HOME SELLER *Guide*

SYGMA
PROPERTY SOLUTIONS
Solutions for every homeowner

YOUR GUIDE TO A SUCCESSFUL & STRESS-FREE SALE

NICE TO MEET YOU!

I'm Stephanie

Stephanie Ferguson

New Jersey REALTOR®

SYGMA Property Solutions

Buying or selling a home is one of life's biggest decisions, and my goal is to make the process clear and manageable. From understanding the market and navigating contracts to coordinating inspections and negotiations, I'll guide you every step of the way.

I understand that a home is so much more than a transaction, it's where life happens. My goal is to provide honest communication, thoughtful guidance, and a seamless experience built on trust from start to finish.

SYGMA PROPERTY SOLUTIONS
Solutions for every homeowner

(201) 590-5316

StephanieAlexisFerguson@gmail.com

BeyondTheListing

EQUAL HOUSING OPPORTUNITY

Expert Guidance Every Step of the Way:

YOUR HOME SELLING JOURNEY

01

PLANNING & PREPARATION

Listing Consultation
Pricing Strategy
Preparing Your Home for Market

02

MARKETING YOUR HOME

Professional Photography
Marketing Campaign
MLS & Listing Launch

03

SHOWINGS & OFFERS

Private Showings & Open Houses
Offer Presentation
Offer Negotiation

04

UNDER CONTRACT

Attorney Review
Inspections
Appraisal

05

CLOSING DAY

Final Walk-Through
Closing Coordination
Celebrate Your Next Chapter

LISTING *Consultation*

Our first meeting is all about creating a strategy tailored to your goals. We'll discuss your timeline, expectations, and any questions you have so that you feel informed and confident from day one. My goal is to make the selling process seamless, strategic, and as stress-free as possible.

BEFORE OUR CONSULTATION, CONSIDER THE FOLLOWING:

- Ideal timeline for selling and moving
- Goals for this sale
- Preferred communication style
- What do you love most about your home and community?
- Major improvements and completion dates
- Questions or concerns about the process

The more I understand your goals, the better I can create a personalized strategy to help you maximize your home's value and achieve a successful sale.

THE POWER OF *Strategic Pricing*

Strategic pricing is one of the most important decisions you'll make when selling your home. Pricing too high can limit buyer interest, while pricing competitively can generate excitement, showings, and stronger offers.

OVERPRICING CAN LEAD TO:

- Fewer showings
- Longer time on the market
- Price reductions later

STRATEGIC PRICING HELPS:

- Generate buyer interest
- Create competition
- Maximize your final sale price

MY APPROACH:

Together, we'll analyze market data, comparable sales, and your goals to determine a pricing strategy that positions your home for success.

PREPARING YOUR HOME *for Market*

First impressions matter. These simple steps can help maximize your home's appeal and value before hitting the market.

KITCHEN

- Clear countertops, leaving only a few intentional decorative pieces.
- Remove personal items and small appliances to create a clean, spacious feel.
- Organize the pantry and cabinets to showcase ample storage space

BACKYARD

- Store away toys, tools, and seasonal items to create a welcoming space
- Refresh landscaping
- Sweep patios and walkways to enhance curb appeal and showcase entertaining spaces

LIVING AREAS

- Remove highly individualized decor
- Edit furniture placement to maximize flow and highlight the room's functionality
- Simplify accessories and decorative accents to creating an inviting space

FRONT ENTRY

- Sweep and refresh the front porch or entryway
- Ensure landscaping is neat to enhance curb appeal

BEDROOMS

- Declutter closets to showcase generous storage potential
- Remove personal items and excess furnishings to create a sense of environment
- Opt for fresh, neutral bedding to appeal to a broad range of buyers

INTERIOR/EXTERIOR

- Wipe down all blinds & baseboards
- Touch up and drywall or paint
- Open blinds & curtains
- Replace light bulbs, if needed
- Ensure a fresh, clean scent

