

Home Seller's Guide

corcoran

CLASSIC LIVING





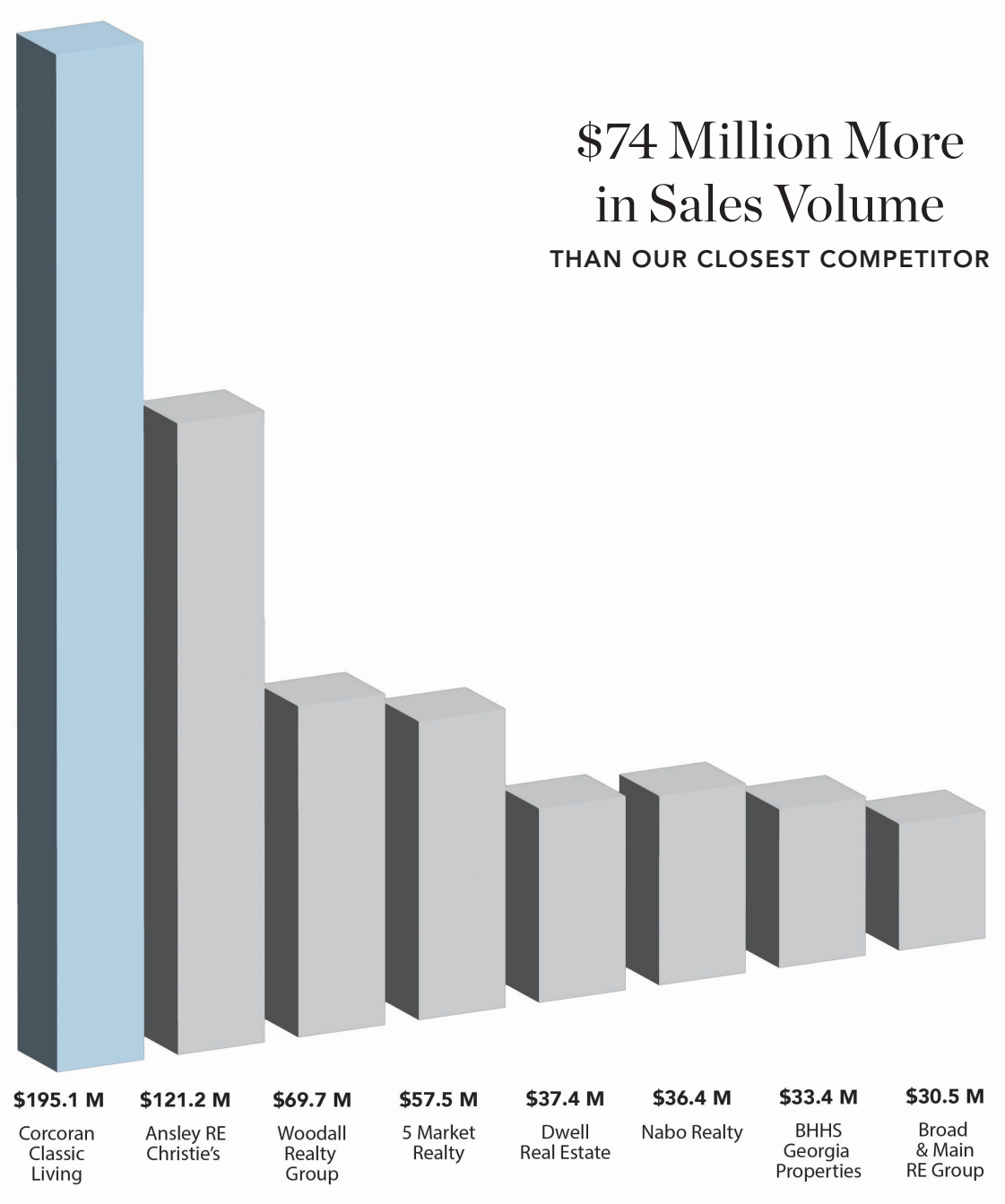
About Us

Corcoran Classic Living is a top-performing residential and commercial real estate firm serving greater Athens, GA. Our agents are socially-minded and deeply entrenched in their communities, backed by a top-notch support staff, global connections, and innovative technologies that ensure a seamless experience. Our mission is to treat our customers and clients as the lifeblood of our business, keep their satisfaction our top priority, and strive for a level of excellence in service that surpasses all expectations.

