

PATTY MOORE | COLDWELL BANKER KPDD

The Seller Guide

Your Next Chapter. Beautifully Considered.

SOUTH GEORGIA ROOTS. SERVING CLIENTS THROUGHOUT GEORGIA.

Changing Lives One Key At A Time.

A REAL PERSON IN YOUR CORNER

Hi, I’m Patty.



Your Goals. My Commitment.

I’m Patty Moore, a Georgia and Florida licensed real estate professional with Coldwell Banker KPDD.

I help buyers, sellers, and investors throughout Georgia navigate their next move with practical guidance and personal attention.

Before real estate, years as a salon owner and entrepreneur taught me to listen closely and value the relationships behind the work.

Let’s Make Your Next Chapter Feel More Clear.

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PRICING & POSITIONING

Start With The Right Comparison

Your price belongs in the context of your home, your goals, and the market.

Look At Relevant Properties

Discuss recent comparable sales and the homes buyers will see alongside yours. Condition, location, size, and timing all matter.

Separate Estimate From Strategy

An online value estimate is a starting point. A pricing conversation should include the details the estimate may not know.

Review The Plan As You Go

Agree on how you will review showing feedback, competing properties, and market activity after launch.

Ask For The Reasoning Behind The Price

Discuss which properties are the closest comparisons and where yours differs. Ask what buyers can choose instead, what feedback would justify another look, and when you will review the plan together.



PREPARING YOUR HOME

Present It With Purpose

Choose preparation that suits your home, budget, and timeline.

Begin With Upkeep

Address cleaning, visible clutter, lighting, and the path to the front door. List repairs separately from cosmetic upgrades.

Make Rooms Easy To Understand

Arrange furniture for a clear use and a comfortable walking path. Let buyers see the counters, storage, and shape of the room.

Prioritize Before Purchasing

Discuss high-cost changes before committing. A full renovation is not automatically the right plan for every sale.

Make A Preparation List Before Spending

Separate essential maintenance, inspection questions, cleaning, and purely cosmetic ideas. Assign a budget and owner to each task. Discuss whether the likely benefit justifies the time and cost for this particular sale.



THE SMALL DETAILS

A Showing-ready Reset

Build a short routine your household can actually maintain.

Kitchen And Living Spaces

Clear most countertop items, tidy visible storage, open curtains, and simplify surfaces without making the home feel empty.

Entry And Exterior

Sweep walkways, check lighting, tidy outdoor items, and make the entrance easy to find.

Photos And Visits

Confirm the photography and showing plan. Have a routine for pets, valuables, personal documents, and a quick final check.

Explore more room-by-room ideas at the website's Home Seller Tips page.

Keep The Routine Small Enough To Use

Choose a short list of high-impact tasks for each room. Put away sensitive items, make a plan for pets, and agree on notice needs. A manageable routine is more useful than an elaborate checklist nobody can maintain.



YOUR REAL ESTATE PARTNER

A Plan Built Around Your Goals

Selling is a series of decisions, and you deserve to understand each one.

We Begin With Your Priorities

Discuss timing, condition, moving plans, and what a successful sale needs to make possible for you.

We Prepare And Communicate

Agree on presentation, showing arrangements, feedback, and how updates will be shared.

We Work Through The Details

Evaluate questions, offers, contract requirements, and next steps with the right professionals involved.

Set Expectations At The Beginning

Agree on communication preferences, showing arrangements, decisions that need your approval, and how feedback will be reviewed. Tell Patty about changes in your move, timing, or circumstances as soon as they arise.

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MARKETING YOUR HOME

Help The Home Tell Its Story

A coordinated presentation supports the property’s position in the market.

Visual Presentation

Discuss photography, descriptions, and the property details that should be highlighted accurately.

Listing And Promotion

Build an agreed plan for listing exposure, digital marketing, agent communication, and any suitable showing or open-house activity.

Feedback And Follow-through

Review interest and feedback in context. Discuss whether preparation, availability, or pricing needs another look.

Marketing plans vary by property and agreement. Presentation does not guarantee a particular sale price or closing date.

Review The Presentation Before Launch

Check that the description, photographs, and property details are accurate. Discuss what is included in the marketing plan and how you will assess interest. Keep the difference between exposure, inquiries, offers, and closed sales clear.



OFFERS & NEGOTIATIONS

Look At The Whole Offer

The highest number is only one part of the comparison.

