
ERICA C. JAMES, REALTOR

JOINT COMMAND REALTY

Seller's Guide

Northern Virginia & Maryland

Pricing, prep, and timing - what actually moves a home

(240) 324-8638

erica@ericacjames.com

ericacjames.com

Pricing: start with real data

The right list price comes from a comparative market analysis - recent sales of similar nearby homes, adjusted for condition, size, and features. Pricing with data (not hope) is what draws showings and strong offers.

- Overpricing costs you: listings that sit lose momentum and often sell for less in the end.
- Your agent should show you the comparable sales behind any recommended price - ask to see them.

Prep: small work, big return

- Declutter and depersonalize so buyers can picture their own life in the space.
- Handle visible repairs: drips, scuffs, sticky doors. Small flaws raise big doubts.
- Curb appeal matters: tidy landscaping and a clean entry set the tone before buyers walk in.
- Consider a pre-listing inspection to find surprises before buyers do.

Marketing your home

Professional photography, accurate measurements, and wide online exposure bring buyers through the door. Your listing should appear across the major home-search sites, and showings should be easy to schedule. Ask your agent exactly how your home will be marketed - in writing.

Offers & negotiation

When offers arrive, you'll compare price, contingencies, financing strength, and timeline - not just the top number. Your agent's job is to lay out each offer's trade-offs clearly so you can choose with confidence.

From contract to closing

After you accept an offer, the buyer's inspection and appraisal happen on a set timeline. Stay flexible, respond to requests promptly, and keep the home show-ready until contingencies are removed. At closing, you sign the transfer documents, the buyer's funds are disbursed, and you hand over the keys.

Ready to talk it through?

Call or text anytime. There is no cost and no pressure - just a straightforward conversation about your goals and a clear plan for your next step.

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Joint Command Realty, 2611 S. Clark St., Ste 600, Arlington, VA 22202

Office: (571) 312-0871

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