Work with the Best

Corcoran Classic Living is a top-performing real estate firm in Athens, Georgia. We outsell our competition simply because we work harder for our clients than any other firm in town.

WE OUTPERFORM THE COMPETITION



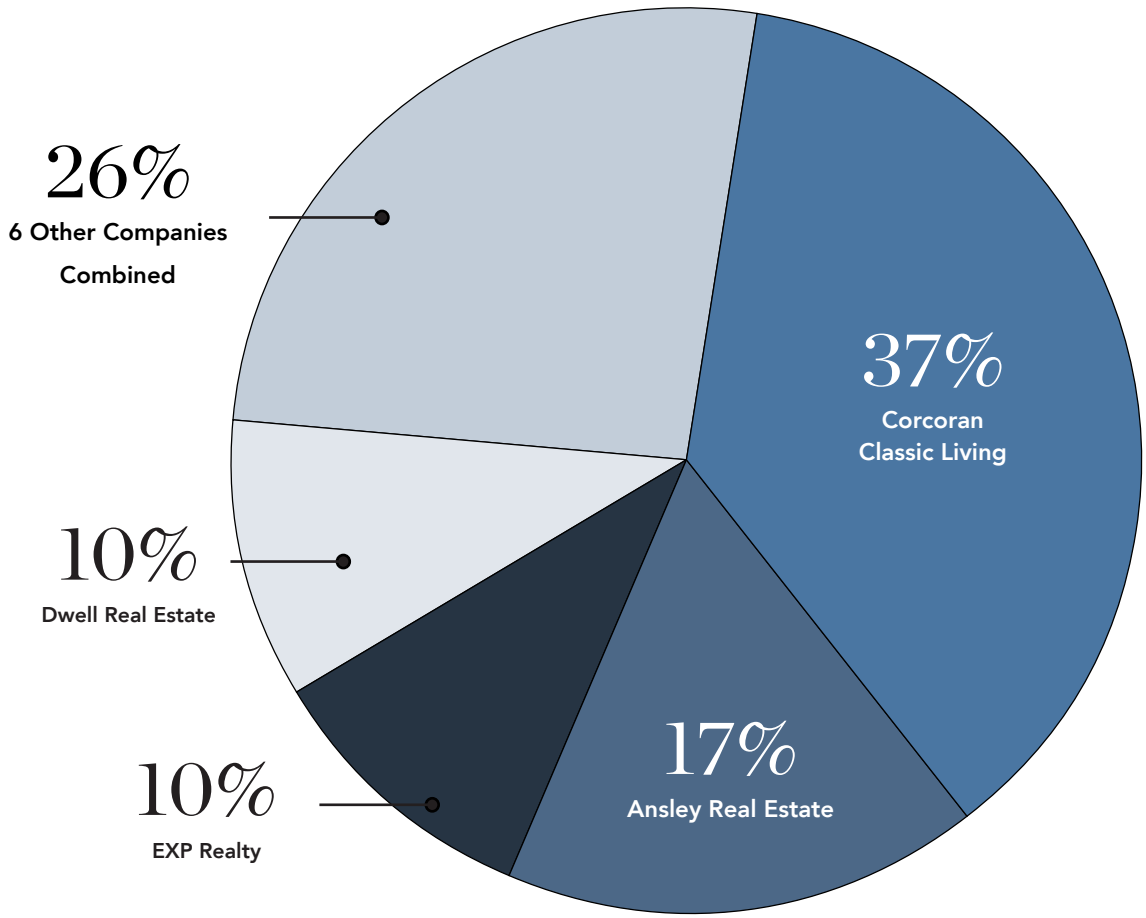
Classic MLS. Residential, Commercial, Land. Jan - Dec 2025

We Know Luxury

The luxury real estate market requires a specialized set of marketing tools and skills. Corcoran Classic Living utilizes high-end marketing brochures and graphic design to be sure that your luxury home stands out among the competition. Additionally, our vast experience in the high-end market has yielded a large luxury client base where we are able to efficiently connect buyers to their dream homes.

