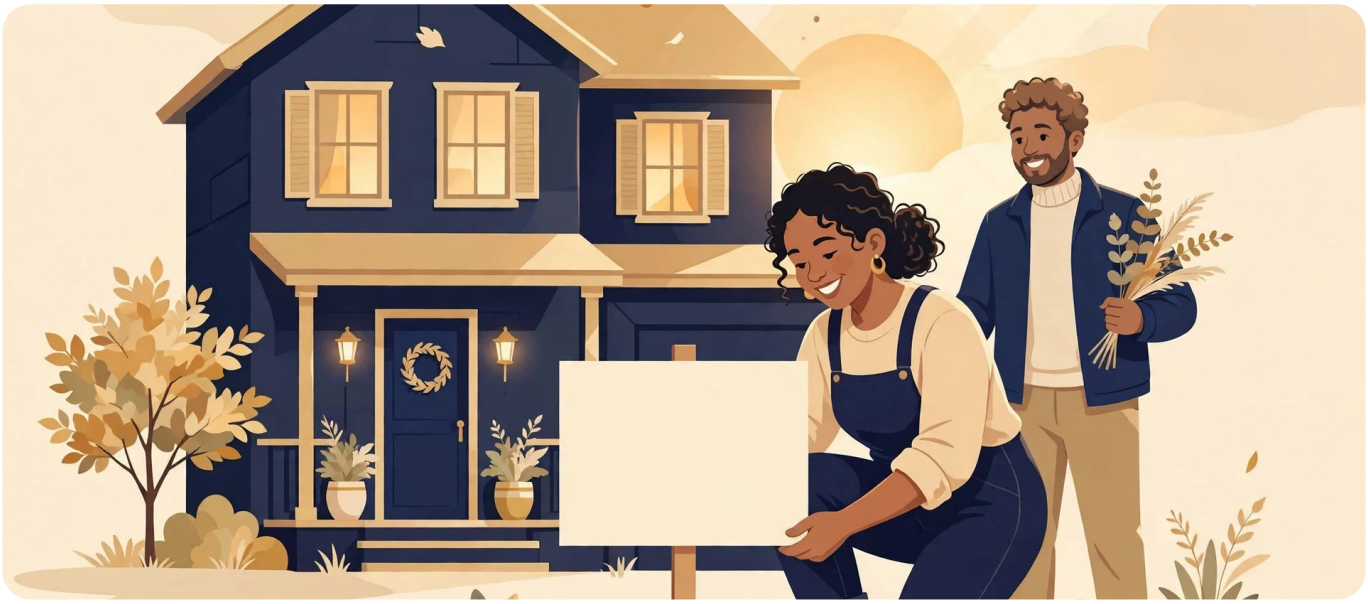
BRANDI BENSON-HICKS
BREG Homes Team • Keller Williams Premier

SELLER GUIDE

PREVIEW EDITION



PRICE IT RIGHT. PREP WHAT PAYS. SELL WITH A PLAN.

Market-Ready Seller Packet

If you are selling, three questions decide everything: Will we price it right? How long will it sit? Will it actually sell? This packet answers all three - with a marketer's plan built on how buyers actually think, and proof it works: 11 days to contract in Conyers, 21 days at $1.1M in Marietta, 6 days in Decatur.

Pricing Right	Prep That Pays	30-Day Plan
THE FIRST DECISION	NO WASTED SPEND	LIST TO CONTRACT

11 days TO CONTRACT

52 days LIST TO SOLD

Recent proof in Conyers: 2319 Lochinver Lane SW, Conyers, GA 30094 - under contract in 11 days and sold in 52 days. Prepared right and priced right, a home does not have to sit.

Prepared for you by Brandi Benson-Hicks, Real Estate Advisor
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Meet Brandi

Brandi Benson-Hicks

Real Estate Advisor • BREG Homes Team • Keller Williams Premier

Before real estate, I spent ten years in marketing — and my specialty was the buyer persona: the deep science of who buys, why they buy, and what makes them pay. Understand this: that is not a side skill in selling your home. That *is* selling your home.

It's why I never "list and wait." I price against how buyers actually behave, not how we wish they would. I prep the rooms buyers actually judge. And I launch your home the way a marketer launches a product — to a known audience, with a story built to convert. The proof is in the days on market: 11 days to contract at $486K in Conyers (sold in 52). 21 days at $1.1M in Marietta. 6 days at $115K in Decatur.

When you list with me, you don't get an agent who also does a little marketing. You get a decade-deep marketer who happens to be one of the sharpest negotiators in the East Metro. Your buyer is already out there. My job is to make them see your home the way I do — irresistible.

