Selling in *Savannah*

How to price, prepare, and sell your home for the strongest result.

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A note before we start

Your home has a story, and selling it is a big chapter. You deserve a plan that's clear, honest, and built around what comes next for you. This guide walks you through exactly how I'll get your home sold.

My background is in marketing and sales. I earned my degree from Georgia Southern and have worked in hospitality since I was 15. That shapes how I sell homes: beautiful presentation, marketing that reaches buyers where they're scrolling, and personal attention from start to finish.

I'm also big on protecting your bottom line. From pricing to negotiating repairs, every decision is about helping you walk away with the most money and the least stress.

Let's make this move a great one.

xo, Clovia

A real price.

A market analysis I put together myself, not an automated guess.

Your real number.

An estimated net sheet before you ever list.

Real updates.

Feedback after every showing, so you're never wondering.

01 *The roadmap*

How we'll sell your home

Seven steps from our first walkthrough to closing day.

1

Strategy chat

We walk through your home together and talk about your goals and ideal timing. Your part: Tell me what you love about the house and any updates you've made.

> *We'll plan your next move now, so selling and buying line up.*

2

Pricing

I pull recent nearby sales and the homes you'll be competing with. Your part: Look over the numbers with me and choose your pricing strategy.

> *You'll see an estimated net sheet before you decide anything.*

3

Prep

A short list of repairs, touch-ups, and staging that are actually worth it. Your part: Declutter, clean, and tackle the list. I'll share trusted local vendors.

> *Paint, lighting, and landscaping usually go the furthest.*

4

Launch

Professional photos and video, then your home goes live on the MLS and social media. Your part: Keep it show-ready and share the listing with your people.

> *Buyers shop the lifestyle, so we'll show off the porch, the view, and the neighborhood.*

5

Showings and offers

I gather feedback after every showing and lay out each offer side by side. Your part: Weigh price, terms, and timing with me, then accept, counter, or pass.

> *The highest price isn't always the strongest offer. Terms matter too.*

6

Under contract

The buyer inspects and appraises during their due diligence period. Your part: Review any repair requests with me and keep the home as is.

> *I negotiate repair requests for you and keep everything on track.*

7

Closing

The closing attorney wraps up the paperwork and your proceeds are paid out. Your part: Sign, hand over the keys, and exhale.

> *Keep your closing statement handy for tax time.*

"Selling and buying at the same time? We'll plan both moves together so you're never stuck in between."

Your lender can also walk you through options for making the timing work.

What your home is worth

Your first few weeks on the market get the most attention. A smart starting price makes them count.

What goes into your price

Recent sales.
Similar nearby homes that sold recently show what buyers are really paying.

Your competition.
The homes for sale right now are what buyers will compare yours to.

Condition and updates.
Renovations, the age of big systems, and overall condition.

Location details.
Water views, lot size, flood zone, street, and neighborhood amenities.

Market pace.
How fast homes are selling and how much is out there.

"An overpriced home tends to sit, and buyers start to wonder what's wrong with it. I'll show you the data so we can decide together."

Updates I've made to my home

List them with the year and rough cost. It helps with pricing and marketing.

Getting it ready

We'll walk the house together and decide what's worth it. Here's where most sellers start.

Curb appeal

- [ ] Trim landscaping and add fresh mulch
- [ ] Power wash the porch, walkways, and siding
- [ ] Refresh the front door and add a new mat
- [ ] Make porch lights and house numbers easy to see
- [ ] Clean gutters and windows

Kitchen

- [ ] Clear counters down to one or two pieces
- [ ] Clean appliances inside and out
- [ ] Organize the pantry and under the sink

Bathrooms

- [ ] Deep clean grout, glass, and fixtures
- [ ] Fresh white towels
- [ ] Put away toiletries

Living spaces and bedrooms

- [ ] Declutter shelves, closets, and surfaces
- [ ] Touch up paint in soft, neutral tones
- [ ] Swap in matching warm light bulbs
- [ ] Pack away personal photos and collections
- [ ] Simple, light bedding

Behind the scenes

- [ ] Fix drips, squeaks, and sticky doors
- [ ] Service the HVAC and replace filters
- [ ] Gather receipts for updates and warranties

> *You don't have to do all of this. We'll pick the handful of things that will actually move the needle for your home.*

03 *Showing it off*

How I market your home

Buyers scroll before they drive by, so your home should look amazing everywhere they're looking.

Professional photos.
Bright, magazine quality photos that make people stop scrolling.

Video and Reels.
Lifestyle video on @closingwithclovia for local and out-of-town buyers.

MLS and home search sites.
Your listing reaches the sites buyers use every day.

Listings I Love newsletter.
Featured straight in subscribers' inboxes.

Open houses.
Well prepped, with personal follow-up for every visitor.

Agent outreach.
Direct to local agents with buyers looking now.

Photo day

- [ ] Every light on, bulbs matching
- [ ] Blinds open, windows clean
- [ ] Cars out of the driveway
- [ ] Trash cans, pet bowls, and toiletries away
- [ ] Fresh flowers or a bowl of lemons

Showing days

- [ ] Head out so buyers can relax
- [ ] Quick tidy and wipe the counters
- [ ] Comfortable temperature, lights on
- [ ] Pets with you or secured
- [ ] Valuables and medications put away

Reading the offers

I'll lay out every offer side by side. Price is only one piece of the puzzle.

What we compare	*Why it matters*
Price	The headline number, but not the whole story.
Financing	Cash, conventional, FHA, VA, or jumbo, and how strong the buyer's approval is.
Earnest money	A bigger deposit shows the buyer is committed.
Due diligence period	A shorter window means you know sooner that the sale is solid.
Closing date	Does it line up with your next move?
Other conditions	For example, the buyer needing to sell their own home first.
Requests	Help with closing costs, items that stay, or time to stay after closing.

"Once you're under contract, the buyer inspects and appraises. If they ask for repairs or a credit, we'll decide together, and I'll handle the negotiating."

What you'll walk away with

I'll prepare a personal estimate for you. Use this page to follow along.

Costs to expect

Agent compensation.
Agreed on in writing before we list. In Savannah, sellers typically cover the buyer's agent commission too, and we'll plan for it.

Mortgage payoff.
Any remaining balance is paid at closing.

Attorney and closing fees.
Georgia closings are handled by a closing attorney.

Prorated property taxes.
Your share of the year's taxes up to closing day.

Repairs or credits.
Anything agreed to after the buyer's inspection.

My estimate	*Amount*
Sale price	
Mortgage payoff	
Agent compensation	
Attorney and closing fees	
Prorated taxes	
Repairs or credits	
Estimated amount to me	

Things you're probably wondering

Do I need to be home for showings? Nope. It's usually better if you're not.

Should I fix everything first? No. We'll focus on the small things with the biggest impact.

When is the best time to list? It depends on your goals and the market. I'll show you the local numbers.

Curious what your home is worth?

I'll put together a real market analysis for you. No obligation, no pressure.

Call or text 615.987.0715

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