MARCUS PAYNE · EXP REALTY

The Seller's Guide

From listed to sold, the Payne way



The Payne Listing Method
Seven steps to the strongest price p.13

The 10-stage roadmap
Listing to closing, start to finish p.10

In their words
Three sellers on working with Marcus p.5

Marcus Payne REALTOR®

MIDDLE GEORGIA & SURROUNDING AREAS

2025 WINNER Best OF MIDDLE GEORGIA The Telegraph

2026 WINNER Best OF MIDDLE GEORGIA The Telegraph

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REALTOR®

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YOUR CHOICE FOR ALL THINGS REAL ESTATE

"Going the extra mile so you can walk confidently into your next chapter."

I'm so glad you're here! Selling your home is a big decision, and I'm honored to guide you through every step of the journey. I take pride in making the process smooth, strategic, and as stress-free as possible.

Real estate is personal, and so is my approach. I'll take the time to understand your goals, showcase your home's value, and help you navigate the market with clarity and confidence. With proven expertise and a heart for service, I'm here to be your advisor, marketer, and strongest advocate.

You're not just working with an agent, you're gaining a dedicated partner who truly cares.

Let's make your home sale a success—together.

Marcus Payne
REALTOR®



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THE SELLER'S GUIDE

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The ten stages

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Why Work with Me?

TRUSTED EXPERIENCE TAILORED TO YOU

With years of experience in real estate, I've had the privilege of helping hundreds of families sell their homes. I specialize in pricing and marketing strategies, negotiations, military relocation, and I'm proud to be affiliated with eXp Realty, one of the most trusted names in the industry.

My commitment is centered on delivering top-tier service, skilled negotiations, and clear, honest communication every step of the way. To better serve you, I also hold the following credentials:

- REALTOR®
- Pricing Strategy Advisor (PSA)
- Military Relocation Professional (MRP)
- Best of Middle Georgia #1 REALTOR®

YOUR MIDDLE GEORGIA #1 REALTOR®

Helping buyers, sellers & investors in:

Warner Robins · Bonaire · Kathleen · Perry · Byron · Macon
and ALL of Middle Georgia + Surrounding Areas



250+	100+	#1	5+
FAMILIES SERVED	FIVE-STAR GOOGLE REVIEWS	BEST OF MIDDLE GEORGIA 2025 & 2026	YEARS OF MIDDLE GEORGIA MARKET EXPERTISE

Client Testimonials

WHAT OUR CLIENTS ARE SAYING

★★★★★



Working with Marcus to list and sell my home was an outstanding experience from start to finish. Selling a home can feel overwhelming, especially when there are so many details, decisions, and questions along the way. Having Marcus on our side made all the difference. ... It was clear that he knew the market and understood what it takes to successfully list and sell a home. ... Having Marcus on our side gave us peace of mind, and that is something you simply cannot put a price on.

Clair Jones

★★★★★

Marcus is absolutely AMAZING! I didn't know where to start when I decided to list my house for sale. I reached out to Marcus and he pretty much took over from there. I thought it would be so stressful but he made everything so smooth and easy. From his suggestions on prepping the house for market, to the paperwork, to finding my new house, it was a breeze from start to finish. I was able to close on both homes on the same day AND I got more than what we listed the house for! I highly recommend Marcus to anyone who's looking to sell or purchase a home! He definitely exceeded any expectations that I had! ***Brittany Vonier***



★★★★★



Working with Marcus to sell our home was a dream come true. From the very beginning, he demonstrated unmatched professionalism, expertise, and dedication. Marcus provided invaluable guidance on preparing our home sale, including staging tips & pricing strategies that attracted numerous potential buyers. ... He went above & beyond to ensure the selling process was smooth & stress free. My husband and I highly recommend Marcus to anyone looking to sell their home.

Rona Volley

The Advantage of Offering Buyer Agent Compensation





Offering a buyer's agent commission can make your listing more attractive, drive more showings, and increase your chances of a smooth sale. By incentivizing agents to bring qualified buyers, you expand your reach and create a more competitive selling environment.

