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HOME SELLER'S GUIDE

How to sell smart, sell fast, and sell for more.

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GROWING YOUR WEALTH. ONE DOOR AT A TIME.

READY TO

Sell Smart.

Selling a home is not just listing it and waiting. The sellers who win prepare intentionally, price strategically, and execute with precision. This guide is your exact roadmap — from prep to close.

Jenai Johnson works directly with sellers and builders to create marketing that commands attention and negotiate terms that protect your bottom line.



73%	5–6%	1–3%	586%
SELL FASTER	COMMISSION	SELLER COSTS	STAGING ROI
Staged vs. unstaged	Total, both sides	Closing costs	Return on investment

WHAT'S INSIDE

#	STEP	TOPIC
01	Prepare to List	Timing, repairs, staging, curb appeal
02	Pricing Strategy	CMA, psychology, avoiding costly mistakes
03	Marketing	Photography, MLS, digital, targeted ads
04	Showing Strategy	Prep checklist, open houses, feedback
05	Reviewing Offers	Price vs. terms, multiple offer strategy
06	Under Contract	Inspection, appraisal, timeline management
07	Closing & Beyond	Net proceeds, what to bring, after close

STEP 01

PREPARE TO LIST

Timing · Repairs · Staging · Curb Appeal

“ The work you do before your home hits the market determines the price you get.

Timing the Market

SEASON	ACTIVITY	STRATEGY
Spring (Mar–May)	Highest — peak buying season	List early to capture maximum demand
Summer (Jun–Aug)	High — families buying	Lead with school district and outdoor space
Fall (Sep–Oct)	Moderate — serious buyers	Less competition, motivated buyers
Winter (Nov–Feb)	Lower volume, high intent	Price sharp, fast close wins the deal

Pre-List ROI: Where to Spend Your Money

IMPROVEMENT	ROI	PRIORITY
Professional staging	80–586%	HIGH
Fresh paint — neutral tones	107%	HIGH
Landscaping and curb appeal	100–200%	HIGH
Deep clean and declutter	Priceless	HIGH
Kitchen hardware and fixtures	80%+	MEDIUM
Bathroom refresh (not full remodel)	70–80%	MEDIUM
New exterior door	188%	MEDIUM
Full kitchen remodel	50–60%	LOW — rarely recouped

STAGING PARTNER

Jenai is connected to a trusted professional staging partner in the Atlanta Metro. Staged homes sell 73% faster and net 1–5% more. Ask before your first showing is set.

STEP 02

PRICING STRATEGY

CMA · Pricing psychology · Avoiding costly mistakes

“ The right price is not the highest price. It is the price that creates competition.

The Comparative Market Analysis

A CMA compares your home to recently **sold** properties — not listed prices. What homes are asking means nothing. What they closed for is the market truth.

<p>■ Sold Comps</p> <p>Properties closed within 0.5–1 mile in the last 90 days</p>	<p>■ Active Listings</p> <p>Your competition — what buyers are seeing right now</p>	<p>■ Expired Listings</p> <p>What did NOT sell and why — critical pricing data</p>	<p>■ \$/SF Analysis</p> <p>Price per square foot by neighborhood and condition</p>
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Pricing Psychology: What the Data Shows

SCENARIO	WHAT TYPICALLY HAPPENS
5–10% below market	Creates urgency — often generates multiple offers above list price
At market value	Attracts serious buyers immediately — clean strong sale
5% above market	Fewer showings, no offers — price reduction within 3 weeks
10%+ above market	Home sits, becomes stale — eventual sale well below what market would have paid

JENAI'S COMMITMENT

I will never tell you what you want to hear just to win your listing. I will show you exactly what the market says and help you make the decision that maximizes your return.

STEP 03

MARKETING YOUR HOME

Photography · MLS · Digital · Targeted campaigns

“ Most buyers find their home online before they schedule a showing. Win digitally first.

Visual Presentation Package

Listings with professional photography get up to **118% more online views**. Every listing includes:

SERVICE	WHY IT MATTERS
■ Professional HDR Photography	Every room, every angle — zero dark corners
■ Twilight / Golden Hour Exterior	For premium and luxury properties
■ Aerial Drone Photography	Larger lots, waterfront, and standout properties
■ Cinematic Walkthrough Video	Buyers tour before setting foot inside
■ 3D Virtual Tour	Critical for out-of-state and relocation buyers
🏠 Lifestyle Listing Description	Written to sell the feeling, not just the specs

Where Your Listing Lives

PLATFORM	REACH
Georgia MLS	All local buyer agents and active buyers in market
Zillow	#1 platform — 226M+ monthly visitors
Realtor.com	#2 platform — 97M+ monthly visitors, high buyer intent
Redfin	Tech-savvy buyers, strong search traffic
Jenai's Buyer Network	Qualified pre-approved buyers searching right now

TARGETED CAMPAIGNS

Facebook & Instagram ads to \$150K+ households in your commute radius, relocation group marketing, Google retargeting, and email blasts to my active buyer database.