11 days	21 days	6 days
TO CONTRACT • $486K CONYERS	TO CONTRACT • $1.1M MARIETTA	TO CONTRACT • $115K DECATUR

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Stay Connected

Stay connected with me.

This packet is the beginning, not the whole library. I host webinars and seminars all year — credit restoration, the VA loan process, buying a home — and the people connected with me hear about every one of them first, along with every new guide and resource I release.

My events on Eventbrite — follow me so you never miss a webinar or seminar: VeteranCreditReadiness.eventbrite.com

Everything in one place — my Beacons page: the newest resources, guides, lists, and signups: beacons.ai/brandilbenson

Instagram — follow along daily: instagram.com/realtorbrandil.benson (@realtorbrandil.benson)

East Metro Insider on Facebook — my community for Conyers, Covington, McDonough & beyond: facebook.com/groups/1432955898978858

Connect on even one of these and you'll never miss a step that could change your timeline.

THE DECISION THAT DRIVES EVERYTHING

How pricing really works

Buyers do not decide what your home is worth in a vacuum. They compare it - instantly, on their phones - to every similar home nearby. Price is not just a number; it is your marketing. The right price creates urgency. The wrong price, even by a little, quietly costs you time and leverage. That is why Brandi prices against how buyers actually behave - not how we wish they would.

How Brandi builds your price

- **Recent comparable sales** - similar homes nearby that actually sold, adjusted for size, condition, updates, and lot.
- **Active competition** - what a buyer could choose instead of yours, today, at the same price.
- **Pending sales and days on market** - what is moving quickly, what is sitting, and why.
- **Your home's story** - condition, location within the neighborhood, and features buyers in Rockdale and Henry are actively paying for right now.

Priced in the sweet spot

Strong showing traffic in week one, real conversations, and the best chance of competing offers. Momentum is highest when a listing is new.

Priced too high

Fewer showings, longer days on market, and buyers asking "what is wrong with it?" Price cuts later rarely recover the buzz of a strong launch - and often land below where a right-first price would have sold.

Priced too low on purpose?

Sometimes a strategic price can spark competition, but it is a tactic, not a guess - and it only works with a clear plan and a market that supports it. We talk it through honestly before we ever list.

What about appraisals?

If a buyer is financing, an appraiser will check value against comparable sales. A price the comps cannot support can unravel at appraisal, even with a willing buyer. Pricing with the comps protects your contract.

Brandi's pricing promise

You will see the numbers behind the recommendation - the comps, the competition, and the reasoning - before you decide. No pressure to list at a number you do not believe in, and no inflated number just to win your listing. If the market moves, we adjust together, early and on purpose.

YOUR CHECKLIST - KEEP THIS PAGE

Home-prep checklist, room by room

Work top to bottom - starting with the rooms buyers actually judge. The goal is not perfection - it is clean, bright, uncluttered, and clearly cared for, so buyers can picture their own life in the home. Check each box as you go.

Curb appeal (first 10 seconds)

- [ ] Mow, edge, weed, and fresh mulch
- [ ] Pressure-wash driveway and walkway
- [ ] Clean front door; touch up paint if needed
- [ ] New welcome mat and working porch light
- [ ] Trim shrubs away from windows

Every room

- [ ] Declutter surfaces; clear closets by a third
- [ ] Deep clean - baseboards, fans, windows
- [ ] Replace burned-out bulbs; match bulb color
- [ ] Patch small nail holes; touch up scuffs
- [ ] Open blinds for showings; maximize light

Kitchen

- [ ] Clear counters except 1-2 styled items
- [ ] Clean appliances inside and out
- [ ] Fix dripping faucets and loose handles

Bathrooms

- [ ] Re-caulk and scrub grout; fix running toilets
- [ ] Fresh white towels for showings and photos
- [ ] Clear counters; store personal items out of sight

Primary bedroom

- [ ] Crisp, neutral bedding; bed made daily
- [ ] Clear nightstands; hide cords and chargers

Whole-home fixes buyers notice

- [ ] Service HVAC; replace filters
- [ ] Fix sticking doors, squeaks, and loose railings
- [ ] Address any visible leak or water stain source
- [ ] Test smoke and carbon monoxide detectors
- [ ] Gather warranties, manuals, and service records

Before photos and showings

- [ ] Hide pet items, trash cans, and cleaning supplies
- [ ] Toilet lids down; beds made; laundry away
- [ ] Cars out of the driveway for photos

Not sure if a fix is worth it?

Ask before you spend. Some projects return every dollar and more; others barely move a buyer's decision. Page 5 sorts the worth-it list from the skip list - and Brandi will walk your home with you and prioritize together.

