



COLDWELL BANKER
KENNON & PARKER

SELLER'S GUIDE

WHY YOU SHOULD PARTNER WITH US.

Our mission extends beyond sales. We strive to set the standard for service, professionalism, expertise, and results throughout our community.

Our agents receive industry-leading training, coaching, and support from one of the most experienced leadership teams in the region. When you work with a Coldwell Banker agent, you benefit from the collective knowledge, resources, and commitment of our entire company. This collaborative approach ensures exceptional guidance and service at every stage of your real estate journey.

COLDWELL BANKER KENNON & PARKER

For over 50 years, Coldwell Banker Kennon & Parker (CBKP) has been the leading real estate brokerage firm in the Columbus, GA area. With four locations spanning two states, over 200 agents, and an annual sales volume exceeding \$1 billion, CBKP is renowned for its market-leading training, resources, and talent, ensuring unparalleled client satisfaction.

Coldwell Banker Kennon & Parker has been recognized as the #1 Coldwell Banker franchise office in North America and the #1 office in the state of Georgia, based on total units sold within the Coldwell Banker network in 2023.

COLDWELL BANKER CORPORATE

Established in 1906 by Colbert Coldwell and Benjamin Banker, Coldwell Banker is the oldest and most esteemed residential real estate franchise system in North America. With a presence in 49 countries and territories, Coldwell Banker continues to lead the industry with innovation and excellence.

Coldwell Banker Kennon & Parker's Columbus Residential Office earned the top spot for customers served out of 2,890 offices across North America for 2023. Additionally, Coldwell Banker Kennon & Parker is honored as a Chairman's Circle company within the Coldwell Banker Network, which recognizes the top 50 companies in North America.

STEP-BY-STEP GUIDANCE

MOVING IS MORE THAN JUST A LISTING *UNDERSTANDING YOUR NEEDS AND GOALS*

Through a thoughtful consultation process, our team takes the time to understand your needs, timeline, and expectations so we can develop a customized strategy designed to help you achieve the best possible outcome when selling your home.

At CBKP, we understand that selling a home is about more than a transaction. For many families, it represents a major life transition, and there is often much more to consider than simply the sale price.

Before developing a strategy to sell your home, we take the time to understand what matters most to you. Some of the questions we want our clients to consider:

- What are your goals for the sale of your home?
- What is your ideal timeline for moving?
- Do you already have your next home secured, or will you need to find a home before closing?
- What is most important to you throughout the selling process?
- Will you need additional occupancy time after closing?
- How flexible is your household when it comes to showings and scheduling?
- Are there any unique circumstances we should consider as we build your selling strategy?

The answers to these questions help us create a customized plan designed around your timeline, priorities, and desired outcome. By understanding the full picture, we can better guide you through a smooth, successful, and personalized selling experience.

Home Seller's ROADMAP

MILESTONES TO EXPECT
THROUGHOUT THE PROCESS:

1

LISTING APPT

MEET TO DISCUSS
NEEDS AND
EXPECTATIONS

2

PRICING

FIND A COMPETITIVE
PRICE FOR YOUR
HOME WITH YOUR
REALTOR

3

STAGING

CLEAN & DECORATE!
GET YOUR HOME
READY FOR VIEWINGS

6

SHOWINGS

KEEP YOUR
CALENDAR OPEN TO
ACCOMMODATE
POTENTIAL BUYERS

5

LISTING

YOUR HOME IS
ON THE MARKET!

4

MARKETING

WE WILL LIST
YOUR HOME ON
MULTIPLE SITES

7

OFFERS

TIME TO REVIEW
AND NEGOTIATE
OFFERS

8

UNDER CONTRACT

A LEGAL CONTRACT IS
CREATED BETWEEN
YOU AND THE BUYER

9

FINAL DETAILS

TIME TO MOVE OUT
AND FINALIZE
PAPERWORK

10

CLOSING

CONGRATULATIONS!
YOU'VE SOLD YOUR
HOUSE

LET'S GET MOVING



SELLING YOUR HOME IS A SIGNIFICANT DECISION, AND HAVING THE RIGHT TEAM BY YOUR SIDE CAN MAKE ALL THE DIFFERENCE. WE TAKE THE TIME TO UNDERSTAND YOUR GOALS AND CREATE A STRATEGY TAILORED TO YOUR NEEDS.

IF YOU'RE CONSIDERING SELLING, CONTACT US TODAY FOR A NO-OBLIGATION CONSULTATION. WE'D LOVE THE OPPORTUNITY TO HELP YOU PLAN YOUR NEXT MOVE.

(706) 256.1000