Increased Exposure

Agents are more motivated to show your home when they know they'll be compensated. More showings mean more potential buyers.

Faster Sale

With more buyer interest, your home is more likely to sell quickly. Reduced time on market often means fewer price drops.

Competitive Advantage

Many sellers skip offering commission. Doing so sets you apart and makes your property more appealing to agents and buyers.

Potentially Higher Offers

When more buyers compete, offers can climb. The right incentive can spark bidding wars that work in your favor.

Smoother Negotiations

Buyer agents work harder to close when they're compensated, which can lead to smoother, faster negotiations.

Broader Buyer Pool

Some buyers can't afford to pay their agent directly. Offering commission keeps your home accessible to more qualified buyers.



About Your Home

HELP ME UNDERSTAND YOUR HOME

- What attracted you to your home and made you buy it?
- What are your favorite features of your home?
- What do you like most about your neighborhood?
- Any favorite nearby attractions and amenities?
- What price did you pay for your home?
- What is the minimum price you will accept?
- Does your home have any structural damage?

"Making sure your home sells quickly and at the right price!"

About Your Situation

UNDERSTANDING YOUR GOALS

☐ Your Why

"Why are you planning to sell, and is there a specific timeframe you're working with?

☐ Your Plan

What are your next steps if your home remains on the market longer than expected?

☐ Obstacles

Are you aware of any potential challenges that might affect the sale of your home?

"My top priority is understanding your unique home-selling situation."



Marcus Payne
REALTOR®

YOUR CHOICE FOR ALL THINGS REAL ESTATE

LET'S SELL YOUR

HOME TODAY

I'll be by your side through every step of your home-selling journey!



Home Selling *Roadmap*

A HOME SELLER OVERVIEW

1

Strategy Consult

Meet with me to set your goals, timeline, and plan

2

Pricing

Review comparable homes and establish a price for your home

3

Marketing

Launched with the Payne Listing Method

4

Listing

Your home will be added to the MLS for buyer viewing

5

Showings

Scheduled open house and tours to attract serious buyers

6

Offers

Review, compare, and respond to offers with expert guidance

7

Home Inspection

Review findings and negotiate repairs as needed

8

Appraisal

Confirm market value to satisfy the buyer's lender

9

Last Steps

Finish packing, turn off utilities, and handle final details

10

Closing

Sign final documents and transfer the title to the new owner



STEP ONE

Strategy Consult

Selling your home is a major milestone, and one of your biggest financial decisions. That's why the right real estate agent matters. With an experienced professional by your side, you'll navigate every step with confidence, clarity, and a partner committed to protecting your interests and maximizing your results.

What to Look for in Your Consult:

- [ ] **Understands Your Goals**
  A great agent listens closely to your needs, whether it's a fast sale, top dollar, or both, and creates a plan that aligns with your priorities.

- [ ] **Knows the Local Market**
  They have deep knowledge of your neighborhood and understand pricing trends, buyer behavior, and what helps homes stand out in your area.

- [ ] **Strong Marketing Skills**
  From professional photos to strategic online exposure, the right agent knows how to present your home in its best light and attract serious buyers.

- [ ] **Clear Communicator**
  You'll get regular updates, honest guidance, and quick responses—so you're never left guessing.

- [ ] **Skilled Negotiator**
  They protect your bottom line—navigating offers and inspections with confidence to help you walk away with the best deal.

STEP TWO

Pricing Strategy

PRICING YOUR HOME TO SELL

Pricing your home right from the start is key to a quick, profitable sale. Price too high, and it may sit on the market and need reductions. Too low, and you risk losing profit. The best strategy is a competitive, research-backed price that draws buyers immediately. Here is how we will help you price your home strategically:



1. **Comparative Market Analysis (CMA):** We evaluate recent sales of similar homes in your area to identify a competitive and accurate price range.
2. **Local Market Trends:** We track market shifts, buyer demand, average days on market, and seasonal patterns to price your home strategically.
3. **Your Home's Unique Features:** Everything from updates and condition to location and curb appeal influences your home's market value.
4. **Buyer Psychology:** Pricing smartly can generate strong interest—and in some cases, multiple offers that push your sale price higher.