Our partnership with The Corcoran Group grants us access to national publications and advertising opportunities that target a hight net wealth client base across the globe.

LUXURY SALES MARKET SHARE - SMALL & MIDSIZE FIRMS



Sold Price 1M+, Residential, Athens MSA, Jan - Dec 2025

Listing & Selling Your Home

Selling your home can be a stressful process, which is why we strive to make it as seamless and flawless as possible. Our agents provide expertise and excellent service at every step of the home selling process.

STRATEGIC PRICING ANALYSIS

- Similar homes currently on the market
- Similar homes that have recently sold
- Similar homes that are pending to sell
- Similar homes that failed to sell
- Account for desired close date and motivation for selling

PREPARING YOUR HOUSE FOR MARKET

- Walk-through home and prioritize repairs and improvements
- Review common inspection issues
- Staging and cleaning tips
- Recommend vendors to assist with repairs, cleaning and staging

PAPERWORK

- Sign Listing Agreement
- Input into Georgia MLS and Classic MLS
- Complete Seller's Disclosure and Lead Based Paint Disclosure (if applicable)
- Collect Warranty Deed, Survey and other necessary documents

SUCCESSFUL MARKETING

- Professional photography
- Property flyers and Just Listed postcards
- Yard signs
- Open houses
- Social media
- Broker luncheons and sales meetings
- Print advertising opportunities
- Email campaigns to broker community
- Corcoranclassic.com detailed property page

HOW WE MANAGE YOUR SALE

- Negotiate price and terms
- Execute a strong contract that benefits your needs
- Represent your interests at all times
- Guide you through the contract terms
- Provide a timeline for the contract with regular updates
- Utilize electronic signature programs
- Ensure deadlines are met
- Coordinate inspection and vendors
- Recommend vendors and resources
- Communicate with Buyer's Agent throughout the process
- Open and timely communication with you

PREPARE FOR CLOSING

- Furnish necessary documents to closing attorney
- Facilitate communication between you and the attorney
- Coordinate closing date, time and location
- Pre-review all paperwork
- Attend closing