Compare The Financial Picture

Review the proposed price, requested seller costs, financing, and estimated proceeds. Ask what is still unknown.

Read The Conditions

Discuss deposits, inspections, contingencies, included items, possession, and closing timing.

Respond With A Plan

An offer may be accepted, declined, or countered. Keep response deadlines visible and understand the documents before signing.

Put The Comparison On Paper

Use the offer worksheet for each proposal. Compare requested costs, financing, conditions, timing, and likely net proceeds. Ask what is uncertain and what decision needs to be made before the response deadline.



CONTRACT TO CLOSING

Keep The Finish Line In View

The sale still needs coordination after a contract is signed.

Track The Requirements

Discuss any agreed inspections, repair negotiations, appraisal, financing, and title or closing tasks.

Prepare For Your Own Move

Confirm possession terms, utilities, moving arrangements, and how keys or access will be transferred.

Review The Closing Details

Ask the closing professional about documents, identification, proceeds, and any required payment arrangements.

Timelines depend on your agreement, financing, title, and other circumstances. Independently verify any payment instructions using a trusted phone number.

Track The Remaining Obligations

Keep one list of the tasks that must be completed before closing and possession. Note the responsible person and confirmation date. Discuss schedule changes promptly, and use the required documents for any agreed changes.



PRIVACY & SHOWING PREPARATION

Welcome Buyers. Protect Privacy.

A simple household plan makes visits easier to manage.

Put Personal Information Away

Secure mail, medications, financial papers, identity documents, valuables, and items you do not want photographed.

Coordinate Access

Agree on showing instructions, notice, pets, and how visits will be arranged through your agent.

Reset After The Visit

Follow your access plan, check doors and windows as appropriate, and share any concerns with your agent.

This guide provides general education, not legal, tax, or financial advice. Property imagery is inspirational and does not represent active listings.

Protect Privacy Without Hiding The Property

Prepare a secure place for documents, medication, and valuables. Agree on how access is managed and how your household will handle showings. Contact your agent if anything about a visit or request concerns you.

YOUR WORKING PLAN

Your sale-preparation plan

Start with your priorities and spending limit. Discuss repairs and cosmetic improvements separately before committing.

Desired timing, next move, and the sale's main priorities

Preparation budget and work you can complete yourself

Repairs to discuss with qualified professionals

Target dates for preparation, photos, and launch

Check before moving forward

- [ ] Review priorities with Patty before major spending.
- [ ] Gather warranties, receipts, and relevant property records.
- [ ] Confirm who will coordinate each task.

Questions for Patty / the right professional

YOUR WORKING PLAN

Your showing-ready reset

Use a repeatable routine to prepare the home without rebuilding your day around every visit.

Kitchen and living-room reset tasks

Entry, exterior, lighting, and visible storage tasks

Pets, medications, documents, and valuables plan

Showing access, notice needs, and household contact

Check before moving forward

- [ ] Keep walking paths and visible surfaces clear.
- [ ] Secure personal items and coordinate pet arrangements.
- [ ] Confirm how showing feedback will be collected.

Questions for Patty / the right professional

YOUR WORKING PLAN

Compare the whole offer

Use one sheet per offer and review with your agent. Ask your closing professional about an estimated proceeds statement.

Proposed price and requested seller costs or concessions

Financing, deposit, and contingencies

Requested repairs, included items, and possession terms

Closing timing, response deadline, and unresolved questions

Check before moving forward

- [ ] Compare estimated net proceeds, not just the offer price.
- [ ] Understand deadlines and conditions before responding.
- [ ] Keep a clear record of the final agreed documents.

Questions for Patty / the right professional

YOUR WORKING PLAN

Your closing & move checklist

Work backward from the agreed possession and closing terms. Confirm the actual responsibilities with your transaction team.

Remaining inspection, repair, financing, or title items

Closing appointment, documents, identification, and proceeds

Possession, keys, utilities, and moving arrangements

Final confirmations and person responsible

Check before moving forward

- [ ] Verify any changed payment instructions independently.
- [ ] Confirm what must remain with the property.
- [ ] Retain the closing documents and relevant records.

Questions for Patty / the right professional



YOUR NEXT CHAPTER STARTS HERE

Let’s Make A Plan.

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EXPLORE GUIDES & CONNECT WITH PATTY

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