What Happens When You Price Right:

- More online views and showings
- Faster offers from serious buyers
- Less room for negotiation
- Higher likelihood of a smooth closing process

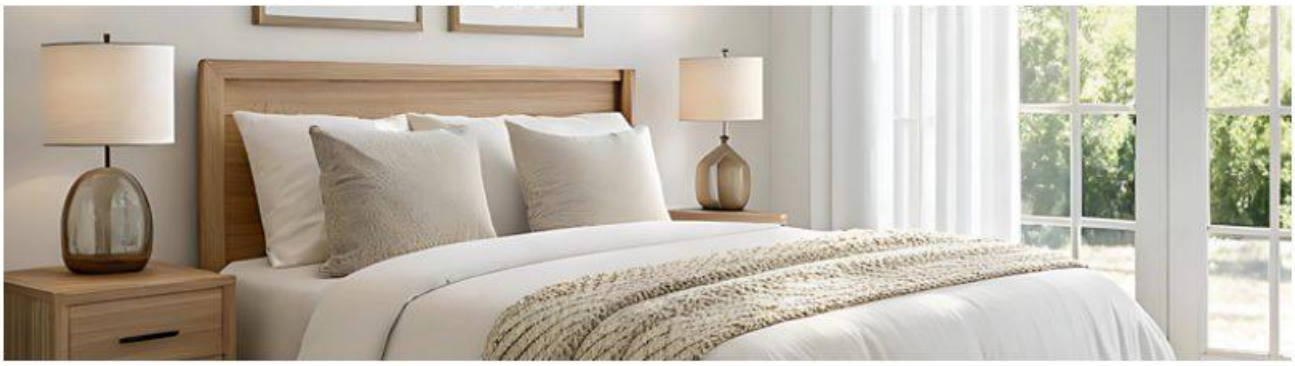
Signs You May Need a Price Adjustment:

- Little activity within the first 1–2 weeks
- Lots of views, but no offers
- Feedback indicating the home is priced too high compared to others on the market

STEP THREE

The Payne Listing Method

SEVEN STEPS TO THE STRONGEST PRICE



01 Pre-Listing Walkthrough

What to fix, what to skip, and whether a pre-listing inspection makes sense

02 Pricing Strategy

A written comparable report, so you see exactly how we arrive at the number

03 Photo, Video + Drone

Professional photography, aerial footage, video, and a floor plan

04 Coming-Soon Launch

Your home reaches my database and social audience before it hits the market

05 Market Week

Open house, outreach to top local agents, and targeted ads, including out of state

06 Monday Reports

Every week, from me: views, showings, and buyer feedback

07 Negotiate + Close: I negotiate every offer and manage every deadline through closing.

Preparing Your Home

BOOSTING VISUAL APPEAL

Use these tips to boost your home's visual appeal and make a great first impression on buyers—inside and out!

Interior:

- Ensure all appliances are in good working order
- Make sure all lights are strong and working
- Check water is draining correctly
- Clean countertops, sinks, and cabinet fronts
- Wipe down washer and dryer surfaces
- Replace or thoroughly clean shower curtains
- Set out fresh, clean towels and floor mats
- Wash all bedding and fluff pillows
- Store all clothing neatly out of sight
- Tidy up, toss, or pack away unused items
- Declutter shelves and closet spaces
- Arrange furniture to maximize space and flow

Exterior:

- Repair cracks or remove stains from driveway
- Wash all interior and exterior windows
- Ensure gutters are clean and debris-free
- Clean or refresh the front door with paint
- Straighten or remove outdoor furniture as needed
- Touch up any chipped or faded exterior paint
- Rake up and dispose of fallen leaves
- Refresh wooden fences with paint or stain
- Refinish or stain the patio surface
- Mow the lawn and neatly trim the edges



Professional Photos

SHOWCASING YOUR HOME AT ITS BEST

Professional photography can make a powerful difference—helping your home sell faster and for a higher price. Most buyers decide whether to visit a property based on the listing photos they see online. As your agent, I'll make sure your home is captured beautifully and showcased at its very best.