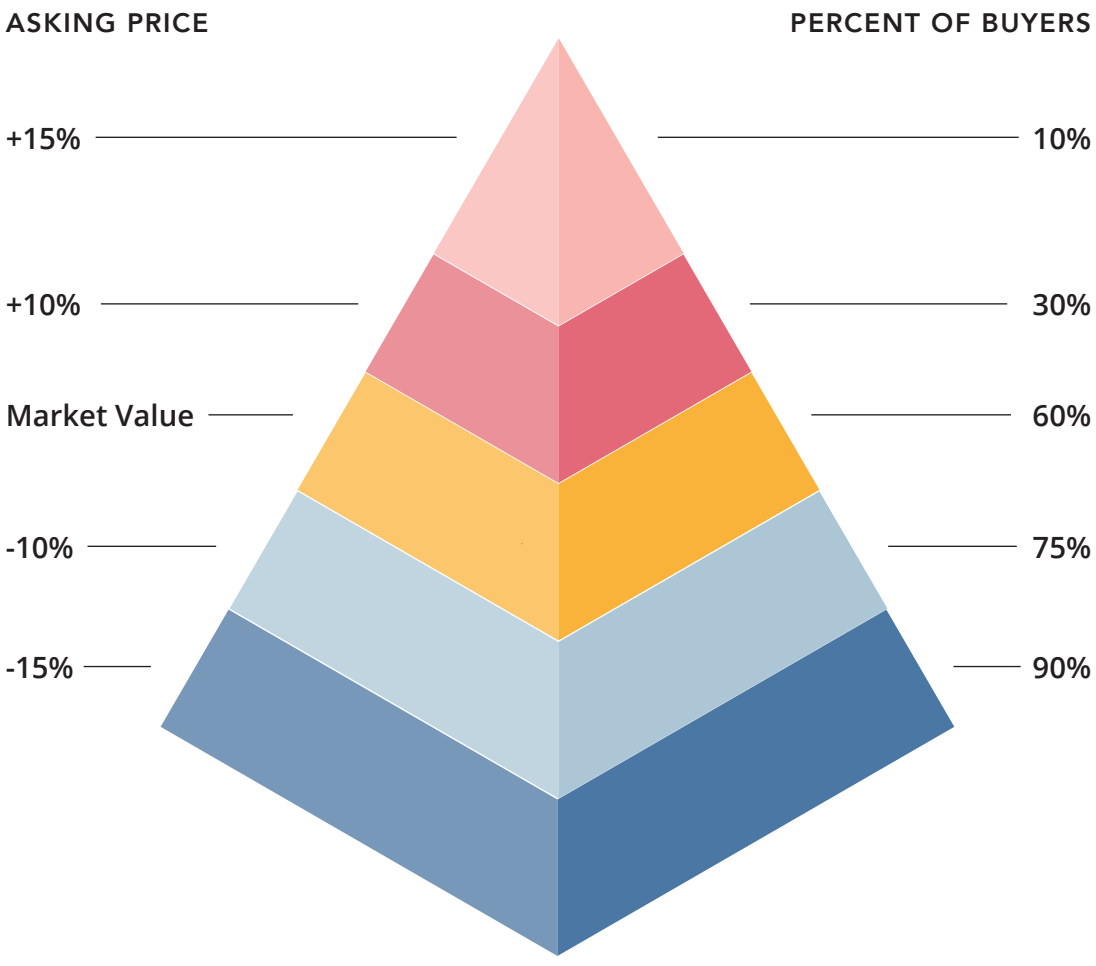
AFTER CLOSING

Completing the sale is not the end. We look to build relationships with our clients. We strive to provide you with the highest level of service to ensure you will use us in the future and refer us to your friends and family.

Price Your Home Right

The closer a home is priced to the market value when it is first on the market, the more likely it will sell quickly and closest to list price. At Corcoran Classic Living, we take great pride in pricing our homes. We analyze comparable properties and strategically chart data to determine the highest list price within a market value range. This allows us to maximize buyer attention without pricing too low.

HOW PRICING AFFECTS POTENTIAL BUYERS



We Help You Prepare

Preparing your house for the market is a critical step to ensuring you receive top dollar for your home and a quick sale. You only have one chance to make a great first impression. Our expert agents will do a thorough walk-through of the home and address necessary repairs, common inspection issues and staging tips that will help in getting your home parade ready.

Maximize Curb Appeal

HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers
- Confirm key, lock, and main entrance door operates smoothly

Make Your Home Sparkle

FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors and carpeting
- Clean windows inside and out
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces
- Clean out fireplace
- Replace any out lightbulbs where lumens/ watts are consistent when in the same room
- Neutralize any odors

DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

DEPERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

Corcoran's Digital Difference

We drive millions of potential buyers to your corcoran.com listing with our proprietary formula of paid search, retargeting, and search engine opitmization.

30.6M

Corcoran.com page views driven by paid and organic search in the last 12 months.

Google Analytics 2024

20%

Percentage of corcoran.com visitors actively searching for a home.

Google Analytics 2024

17%

Percentage of web searches containing the word "rent" for which Corcoran is a top result.

Bullseye 2024

156K+

Estimated leads generated in the last 12 months.

