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Alex's Home Seller Guide

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Quali-Tecch Properties

Alex Home Seller Guide

I am Alexandria Brazelton Boyd, better known as Alex. With over 15 years of experience, I have dedicated my career to helping buyers, sellers, and investors achieve their real estate goals.

As a nationally recognized Realtor, best-selling author, mortgage loan officer, and the second generation of our 30+ year real estate company, Quali-Tech Properties, I bring a wealth of expertise to every transaction.

I don't just sell real estate—I help my clients use real estate as a tool to build generational wealth. My services include working with sellers, new construction, luxury real estate, land purchases, and custom builds.

Thanks to my extensive network, I have connections nationwide. If you're thinking about buying or selling real estate in the next six months, I would love the opportunity to assist you. Use the link below to contact me! Let's work together to turn your real estate dreams into reality while building wealth along the way.

**Scan For a Free and Confidential
Real Estate Consultation:**



11. Know Your Motivation for Selling Your Home

Understanding why you want to sell is critical. Are you relocating, upgrading, downsizing, or addressing financial needs? Your motivation will influence your pricing strategy, timeline, and how much effort you put into the sale process.

22. Prepare Yourself and Your Home to Sell

Selling a home requires both emotional and physical preparation. Declutter, depersonalize, and address minor repairs. Have a pre-listing inspection to uncover potential issues, and gather important documents like warranties and maintenance records.

3. Should I Sell “As Is?”

Selling “as is” might be appropriate if you want a quick sale or cannot afford repairs. However, this could reduce your pool of buyers and result in lower offers. Consider the trade-offs before deciding.

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4. How Do I Receive the Best Offer Quickly?

- Price your home competitively based on a comparative market analysis.
 - Market aggressively and ensure your home is visually appealing.
 - Be responsive to inquiries and flexible with showing times.
- **Alex Tip:** According to the National Association of Realtors, using a Realtor to help sell your home can save you money and often make you tens of thousands of dollars more than selling on your own—even after paying commissions. Partnering with a professional ensures a smoother process and maximizes your profits
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5. How to Make Your Home Buyer-Friendly

- **Curb Appeal:** First impressions matter—landscaping and clean exteriors are key.
 - **Neutral Decor:** Opt for neutral colors and minimal decor to appeal to a broader audience.
 - **Highlight Features:** Showcase your home's best aspects with lighting and furniture placement.
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6. Does Staging Work?

Staging helps buyers visualize themselves living in your home, often leading to quicker sales and higher offers. Professional staging can highlight your home's strengths and downplay its weaknesses.

7. How to Market Your Home Effectively

- **Online Listings:** Use professional photography and write compelling descriptions.
- **Social Media:** Share your listing on platforms like Facebook and Instagram.
- **Traditional Marketing:** Use flyers, signage, and open houses.
- **Work With an Agent:** A good agent has access to multiple listing services (MLS) and marketing networks.

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8. Negotiating and Contracting

Be prepared to negotiate offers, counteroffers, and contingencies. Your agent can help you evaluate the strength of an offer, handle inspections and appraisal negotiations, and navigate the legalities of the contract.

9. Moving Out

Plan your move early to avoid last-minute stress. Hire professional movers or enlist help from friends. Clean the home thoroughly and ensure all agreed-upon repairs or items to stay (e.g., appliances) are addressed.

10. What to Expect at Closing

Closing involves signing final paperwork, transferring the title, and settling any remaining financial obligations like agent commissions and outstanding taxes. Be prepared to hand over the keys to the buyer.

11. How to Choose the Best Agent

- **Experience:** Look for agents with a proven track record in your area.
 - **Marketing Plan:** Ensure they have a comprehensive strategy to sell your home.
 - **Communication:** Choose someone who keeps you informed and answers your questions promptly.
 - **Reviews and Referrals:** Check testimonials and ask for recommendations.
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12. Underwriting Process

- **Provide Documentation:** Submit requested documents promptly, including pay stubs, tax returns, and bank statements.
 - **Stay Financially Stable:** Avoid large purchases or credit changes during underwriting.
 - **Be Patient:** Underwriting can take several weeks as the lender evaluates your application.
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13. Appraisal

- **Purpose:** Determines the property's market value to ensure the loan amount is justified.
- **Process:** A licensed appraiser assesses the home's condition, location, and comparable sales.
- **Next Steps:** If the appraisal is lower than the offer, you may need to renegotiate or cover the difference.

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14. Title

- **Title Search:** Ensures there are no liens or claims against the property.
 - **Title Insurance:** Protects you and the lender from future disputes over ownership.
 - **Clear Title:** Verify that the title is free of issues before closing.
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15. Homeowners Insurance

- **Requirements:** Lenders typically require proof of insurance before closing.
- **Coverage:** Protects against damage, theft, and liability.
- **Compare Policies:** Shop around for the best coverage and rates.

By following these steps and staying informed throughout the process, you can confidently navigate the journey to homeownership and make a smart investment in your future.

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5 STAR TESTIMONIALS



Quali- Tech Properties made the process so smooth and easy to understand. High quality service and couldn't be more happy with the amount of support that was provided. Thank you so much! - EC

Working with Alex from the beginning throughout the closing was, a great experience. She's a true professional who not only cares about business, but the personal aspect of her clients life as well. I would highly recommend her as your agent. She's very knowledgeable and thorough. She ensures that you are satisfied with each process before moving forward. Thank you Alex for making this process as smooth as possible!!! - JP

Alex helped us sell our house and she was incredibly helpful throughout the whole journey! She is experienced, resourceful, knowledgeable, and simply a delight to work with. Our house sold quickly in a tough market and it was entirely due to her business acumen. Recommend! - KN

Alex was so wonderful through this process of selling my home. Any question I had she had an answer. Anytime I called she would pick up. She made this experience so wonderful - JA

Alex is AMAZING! She's knowledgeable and is able to relay information so we understood the steps needed to sell. Thank you Alex! - KR

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