



4170 ASHFORD DUNWOODY RD STE 125 ATLANTA, GA 30319

What Value I Bring as a Seller's Agent??

Strategic Pricing & Market Positioning

I provide a detailed, data-driven Comparative Market Analysis (CMA) that looks beyond automated pricing tools. I evaluate above-grade living space, finished basements, land size, and unique features to position your home accurately and competitively from day one.

Proven Experience with Higher-Value Homes

I have experience representing homes at higher price points, including properties exceeding \$1 million. I understand the expectations, discretion, and strategic marketing required when selling a home of this caliber.

Customized Marketing for Your Property

Your home is marketed with a tailored strategy—not a one-size-fits-all approach—including:

- Professional photography and video
- Targeted digital and social media marketing
- Email campaigns to agents and qualified buyers
- Exposure across MLS, Zillow, Realtor.com, and agent networks

Home Preparation & Presentation Guidance

I provide clear, practical guidance on staging, layout, and presentation to help your home stand out online and in person—often with minimal upfront investment.

Access to Qualified Buyers

Through my network of agents, lenders, and buyers, your home is positioned in front of serious, qualified purchasers—locally and beyond.

Skilled Negotiation & Deal Management

I advocate for your best interests at every stage, negotiating price, terms, and repairs while keeping deals together and moving forward smoothly.

Contract-to-Closing Oversight

I manage inspections, appraisals, timelines, and communication with all parties to reduce stress, prevent delays, and protect your bottom line.

Clear Communication & Transparency

You will always know where we are in the process. I believe informed clients make confident decisions.

A Calm, Professional Selling Experience

From listing to closing, my role is to guide, protect, and simplify the process—so you can focus on what's next.