Lead Engine, LeadsRputer, the Hub, and Google Analytics 2024

275M

Display impressions overall to corcoran.com

Google Search Console 2024

5.4M

Web clicks specifically related to listings on corcoran.com.

Google Search Console 2024

Marketing Your Listing

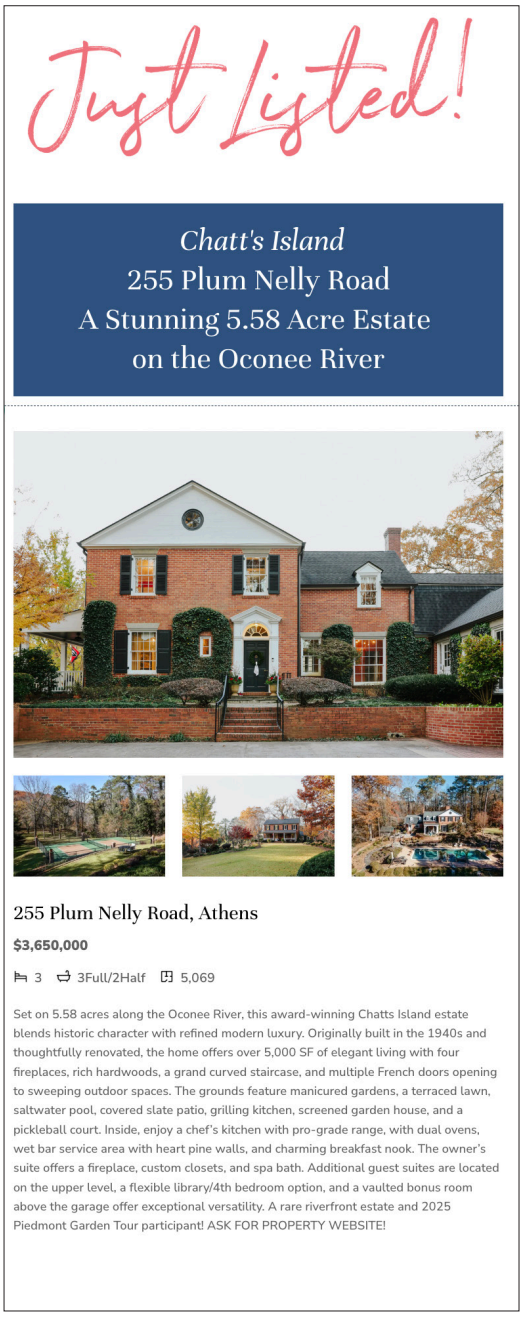
FACEBOOK AND INSTAGRAM

We regularly engage and connect with clients and prospects on Facebook and Instagram. We link every listing back to the property page so users can obtain more information and connect with an agent.



EMAIL CAMPAIGNS

We send targeted email blasts with multiple photos and live links to the entire Athens real estate agent community to keep them informed and aware of your property at all times. Additionally, we target specific buyers from our vast client list.



PROFESSIONAL PHOTOGRAPHY

According to industry research by the National Association of REALTORS®, among buyers who used the Internet during their home search, 87% of buyers found photos very useful in their home search process. You never get a second chance to make a first impression which is why professional photography is critical in presenting your home. We only hire the best when it comes to photographing your home.



Time of Day

Based on the position of the property, we choose the best time of day to shoot the exterior of your home to maximize light and minimize shadows.



Wide Angle Shots

We ensure our listing photos incorporate wide angle shots to capture how spaces connect and flow.



Light

Lighting is important in showing off every corner of your home. We raise blinds, open curtains and turn on all the lights to create a warm feeling and vibrant aesthetic.



Aerials

For certain listings, aerial photography can be beneficial in showing the layout of land surrounding the property.

PRINT COLLATERAL

We utilize an industry-leading platform and our in-house marketing director to produce professionally printed marketing collateral including our property flyers and brochures, Just Listed postcards and more.