Homes with professional photography:

- Tend to sell faster than homes with lower-quality images
- Pull more online views, which puts your home in front of more serious buyers
- Make a stronger first impression during the first weeks on market, when interest peaks







Photography Prep

A CHECKLIST TO PREPARE FOR PHOTOS



- [ ] Remove personal items, excess furniture, and unnecessary knick-knacks.
- [ ] Deep clean the entire home. Dust, vacuum, mop, and clean all surfaces.
- [ ] Ensure windows are spotless for clear views and maximum light.
- [ ] Scrub sinks, toilets, bathtubs, and showers, and hang fresh towels.
- [ ] Clean and organize the kitchen: clear countertops, and clean appliances.
- [ ] Touch up paint where needed on both interior and exterior walls.
- [ ] Arrange furniture for open space: Create a welcoming and spacious layout.
- [ ] Mow the lawn and trim hedges: ensure the front and back yards are neat and tidy.
- [ ] Store trash bins out of sight: ensure they are not visible from the street or in photos.
- [ ] Remove all furry friends from the areas being photographed.
- [ ] Create a list of all the areas you want the photographer to capture.

Your Choice For ALL Things Real Estate

STEP FOUR

Listing Your Home

IT'S TIME TO GO LIVE AND GET SEEN

With professional photos ready and your pricing strategy set, it's time to officially launch your home on the market. This step is all about exposure—getting your listing in front of as many qualified buyers as possible.

Go Live on the MLS

Your home will be listed on the MLS, making it instantly visible on top sites like Zillow, Realtor.com, and Redfin—where buyers and agents are actively searching.

Online Visibility Across Major Platforms

Beyond the MLS, your listing will appear on top real estate sites and apps, maximizing exposure and attracting buyers fast.

Targeted Marketing Campaigns

To boost exposure, I'll run targeted marketing including email campaigns, social media ads, local postcards, and a custom listing page or virtual tour.



Buyers often decide within seconds whether to schedule a tour —your online presence matters.

Once your listing is live, the next step is preparing for private showings and open houses—which we'll cover in Step 5.

STEP FIVE

Home Showings

MAKE A LASTING IMPRESSION





Showing and Open House Tips:

Before Every Showing

- Make beds and fluff pillows
- Wipe down counters
- Take out trash
- Hide personal items
- Open blinds and turn on lights
- Add a light scent (diffuser, candle, or flowers)

Pets and Kids

- Remove pets during showings or keep them out of sight
- Store pet bowls, beds, and litter boxes out of view
- Put away toys and personal items to declutter

Open House Ready

- Leave the home during the event
- Set a comfortable temperature
- Secure valuables and medications
- Keep lights on and doors unlocked (per agent's guidance)

Showing Schedule Tips

- Stay flexible with showing times
- Keep your home show-ready throughout
- Keep a laundry basket handy for quick tidying before you leave

STEP SIX

Offers & Negotiations

Once your home is getting attention from buyers, offers will begin coming in. This is an exciting yet critical stage where smart strategy, clear communication, and strong negotiation can help you secure the best possible price and favorable terms for your sale.

Reviewing Offers

I'll explain each offer's price, contingencies, and terms so you understand the full picture.



Comparing Offers

If you get multiple offers, we'll compare them to find the best overall value—not just the highest price.

Negotiating Terms

I'll negotiate with buyers to improve price, timeline, and conditions on your behalf.



Accepting an Offer

Once you accept, I'll guide you through the contract and next steps to closing.

