

PHILADELPHIA & SOUTH JERSEY

HOME SELLER GUIDE

Your step-by-step roadmap to a successful sale



Andre Richardson

LISTING SPECIALIST • HOMESMART REALTY ADVISORS

(267) 977-0304 | BossRealtor777@gmail.com
AndreRichardson.com | lnk.bio/AndreRichardsonRealtor

Let's Sell Your Home

A personal note from Andre Richardson

Hi there,

Selling your home is one of the biggest financial moves you'll make, and you deserve a guide who treats it that way. As a Listing Specialist with HomeSmart Realty Advisors, I've helped homeowners across Philadelphia and South Jersey sell faster and for more, with less stress.

This guide walks you through every stage of the journey, from pricing and preparation to marketing, offers, and the closing table. Keep it close, make notes, and reach out anytime with questions.



Serving Philadelphia & South Jersey

What's Inside This Guide

1

Pricing Strategy

Position your home to attract serious buyers fast.

2

Prep & Staging

Simple upgrades that boost your sale price.

3

Marketing Plan

How your home gets seen everywhere it matters.

4

The Process

A clear timeline from listing to closing day.

5

Offers & Negotiation

Get the strongest terms, not just the highest price.

6

Costs & Net Proceeds

Know your PA/NJ numbers before you sell.

Pricing Strategy

Price it right from day one

The first two weeks on the market are the most important. Homes priced correctly attract the most showings, the strongest offers, and often sell for more than those that start high and chase the market down.

How We Determine Your Price

- A Comparative Market Analysis (CMA) of recently sold homes near you, in your Philadelphia or South Jersey neighborhood.
- Current competition: what active and pending listings tell us about buyer demand.
- Your home's unique condition, upgrades, lot, and location adjustments.
- Seasonality and local market trends that affect timing and price.

The Overpricing Trap

Starting too high scares off buyers, leads to price cuts, and leaves your home sitting longer, which buyers read as a warning sign.

The Pricing Sweet Spot

Pricing at or just below true market value creates urgency, competition, and often multiple offers above asking.

Philly & South Jersey Insight

Local buyers are savvy and well-informed. Transfer taxes and closing costs differ between Pennsylvania and New Jersey, so we build a pricing and net-proceeds strategy tailored to exactly where your home sits.

Prep & Staging

Make buyers fall in love

Buyers decide within seconds. A clean, bright, well-staged home photographs beautifully and helps buyers picture their life there, which translates to stronger offers.

CURB APPEAL

- Fresh mulch & trimmed landscaping
- Clean walkway & front door
- New welcome mat & house numbers
- Power-wash siding & windows

DECLUTTER & CLEAN

- Clear countertops & surfaces
- Pack personal photos away
- Deep clean every room
- Organize closets & storage

SMALL REPAIRS

- Fix leaky faucets & squeaks
- Touch up paint & scuffs
- Replace burnt-out bulbs
- Tighten handles & hinges

Staging Pays Off

Staged homes typically sell faster and for a higher price than empty or cluttered ones. Even light staging, such as neutral decor, fresh linens, and smart furniture placement, makes rooms feel larger and more inviting. I'll advise on exactly where to focus your time and budget for the biggest return.

Don't Over-Improve

Not every renovation pays you back. Before you spend on big projects, let's talk; sometimes a deep clean and minor refresh deliver a far better return than a costly remodel.

Marketing Plan

Maximum exposure to the right buyers

Great marketing puts your home in front of as many qualified buyers as possible. Here's how we make your listing impossible to ignore across the Philadelphia and South Jersey market.

1

Professional Photography & Video

Magazine-quality photos, drone shots, and walkthrough video that make your home shine online.

2

MLS & Major Portals

Syndicated to Zillow, Realtor.com, Redfin, and hundreds of sites where buyers are searching.

3

Social Media Campaigns

Targeted Facebook, Instagram, and online ads reaching buyers actively looking in your area.

4

Email & Agent Network

Direct outreach to my buyer database and the wider agent community to spark early interest.

5

Open Houses & Showings

Well-promoted open houses and flexible private showings to keep traffic high.

6

Premium Listing Materials

Custom flyers, a dedicated property page, and signage that elevate your home's presence.

First Impressions Happen Online

More than 90% of buyers start their search on the internet. That's why professional photography and a polished online presence are the heart of your marketing plan, and they're included with every listing I take.

The Selling Process

Your timeline from listing to closing

Knowing what comes next removes the stress. Here's the typical journey, though every sale is a little different.

1

Consultation & Pricing

We tour your home, review comps, and set a winning price and strategy.

2

Prep & Staging

Repairs, decluttering, and staging get your home photo-ready.

3

Go Live & Market

Professional photos, MLS launch, and full marketing push begin.

4

Showings & Open Houses

Buyers tour your home; we gather feedback and track interest.

5

Offers & Negotiation

We review offers and negotiate the best price and terms for you.