PRINT ADVERTISING

We have found that print advertising can be effective at driving traffic back to corcoranclassic.com, especially at the local level. When combined with other marketing efforts, print advertising can have a big impact which is why we continue to advertise in local and regional publications.

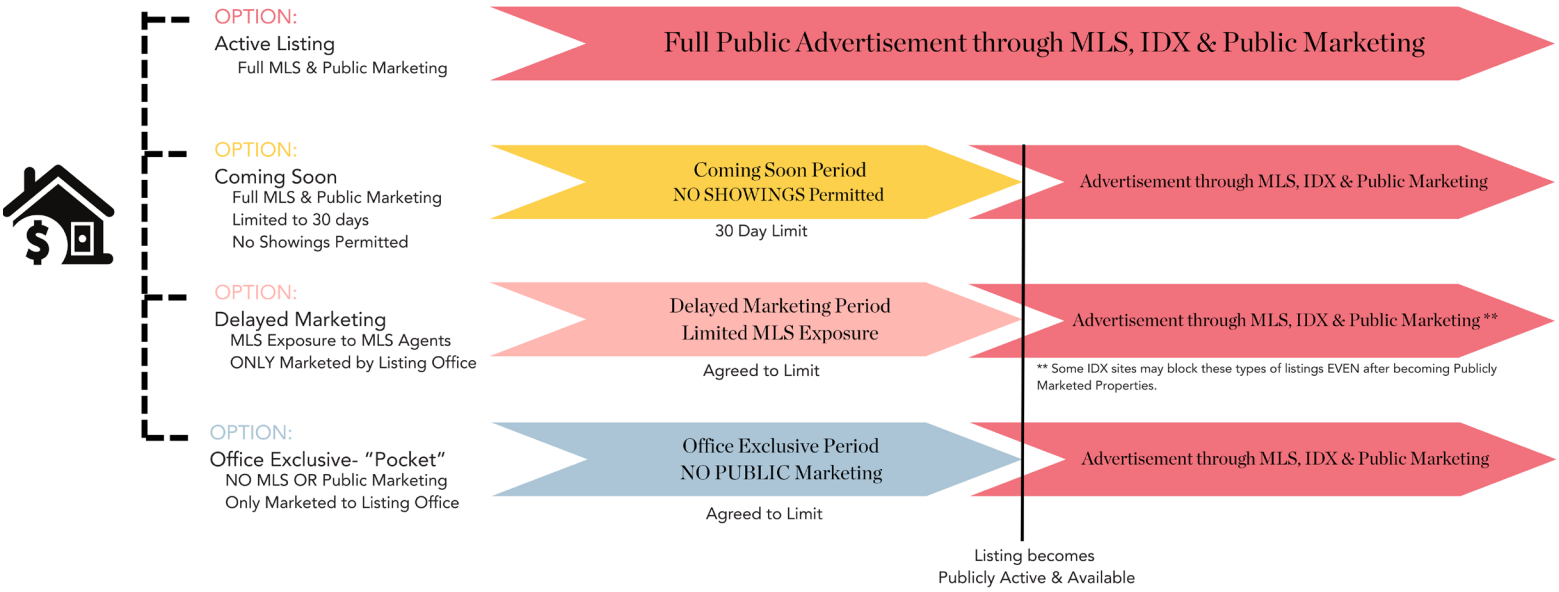






Ways To List Your Property

Navigating the Real Estate market requires a strategic approach, especially when it comes to listing a home for sale. While most sellers aim for maximum visibility and prominence to attract a wide pool of potential buyers, unique circumstances may necessitate a different strategy. This chart explores various methods for listing a property, focusing on how to align the approach with the seller's primary interests, whether that be broad market exposure or a more discreet and private sale.



What is MLS & IDX?

MLS (Multiple Listing Service) are the platforms used by Real Estate professionals to share Listing Information across offices and users, while IDX programs take that listing information and distribute it to Public Facing Sites (Zillow, Homes.com, Company Websites...).