STEP SEVEN

Home Inspection

SPOT ISSUES BEFORE YOU CLOSE

Once the offer is accepted, the buyer will schedule a home inspection to assess the property's condition. This is a routine step that helps ensure transparency and builds buyer confidence.

A professional inspector will examine key systems and structures, then provide a detailed report of any issues. Based on this, buyers may request repairs or credits.

As the seller, you'll have the chance to review the report and negotiate any necessary repairs or concessions. Prompt scheduling and cooperation help keep the sale on track and avoid delays.

TYPES OF INSPECTIONS

- Home Inspection
- Radon Testing
- Wood Destroying Organism (WDO)
- Mold Inspection
- Foundation Inspection
- HVAC Inspection
- Lead-Based Paint Inspection



Your contract sets the inspection period, often 5 to 10 days, so the buyer can spot issues and keep your sale on track

STEP EIGHT

Home Appraisal

UNDERSTANDING YOUR HOME'S MARKET VALUE

The home appraisal is a crucial step in the selling process, usually ordered by the buyer's lender to confirm your home's value. An independent appraiser visits your property to evaluate its condition, features, and recent comparable sales in your area.

The appraisal ensures the buyer's loan amount matches the home's fair market value. If the appraisal comes in at or above the agreed price, the sale moves forward smoothly. If it's lower, it may lead to renegotiations on price or other terms.

As your agent, I'll help prepare for the appraisal by highlighting your home's best features and recent upgrades to support the highest possible value.



Quick Appraisal Facts

- Ordered by the buyer's lender
- Confirms your home's fair market value
- Based on condition, features, and local sales
- Impacts the buyer's loan approval
- Can affect final sale price or terms

STEP NINE

Last Steps for Sellers

PREPARING YOUR HOME FOR CLOSING

Closing day is around the corner! Follow these last steps to ensure a smooth handoff to the buyers and a stress-free move into your next chapter.

☐ Do a Final Walkthrough

Before closing, check every room, closet, and storage area to ensure nothing is left behind. Consider leaving any extra paint that matches the home's colors for the buyer.

☐ Secure the Home

The day before closing, close all window coverings and lock every entry door to keep the property safe.

☐ Cancel Utilities

Contact your utility providers to cancel or transfer accounts. Keep a list of contacts in case follow-up is needed.

☐ Shut Off the Water

With the buyer's approval, turn off the main water shutoff valve to prevent leaks before closing.

☐ Organize Important Documents

Store all closing papers, contracts, and warranties in a safe place. Leave manuals and receipts neatly for the buyer.

Don't forget to share your new address with friends and family—and pop a change of address in at the post office!



STEP TEN

Closing Day

WELCOME TO THE FINISH LINE!

Closing is the final step where funds and documents are exchanged to transfer ownership to the buyer. The escrow officer reviews the contract, determines the payments owed by each party, prepares the necessary paperwork, oversees the closing process, ensures all payoffs are made, records the buyer's title, and makes sure you receive any payments due.

▷ Your Costs

- Real estate agents' fees
- Outstanding mortgage balance and any prepayment penalties
- Title insurance policy fees (seller's portion)
- Home warranty (if negotiated to be paid by the seller)
- Property taxes (prorated)
- Homeowners association fees (prorated or as required)
- Recording fees and transfer taxes

▷ What to Bring

- Valid government-issued photo ID (driver's license or passport)
- All house keys, garage door openers, mailbox keys, and any security codes
- Certified funds for any closing costs you owe
- Any documents your agent or attorney has requested
- Proof of homeowner's insurance (if required)

Congratulations! Your home is officially sold!

“Real estate isn’t just a job for me, it’s my purpose. I’m committed to helping every client reach their real estate goals and enjoy an outstanding home selling experience.”



Marcus Payne
REALTOR®

YOUR CHOICE FOR ALL THINGS REAL ESTATE

HRP with eXp REALTY

LET'S GET YOUR

HOME SOLD

Thank you for choosing me to help you in the process of selling your home. I look forward to working with you to help you achieve ALL of your real estate goals.

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