

# SELLERS GUIDE

LOOKING TO SELL YOUR HOME? WE CAN HELP.



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# YOUR SELLING JOURNEY WITH BRIAN LAMB REAL ESTATE

Selling your home is a major milestone — and it should feel exciting, not overwhelming. That's why our team has created a clear, step-by-step path that keeps you informed, supported, and confident from day one to closing day.



## MEET AND GREET

We begin with a personalized consultation to understand your goals, timeline, and priorities. This sets the foundation for a strategy tailored to you.



## PREPARING & MARKETING YOUR HOME

We'll make your home shine with expert staging advice, professional photography, and a tailored marketing plan to attract the right buyers.



## PREPARE FOR VIEWINGS

We handle every showing for a smooth, convenient process, providing regular updates and buyer feedback so you always know how your home is received.



## RECEIVING OFFERS

When offers are received, we will guide you through each step and handle negotiations with your best interests at the forefront — aiming for the highest price and best terms possible.



## OFFERS PRESENTED

Once an offer is accepted, conditions such as financing or inspections are addressed. We keep everything on track, communicating clearly so there are no surprises.



## CONDITION REMOVAL

With conditions met, your home is officially SOLD. We'll help you prepare for the transition with checklists and resources to make moving easier.



## COMPLETION DAY

This is the official handover. Title transfers, funds are released, and you can celebrate the success of your sale.



## MOVING DAY

Keys are passed to the buyer, and you move forward into your next chapter knowing every detail was handled with care.

## OUR GUARANTEE

At Brian Lamb Real Estate, you're more than a transaction — you're family. We promise personalized care, expert guidance, and a commitment to making your home journey smooth, transparent, and successful..

## TESTIMONIAL

*"Team Lamb – Outstanding to work with. Their knowledge and responsiveness made the entire process enjoyable!" - Keaton Turkiewicz*

# PRICING STRATEGY

## UNDERSTANDING THE MARKET

Every home sale is shaped by market conditions. Knowing where we are in the cycle helps us set the right strategy, price confidently, and attract qualified buyers.

### SELLER'S MARKET

- Low inventory, high demand
- Well-priced homes sell in ~1 month
- No offers? Price is likely high

### SELLER'S BALANCED MARKET

- Supply and demand in balance
- No clear advantage to buyers or sellers
- Typical sale: 1-2 months

### BUYER'S MARKET

- Lots of listings, more choice for buyers
- Buyers hold more negotiating power
- Typical sale: 2-3 months; sooner is better

## KEY FACTORS THAT INFLUENCE A SALE

1. Pricing: Set strategically to reflect current market realities.
2. Motivation: Both your readiness to sell and the buyer's urgency to purchase.
3. Marketing Plan: A clear, tailored strategy to position your home for maximum exposure.
4. As your Realtor, we focus on what you can't control — your marketing plan — so you can focus on what matters most: setting goals and making the right decision for your family.

## QUESTIONS TO ASK BEFORE SETTING YOUR PRICE

- Do I have the financial strength to wait for the right offer?
- Is my home prepared to show its best? (Repairs, cleaning, staging)
- Do you know if I am aware of the value of comparable homes in my area?
- Am I prepared to adjust pricing if the market demands it?
- How quickly do I need to (or want to) sell?







## THE KEY TO YOUR SUCCESS

Selling your home is one of the biggest financial — and often emotional — decisions you'll ever make. With so many moving parts, it's easy to miss details or make costly mistakes if you try to go it alone.

That's where we come in. With expert knowledge, negotiation skills, and a proven marketing strategy, he helps you sell with confidence, minimize stress, and maximize results.

## WHAT YOU CAN EXPECT WHEN WORKING WITH BRIAN LAMB'S TEAM

### ✓ **Accurate Pricing Guidance**

Assessing the condition of your property and helping determine the best price.

### ✓ **Smart Staging & Improvement Advice**

Recommending upgrades or staging ideas to enhance marketability.

### ✓ **Effective Marketing**

Promoting your property across MLS® and multiple channels to attract qualified buyers.

### ✓ **Streamlined Showings**

Coordinating all inquiries, bookings, and feedback — so you're always informed.

### ✓ **Negotiation Expertise**

45+ years of experience handling offers and counteroffers with your best interests in mind.

### ✓ **Step-by-Step Support**

Guidance through every stage of the process, with clear advice and essential information.

### ✓ **Market Insights**

Keeping you informed on trends, neighbourhood values, and property histories.

### ✓ **Trust & Protection**

Providing consumer protections with insurance, disclosures, and enforceable contracts.

### ✓ **Clear Communication**

Regular, honest updates so you never feel left in the dark.

### ✓ **Personalized Strategy**

Tailored marketing services to showcase your home and maximize exposure.

## OUR BOTTOM LINE...

### **Our goal is simple.**

- ✓ Sell your home faster.
- ✓ Secure the best possible price.
- ✓ Make the entire process smoother and less stressful.

## MEET THE TEAM

At Brian Lamb Real Estate, our strength comes from more than experience and strategy — it comes from people who care deeply about helping you find not just a house, but a home. Each member of our team brings a unique set of skills, but we share one common goal: putting your needs first and making your real estate journey seamless, stress-free, and successful.



### **Brian Lamb**

Trusted Guide. Experienced Negotiator. Community Connector.

Brian has built his reputation on integrity, deep local knowledge, and a client-first approach. With 45+ years of experience in the Tri-Cities and beyond, Brian is recognized for his ability to listen, understand what matters most, and deliver results that align with your family's needs and future goals. His calm, professional guidance turns one of life's biggest transactions into a process you can move through with confidence.



### **Marcela Neciu-Lamb (French/English/Romanian)**

The Heart of the Team. Organized. Detail-Driven.

Marcela ensures every step of your journey is smooth, from scheduling showings to coordinating marketing details. With her eye for design and precision, she makes sure your home is presented in its best light and nothing slips through the cracks. Clients value her warm, approachable nature and her ability to simplify even the most complex aspects of the process — trilingual in French, English, and Romanian.



### **Meghan Simington**

The Problem Solver. Tech-Savvy. Client-Experience Focused.

Meghan combines energy and innovative thinking with a commitment to client care. Whether it's researching marketing trends, leveraging digital marketing tools, or finding creative solutions during negotiations, Meghan is always working behind the scenes to keep your best interests at the forefront. Her approachable style ensures that clients' projects are professionally managed throughout the entire process.

## LET'S TALK REAL ESTATE ...



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