What is Public Marketing?

Public marketing refers to any action taken to advertise a property to a broad audience, beyond one-on-one communication between the listing agent, their client, and other agents within the same brokerage. This includes activities like placing yard signs, distributing flyers, e-blasts, using digital marketing on public-facing websites, and sharing listings on social media.

We Give Back

Corcoran Classic Living believes in giving back to the communities in which we serve. All of our agents contribute time and resources to a wide variety of local organizations including:

- HOPE HAVEN
- FAMILY PROMISE
- ATHENS AREA HOMELESS SHELTER
- ATHENS-CLARKE COUNTY LIBRARY
- BOOKS FOR KEEPS
- CLARKE COUNTY MENTOR PROGRAM
- NUCI'S SPACE
- COUNCIL ON AGING
- MEALS ON WHEELS
- PROJECT SAFE
- EXTRA SPECIAL PEOPLE
- ATHENS MASTER CHORALE
- TOWN AND GOWN PLAYERS
- GEORGIA MUSEUM OF ART
- CHAMBER ENSEMBLE
- UGA PERFORMING ARTS CENTER
- FOOD BANK OF NORTHEAST GEORGIA
- ATHENS YMCA
- ATHENS PRIDE, INC.
- ATHENS LAND TRUST
- ATHENS AREA CHAMBER OF COMMERCE
- OCONEE COUNTY CHAMBER OF COMMERCE
- UNIVERSITY ROTARY CLUB
- HABITAT FOR HUMANITY
- RAILS TO TRAILS
- ATHENS HUMANE SOCIETY
- ATHENS AREA DIAPER BANK
- KEEP ATHENS CLARKE COUNTY BEAUTIFUL



Why Choose Us?

We are a locally owned and operated business comprised of highly skilled real estate professionals committed to providing you with a superior home selling experience. We consistently outperform the competition by offering the highest level of service, guidance, strategic marketing, and expertise. We are ready to work for you.

- **Locally Owned and Operated**
- **Highly Skilled Real Estate Professionals**
- **Professionally Designed Marketing Materials**
- **Strong Local Ties and Connections**
- **Top Searched Web Presence**
- **Community Outreach**



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CLASSIC LIVING

Our Clients Say it Best

Our customers are the lifeblood of our business which is why we strive to surpass expectations with every transaction. While there is always room for improvement, we're proud of our performance and dedication to our clients.

We bought with confidence

We had a great experience working with [our agent] and her team. They took the time to assess what we were looking for in a house, and worked with patience and competence to find a great fit in a challenging buyers market. We bought with confidence!

C.C. Topple

Wonderful experience

We had a wonderful experience with [our agent] in the search and eventual finding and purchasing our first house. She was responsive with what we wanted but also helpful with knowing what we might need! Would definitely use her again if we ever need to move!

M. Hart

Professionalism

[Our agent] took us on as clients at the last minute and we put in a (successful) offer less than two days later. She was great throughout the process, but we really appreciate her helping us out in such a compressed time frame and making it work! Her professionalism, friendliness, and knowledge of the process are to be commended.

L. Jensen

Attentive & responsive

[Our agent] assisted us in finding our home in an extremely competitive market. She listened to our needs and gave excellent advice during our house hunting journey. Working with her was effortless. She kept us up to date throughout the entire process and efficiently communicated what we needed to complete in order to maintain progress. Communication was very important to us as we were moving from out of state and [our agent's] responses were always immediate. She was always available and super attentive. If we wanted to see a house the same day it came onto the market, she made it happen. She would answer all our questions and was super patient.

C. Aaron

Smooth process

[Our agent] sold our house in a flash (at above asking price) and then helped us secure a wonderful home in a hot area by deftly and tactfully helping us to beat out competing buyers. Most importantly, she knew what we wanted and what we didn't, and she made the process as smooth as possible. Highly recommend!

J. Malutinok

Locally Grown. Locally Known.

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Each office is independently owned and operated.