6

Under Contract

Inspections, appraisal, and the buyer's financing move forward.

7

Closing Day

You sign, hand over the keys, and collect your proceeds.

Offers & Negotiation

The highest number isn't always the best offer

When offers arrive, we look beyond price. The strongest offer balances a great number with terms that protect you and get you to the closing table smoothly.

What We Evaluate in Every Offer

- Offer price and how it compares to your bottom line and the market.
- Financing type: cash, conventional, FHA, or VA, and the strength of pre-approval.
- Contingencies for inspection, appraisal, and financing, and their timelines.
- Earnest money deposit, which shows how serious the buyer is.
- Requested closing date and any seller concessions or repair requests.

Multiple Offers?

When demand is high, we may invite highest-and-best offers and leverage competition to drive your price and terms up.

Counteroffers

Rarely is the first offer the final one. I negotiate on your behalf to improve price, timeline, and conditions.

Your Advocate at the Table

Negotiation is where experience pays for itself. I keep emotions out of the deal, protect your interests, and work every detail to maximize your net proceeds, not just the headline price.

Closing the Sale

From accepted offer to keys handed over

Once you're under contract, several steps happen behind the scenes. I'll coordinate everyone involved and keep you informed every step of the way.

1 Home Inspection

The buyer inspects the home. We negotiate any repair requests or credits.

2 Appraisal

The lender's appraiser confirms the home's value supports the loan.

3 Title & Settlement

Title is searched and cleared; the settlement company prepares closing docs.

4 Final Walkthrough

The buyer confirms the home's condition shortly before closing.

5 Settlement Day

Documents are signed, funds are disbursed, and ownership transfers.

Smooth Closings Are No Accident

Most delays come from financing, title, or paperwork surprises. I stay on top of every deadline and work closely with lenders, title companies, and the buyer's agent so your closing stays on schedule.

Costs & Net Proceeds

What sellers typically pay in PA & NJ

Your net proceeds are what you walk away with after costs. Here are the typical expenses, so there are no surprises. I'll prepare a personalized net sheet for your home.

Real Estate Commission

Agreed up front; covers full-service marketing & representation.

Transfer Taxes

PA realty transfer tax is commonly split buyer/seller; NJ charges a seller Realty Transfer Fee that rises with price.

Settlement / Title Fees

Settlement company, document prep, and any owner's title items.

Mortgage Payoff

Remaining loan balance plus any prorated interest.

Property Tax & Utility Prorations

Your share of taxes and utilities up to closing day.

Optional Concessions

Any negotiated credits toward the buyer's closing costs or repairs.

PA vs. NJ Matters

Pennsylvania and New Jersey handle transfer taxes and closing costs differently, and they can vary by municipality. Because I work both sides of the river, I'll show you exactly what to expect for your specific address.

Frequently Asked Questions

Q How long will it take to sell?

It depends on price, condition, and the market, but well-priced, well-marketed homes in Philly and South Jersey often attract strong interest within the first couple of weeks.

Q Should I make repairs before listing?

Often yes for small, high-impact fixes. We'll prioritize repairs that boost value and avoid spending on projects that won't pay you back.

Q Do I need to be out for showings?

It's best to step out so buyers feel comfortable. I'll coordinate scheduling to keep it convenient for you.

Q What if my home doesn't appraise?

We have options, including renegotiating, providing comparable data, or adjusting terms. I'll guide you through it.

Q Can I sell while buying my next home?

Absolutely. We can align timelines and explore options so your sale and purchase work together smoothly.

Q What makes you different?

Local expertise across PA and NJ, full-service marketing, and a relentless focus on your net result, not just a quick sale.

Seller's Checklist

From first prep to closing day

BEFORE YOU LIST

- ☐ Meet with Andre & set your price strategy
- ☐ Complete repairs & touch-ups
- ☐ Declutter, deep clean & depersonalize
- ☐ Boost curb appeal
- ☐ Schedule professional photos
- ☐ Gather warranties, manuals & utility info

UNDER CONTRACT

- ☐ Prepare for the home inspection
- ☐ Cooperate with the appraisal visit
- ☐ Respond to requests promptly
- ☐ Begin planning your move

WHILE ON THE MARKET

- ☐ Keep the home show-ready daily
- ☐ Be flexible with showing times
- ☐ Review feedback & adjust if needed
- ☐ Promote open houses with Andre

BEFORE CLOSING

- ☐ Complete agreed repairs
- ☐ Cancel/transfer utilities & insurance
- ☐ Forward your mail & update address
- ☐ Gather keys, remotes & garage openers
- ☐ Do a final walkthrough cleanup

READY WHEN YOU ARE

Let's Get Your Home **SOLD**

Whether you're ready to list now or just exploring your options,
I'd love to talk. Reach out for a free, no-pressure home
valuation, and a personalized selling plan for the Philadelphia
or South Jersey market.



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