PREP

Get it ready

- Declutter, clean and fix the small stuff
- Fill out your disclosures
- Sign the listing agreement

LIST

Go live

- Staging and professional photos
- Listing goes live on the MLS
- Showings and feedback

OFFERS

Pick the best fit

- Compare every offer side by side
- Counter, accept or decline
- Signed contract, and the due diligence fee comes to you

UNDER CONTRACT

Due diligence

- Buyer inspections, appraisal and survey
- Repair requests and your response
- Due diligence ends

BEFORE CLOSING

Wrap it up

- Finish agreed repairs and keep receipts
- Share payoff details with the closing attorney
- Pack, move and get ready for the final walkthrough

CLOSING

Sold

- Sign your seller documents
- Your loan is paid off and proceeds are sent to you
- Hand over the keys

— YOUR NEXT STEP

Thinking about selling? Let's talk.

A short call is the easiest way to start. We'll talk about your timing, your price and, if you're buying next, how to line up both moves.

CALL OR TEXT 919-816-6591

EMAIL buywithbethany1@gmail.com

BOOK A CALL calendar.app.google/dHK4umsvnE3uJj4X6

WEBSITE bethanykuhns.com



Scan to visit my website

Hubs, town pages, tools and every printable checklist live at bethanykuhns.com.

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This guide is general information, not legal or tax advice. For legal questions, talk to a North Carolina real estate attorney. For tax questions, talk to a tax professional. The NC Real Estate Commission also publishes free consumer brochures at ncrec.gov.

FREE PRINTABLES

Needs vs Wants Worksheet, Home Tour Notes, Pre-Listing Prep Checklist, Moving Day Checklist and Closing Day Checklist. Print them all at bethanykuhns.com/guides.