



SELLER'S GUIDE

SELLING YOUR PROPERTY REQUIRES
MORE THAN JUST A LISTING; IT REQUIRES
A STRATEGY. I PROVIDE A CONCIERGE-
LEVEL EXPERIENCE, UTILIZING
SPECIALIZED MARKETING TOOLS AND
PERSONALIZED GUIDANCE TO NAVIGATE
THE COMPLEXITIES OF THE MARKET WITH
EASE AND EXCELLENCE



www.mahanaimestates.com



Hello!

Selling your house?

M E E T A N E X P E R T

About me

Hi I'm Eunice Osei-Manu!
Whether you are selling a
forever home or an
investment, I provide the
local expertise and
dedicated partnership
needed to match your
property with your next
great aspiration

<https://unis.kw.com>

www.mahanaimstates.com

unis@kw.com

Cell: 717-350 6839

Office: 717- 553 2500

5139 Main St. E. Petersburg

PA 17520



Eunice Osei-Manu
Realtor
License # RS380226



Seller's Guide



YOUR LOCAL PARTNER FOR A SUCCESSFUL SALE

Dear Homeowner,

Selling a home is a major milestone, and I would be honored to guide you through it. As a resident of Pennsylvania and KW Elite Realtor and also licensed in Maryland, I combine local heart with global marketing power to get your home SOLD.

When you partner with me, you get:

- Integrity & Transparency: A faith-filled, professional approach.
- Maximum Exposure: Tech-forward marketing to find the right buyer fast.
- Constant Communication: You'll never have to wonder "what's next."
- Local Expertise: I know how to sell the PA & MD lifestyle.

I'm not just listing your home; I'm your dedicated advocate. That is why I have created this guide to help you in your journey.

I look forward to meeting you and helping you reach your goals with peace of mind.

With gratitude,

Eunice Osei-Manu | Realtor | KW Elite | PA & MD
#RS380226 [C:717-350 6839, O:717-553 2500]
[unis@kw.com] [www.mahanaimstates.com]



THE HEART OF THE SALE (PREPARATION)

Before the sign goes in the yard, we make sure your home is ready for its "close-up."

- **Declutter & Depersonalize:** We want buyers to imagine their family in the space. Removing excess items allows buyers to see the home's square footage and imagine their own belongings in the space.
- **Strategic Repairs:** Focus on high-impact areas like fresh paint, curb appeal, and lighting. Small fixes often prevent large hurdles during the inspection phase. First impressions happen at the driveway. A fresh mat and tidy landscaping go a long way
- **The "Deep Clean" Glow:** A sparkling home tells buyers the property has been well-maintained.



STRATEGIC PRICING

We don't just guess; we use deep market knowledge of the PA/MD area to find the "Sweet Spot." Price is the most powerful marketing tool.

- **Comparative Market Analysis (CMA):** I look at what your neighbors' homes actually sold for. A Comprehensive Market Analysis (CMA) compares your home to recent "Solds" and current "Actives" to find the optimal listing price.
- **Market Trends:** We position your the house to attract the most eyes in the first **7-10days** of listing, which is when buyer excitement is at its peak.



THE "KW ELITE" MARKETING POWER

As your partner, I don't just list your home, I launch it to maximum exposure leads to the best offers.

- **Professional Photography:** In today's market, your home's first showing happens on a screen. We ensure it looks stunning by utilizing professional, high-resolution photography as our absolute standard for every listing.
- **Digital Reach:** Your property will be featured on Bright MLS and major digital portals, leveraging a tech-forward marketing approach to connect your home with qualified buyers across Pennsylvania, Maryland, and beyond.
- **Open House Excellence:** Through engaging open houses and a commitment to showing flexibility, I ensure every qualified buyer has the opportunity to experience the unique charm of your home firsthand



NAVIGATING OFFERS & NEGOTIATIONS

When the offers start rolling in, I'm your shield and your strategist, evaluating more than just the "Highest Price

- **Price vs. Terms:** It's not just about the highest number; it's about the best terms, closing date, contingencies (inspection/appraisal), down payments, mortgage types, etc. to find the strongest overall offer.
- **Professional Advocacy:** I navigate the difficult negotiations and sensitive discussions, so you can focus on your move with total peace of mind.
- **Escrow:** Once a contract is signed, the buyer's "Earnest Money" is secured, and the formal timeline to closing begins.



UNDER CONTRACT TO CLOSING

Once we find the right buyer, I manage the details so you can focus on your next move.

- **Due Diligence:** Navigating the home inspection, radon, or pest reports.
- **Inspection:** I'll guide you through any repairs or negotiations.
- **The Appraisal:** Ensuring the bank's valuation matches the contract price.
- **The Finish Line:** Coordinating with title companies and attorneys to ensure a smooth "**Keys Exchange.**"
- **Closing:** Signing the final documents and transferring the deed to the new owners.



