



## The 9 Steps to Home selling in North Carolina

Your Step-by-Step Plan for a Confident , Stress-Free Sale



## Welcome to Your Home Selling Journey!

Selling your home is one of life's biggest milestones — and we're honored to help you through it. This guide was created to walk you through every step of the process so you know exactly what to expect. At AXEN Realty, our mission is simple: to serve with Honesty, Education, Affirmation, and Transparency (HEAT).

Understanding the reason for selling, will allow my team to better serve you.

This quick guide will walk you through the key steps to selling your home so you can feel confident and prepared.

No pressure, no stress — just education and support.

Signed,

Claudia Burton

Managing Broker | AXEN Realty

&

William Burton

Managing Broker | NEXA Lending

# The 9 Steps to Selling a Home

## 1. Decide to sell

The VERY first step in selling is understanding your goals. Take the time to reflect on why you're moving; whether it's to upsize, downsize, relocate, or start fresh. Sharing your true motivation with your agent allows us to design a marketing strategy that aligns with your needs and helps you move forward with clarity and confidence.

## 2. Prepare your Home

A well-prepared home makes a lasting first impression. Declutter, deep clean, and take care of small repairs to show your property at its best. With thoughtful staging, buyers will be able to picture themselves living there — and that emotional connection can spark stronger offers

## 3. Price Strategically

Pricing is both an art and a science. With a Comparative Market Analysis and deep knowledge of local trends, we'll set a price that attracts serious buyers while protecting your bottom line. The right price from day one often leads to the best results.

## 4. Market Your Property

Every home has a story — and marketing is how we tell it. From professional photography and video tours to targeted online exposure, we ensure your property stands out. Our goal is to highlight your home's strengths and connect with the right buyers.

## 5. Showings & Open Houses

This is the moment buyers experience your home in person. We'll create a welcoming environment with lights, open spaces, and subtle touches that highlight your property's best features. A strong showing experience can turn curiosity into commitment.

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## 6. Review Offers & Negotiate

When offers come in, it's about more than just the highest price. We'll review each one carefully, considering financing, contingencies, and timing. With skilled negotiation, we'll secure the strongest terms to meet your goals and protect your interests.

## 7. Escrow, Inspections, & Appraisal

Once an offer is accepted, buyers complete their due diligence. Inspections and appraisals are part of this process, and we'll guide you every step of the way. Our job is to keep things on track, resolve issues quickly, and maintain your peace of mind.

## 8. Closing Day

Closing is the final step before you hand over the keys. We'll review the documents with you, confirm every detail, and ensure a smooth transition. This is the day your hard work pays off — and your new chapter begins.

## 9. After Closing

Even after the sale, we're here for you. From transferring utilities to providing records for tax purposes, you'll have our continued support. Selling your home is more than a transaction — it's a milestone, and we're honored to be part of it.

# Key North Carolina Real Estate Terms

## **Due Diligence Fee:**

A non-refundable fee paid to the seller for taking the home off the market during inspections.

## **Earnest Money Deposit:**

Shows serious intent to buy; applied to your purchase at closing.

## **Closing Costs:**

Expenses related to finalizing your home purchase, typically 2–5% of the purchase price

## Meet Your Agent

For nearly 10 years, Claudia has helped clients — many who become lifelong friends — buy and sell homes with confidence. She proudly serves the military community, first-time homebuyers, and Spanish-speaking clients, making every transaction smooth and transparent.



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### MOTTO:

"I bring the **HEAT** — Honest, Education, Affirmation, Transparency  
to every client on every transaction.