SPEND WHERE IT COUNTS

High-return fixes vs. the skip list

Every dollar of prep should have a job: help the home photograph better, show better, inspect cleaner, or appraise stronger. If a project does none of those, it is probably a gift to the next owner - at your expense.

Usually worth it

- **Paint in a warm neutral** - the single best-value refresh in most homes
- **Deep clean and carpet cleaning** - or replacing badly worn carpet
- **Minor kitchen refresh** - hardware, faucet, lighting - not a full remodel
- **Fixing the obvious** - leaks, drips, damage, anything an inspector will flag first
- **Front-door and curb work** - buyers decide how they feel before they step inside
- **Lighting upgrades** - brighter, consistent bulbs and updated dated fixtures

Usually skip before listing

- **Full kitchen or bath remodels** - taste is personal and returns rarely cover cost this close to a sale
- **Adding a pool or major addition**
- **Replacing systems that work** - disclose honestly and price accordingly instead
- **Highly personal finishes** - bold colors and niche upgrades narrow your buyer pool
- **Big landscaping projects** - tidy and fresh beats redesigned

Staging on a budget (most homes: $0 - a weekend)

- **Edit, do not buy.** Remove about a third of furniture and decor so rooms read larger. Rent a small storage unit if closets and the garage are overflowing - buyers read full closets as "not enough space."
- **Give every room one clear job.** A dining room that is also an office and a gym confuses buyers. Set it as one thing, simply.
- **Style three spots:** the entry, the kitchen island or table, and the primary bed. Fresh towels, a plant, and crisp bedding do most of the work.
- **Smell and sound matter.** Air the home out, skip heavy fragrances, and leave soft background music on for showings if you like.

Photos are your first showing

Almost every buyer meets your home online first. That is why prep happens *before* photography - never after. Brandi coordinates professional photos only when the home is truly ready, because you only get one launch.

SHOWINGS, OFFERS, NEGOTIATION

Reading an offer like a pro

The highest price is not always the strongest offer. A slightly lower offer with clean financing and flexible terms often closes more reliably than a top-dollar offer held together with contingencies. Here is how Brandi reviews every offer with you.

Look beyond price at	Why it matters
Financing strength	Pre-approval quality, loan type, and down payment size signal how likely the buyer is to reach closing - and how the appraisal may go.
Earnest money	A larger deposit shows commitment and gives you more protection if a buyer walks away outside the contract terms.
Contingencies	Inspection / due diligence length, financing and appraisal terms, and any sale-of-home contingency all change your risk and timeline.
Closing timeline and flexibility	A close date that fits your move - or flexibility on possession - can be worth real money in stress avoided.
Requested extras	Seller-paid closing costs, repairs, or included items reduce your net even when the headline price looks higher.

During showings

- **Make it easy to see your home.** Flexible showing windows in week one capture the most motivated buyers.
- **Step out for showings.** Buyers relax, linger, and imagine living there when the seller is not home - and honest feedback flows more freely.
- **Feedback is data.** Brandi collects showing feedback and watches traffic daily. If the market is telling us something, you hear it fast - with options, not just problems.

If offers are slow

Silence is information, not failure. We look at traffic, feedback, and fresh competition together, then choose the strongest lever - presentation, incentives, or price - once, decisively. Small, early adjustments protect your momentum far better than chasing the market down later.

THE FULL PACKET

This was the preview edition.

You have the pricing logic, the room-by-room prep checklist, and the fixes that pay. The full Market-Ready Seller Packet goes deeper — and it is free for East Metro Insider members.

Inside the full packet

- **Your listing timeline** — the week-by-week rhythm from walk-through to closing day, including the Georgia notes every seller here should know
- **The closing checklist** — exactly what to have ready and what to expect once you are under contract
- **Coordinating a sale and a purchase** — how contingencies, timing, and your next home get planned from day one, not improvised under contract

Join the East Metro Insider

Members receive the complete packet free — plus every new guide, list, and local briefing I release for Conyers, Covington, McDonough & beyond. Join on my Beacons page: **beacons.ai/brandilbenson** — and if you would rather just talk it through, call or text me at (470) 873-9034.



YOUR GUIDE IN THE EAST METRO

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Start with a free, no-pressure home valuation and pricing walk-through. You will leave with real numbers and a clear plan - whether you list now, later, or not at all.

Disclaimer: This packet is general educational information only. It is not legal, tax, or financial advice, and it does not guarantee a sale, a price, a timeline, or appraisal results. Timelines, contract terms, and market conditions vary - confirm the specifics of your situation with Brandi and, where needed, a Georgia real estate attorney or qualified professional. The Lochinver Lane result cited is one past sale and is not a promise of a similar result. Equal Housing Opportunity.