STEP 04

SHOWING STRATEGY

Preparation · Open houses · Feedback loops

“ Every showing is an audition. Your home must be in showroom condition every single time.

Pre-Showing Checklist

- Deep clean — floors, windows, grout, appliances, baseboards
- Remove all personal photos, clutter, and excess furniture
- Depersonalize — buyers need to see themselves there, not you
- Open all blinds, replace every dim or burned-out bulb
- Eliminate odors — pets, cooking, smoke are deal-killers
- Mow weekly, sweep walkways, maintain curb appeal throughout
- Keep home at a comfortable temperature for every showing
- Leave the property during showings — sellers make buyers uncomfortable

THE 10-MINUTE RULE

Before every showing: make beds, wipe counters, take out trash, flush toilets, light one neutral candle. Small things make a big emotional impression.

Open Houses and Feedback

TYPE	PURPOSE	WHEN
Broker Open House	Agents preview for their buyers	First week live
Public Open House	Maximum buyer foot traffic	First weekend on market
Private Showing	Pre-screened serious buyers	Ongoing throughout listing

STEP 05

REVIEWING OFFERS

Price vs. terms · Multiple offers · Strategy

“ The highest offer is not always the best offer. Every term on the page matters.

How to Evaluate Every Offer

TERM	WHAT TO LOOK FOR
Purchase Price	At, above, or below list — context matters more than number alone
Financing Type	Cash > Conventional > FHA/VA. Cash eliminates appraisal risk entirely.
Down Payment	Higher down = stronger buyer, lower risk of financing failing
Earnest Money	More earnest money = more committed buyer
Contingencies	Fewer contingencies = cleaner path to closing
Closing Date	Flexibility on timeline has real value for your move
Inclusions	What is buyer asking to keep — appliances, fixtures, furniture

Multiple Offer Strategy

OPTION	WHEN TO USE IT
Accept best offer outright	Top offer is clearly superior — risk of losing it is real
Counter one offer	Top offer needs minor adjustments to be right
Call for Highest and Best	Multiple close offers — all buyers submit best terms by deadline
Counter multiple simultaneously	Requires careful legal handling — I manage this for you

STEP 06

UNDER CONTRACT

Inspection · Appraisal · Timeline management

“ Getting under contract is not the finish line. It is the start of the final leg.

Responding to the Inspection

REQUEST TYPE	SELLER STRATEGY
Minor items (under \$500 total)	Often worth handling — removes friction, keeps deal moving
Safety items (electrical, structural)	Address promptly — lenders may require these anyway
Cosmetic items	Decline or offer a small credit in lieu of repairs
Large requests (\$5K+)	Negotiate credit at closing rather than repairs — you control the cost
Request to void	They can walk within due diligence — it happens, we re-list immediately

APPRAISAL STRATEGY

I provide a comparable sales package to the appraiser before they arrive. An informed appraiser with strong comps has every reason to support your price. Most sellers never do this. I do it on every transaction.

Contract-to-Close Timeline

DAY	MILESTONE
Day 1–3	Binding agreement executed, earnest money deposited, inspection scheduled
Day 3–10	Inspection period — buyer conducts due diligence
Day 10–14	Inspection response negotiated and resolved
Day 14–25	Appraisal ordered and completed by lender
Day 25–30	Clear to close from lender, closing date confirmed

Day 30–45	Final walkthrough (24–48 hrs before), closing day
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STEP 07

CLOSING & BEYOND

Net proceeds · What to bring · After you close

“ Here is exactly how to calculate what you walk away with.

Your Net Proceeds

ITEM	AMOUNT
Sale price	+[Your sale price]
Agent commission (buyer + seller sides)	- 5%–6% of sale price
Seller closing costs	- 1%–3% of sale price
Mortgage payoff	- Your current loan balance
Property taxes (prorated to close)	- Varies by county and close date
HOA and transfer fees if applicable	- Varies
Repair credits given to buyer	- Whatever was negotiated
YOUR NET PROCEEDS	= What hits your account

After Closing

- Cancel homeowners insurance only after the deed records
- Notify your lender the home is sold
- Forward mail via USPS immediately
- Capital gains exclusion: \$250K single / \$500K married (lived there 2 of last 5 years)
- Consult your CPA about any tax implications of the sale



Selling your home is one of the most significant financial moves you will make. I bring the strategy, marketing, and negotiation to make sure you do it right.

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This guide is for informational purposes only and does not constitute legal, financial, or real estate advice specific to your situation. Always consult licensed professionals.