SELLERS VOCABULARY

Showing Etiquette

Once your home is live on the market, the goal is to make every showing as seamless and inviting as possible.

1. The "Golden Rule": Be Absent

Buyers feel like "intruders" if the seller is present. To allow them to speak freely with their agent and truly envision themselves living in the home, it is best to leave the property at least 15 minutes before the scheduled time.

2. Set the Stage (The Senses)

- **Scent:** Avoid strong air fresheners or candles, which can trigger allergies or make buyers wonder if you're hiding a smell. A "clean" smell or the light scent of baked goods is best.
- **Sound:** Turn off the television. If you wish to have music, play soft, instrumental background music at a very low volume.
- **Temperature:** Keep the home at a comfortable temperature (neither too hot nor too cold) to encourage buyers to stay longer.



SELLERS VOCABULARY

3. Lighting & Openness

Even during the day, turn on all overhead lights and lamps to eliminate dark corners. Keep all interior doors open (except for closets/bathrooms) to improve the flow of the home.

4. Safety & Security

- **Valuables:** Secure jewelry, small electronics, and collectibles.
- **Prescriptions:** Ensure all medications are stored away in a secure location, not left in medicine cabinets.
- **Pets:** It is highly recommended to take pets with you or secure them in a crate in a quiet area (like a garage or basement) to avoid distractions or safety concerns for the buyers.



SELLERS VOCABULARY

5. Flexibility is Key

The first week is often the busiest. Being flexible with showing times even on short notice increases the pool of potential buyers. A missed showing could be a missed offer.

6. The "Broom-Clean" Standard

Keep the home "showing-ready" by doing a quick daily sweep:

- Clear the sink of dishes.
- Wipe down bathroom counters.
- Ensure all beds are made.



FREQUENTLY ASKED QUESTIONS

How do we determine the "right" price for my home? We use a Strategic Market Analysis. I don't just look at what your neighbor's house sold for last year; I look at current "Active" competition, recent "Solds" (within the last 6 months), and current market demand in Marietta and the surrounding area to ensure we price for maximum excitement and equity.

Do I need to renovate my kitchen before listing? Not necessarily. I specialize in identifying "High-ROI" updates. Sometimes, a fresh coat of neutral paint and professional staging provide a better return than a full remodel. I will walk through your home with you and give you a prioritized list of what will actually put more money in your pocket.

How will you make my home stand out online? Your first showing happens on a smartphone, so we make it stunning. Every listing receives high-resolution professional photography and strategic placement on Bright MLS, social media, and major search portals. We don't just find a buyer; we find the best buyer.

Do I have to leave the house for every showing? Ideally, yes. Buyers feel more comfortable exploring the home and speaking freely when the owner isn't present. We will work together to create a Flexible Showing Schedule that maximizes "eyes on the property" while respecting your family's routine.

What happens if the home inspection finds an issue? This is where my role as your Strategic Advocate is most important. I handle the "tough talk" with the buyer's agent. We will navigate the repair requests together, deciding what is reasonable to fix and what we can negotiate to keep the deal on track without sacrificing your equity.

What if the house doesn't appraise for the sale price? If we have multiple offers, we often negotiate "Appraisal Gaps" upfront. If an appraisal comes in low, I use my data pack to challenge the appraisal or negotiate with the buyer to find a middle ground that protects your bottom line.

How long will it take to sell my home? While the "Days on Market" can fluctuate, our goal is to create 'Auction-like' excitement in the first 7 days. Typically, once we accept an offer, it takes 30 to 45 days to get to the closing table.

What are my costs as a seller? Typically, you should budget for the real estate commission, the PA/MD transfer tax (usually split with the buyer), and any attorney or title fees. I will provide you with a "Seller Net Sheet" before we even list, so you know exactly what you'll be walking away with at closing.

WHY SELL WITH ME?

A Celebration of Your Journey

Congratulations! You are now equipped with the knowledge and the tools to navigate the home-selling process with confidence. I would be honored to be your partner in this exciting journey.

Eunice Osei-Manu | Realtor Keller Williams Elite

Licensed in PA & MD | # RS380226



WHY SELL WITH ME?

While anyone can place a sign in your yard and a listing on the internet, true success in today's market requires a strategic advocate. My role is to safeguard your equity by utilizing a proven methodology to drive maximum engagement during the critical first seven days. Through high-end professional media and precision digital targeting, I don't just find a buyer, I secure the best buyer; the one willing to pay a premium for the unique lifestyle your home offers.

Eunice Osei-Manu | Realtor Keller Williams Elite

Licensed in PA & MD | # RS380226



Seller's Guide



NOTE