BATHROOMS

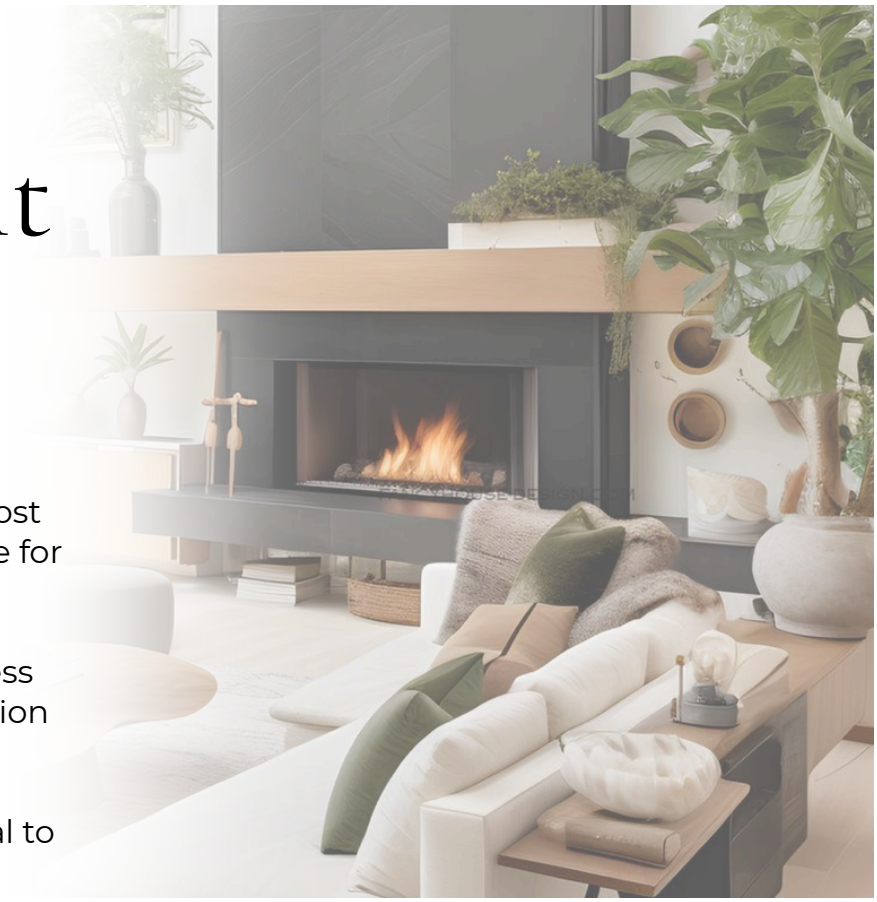
- Clear countertops of personal care products and everyday items
- Replace worn towels and bath mats with fresh, neutral alternatives
- Create a spa-like atmosphere by emphasizing cleanliness and simplicity

FINAL TOUCHES MATTER

Prior to photography and showings, invest in a deep clean. A spotless home signals that it has been well cared for and helps buyers focus on its best features.

THE POWER OF

Neutral Paint *Colors*



A fresh coat of paint is one of the most affordable ways to prepare your home for the market.

Neutral colors create a clean, timeless backdrop that allows buyers to envision themselves in your space.

Here are my go-to shades that appeal to today's buyers.

RECOMMENDED NEUTRAL PAINT COLORS

WHITE DOVE
OC - 17

Warm White

A soft, warm white that feels clean and inviting. It works beautifully in any lighting and pairs well with any decor.

BEST FOR:

Walls | Trim | Cabinetry

CHANTILLY LACE
OC - 65

Crisp White

A bright, true white that feels fresh and timeless. Perfect for creating a bright and airy feel.

BEST FOR:

Trim | Ceilings | Wall

REVERE PEWTER
HC - 172

Classic Greige

A warm, greige that feels balanced. It brings a cozy, elevated vibe while remaining neutral and timless.

BEST FOR:

Living Areas | Bedrooms

EDGECOMB GRAY
HC - 173

Warm Beige

A warm greige with soft beige undertones that create an inviting and cohesive feel.

BEST FOR:

Open Plans | Hallways

BENJAMIN MOORE

PREP NOTES

THE IMPACT OF *Professional Photography*

Professional photography is one of the most powerful marketing tools when selling your home. Buyers often decide whether to schedule a showing based solely on the first impression created online.

Beautiful imagery doesn't just showcase your home, it helps buyers envision themselves living there.

In real estate, that first impression can be the difference between selling your home and having it sit on the market.

Open Houses & Private Showings

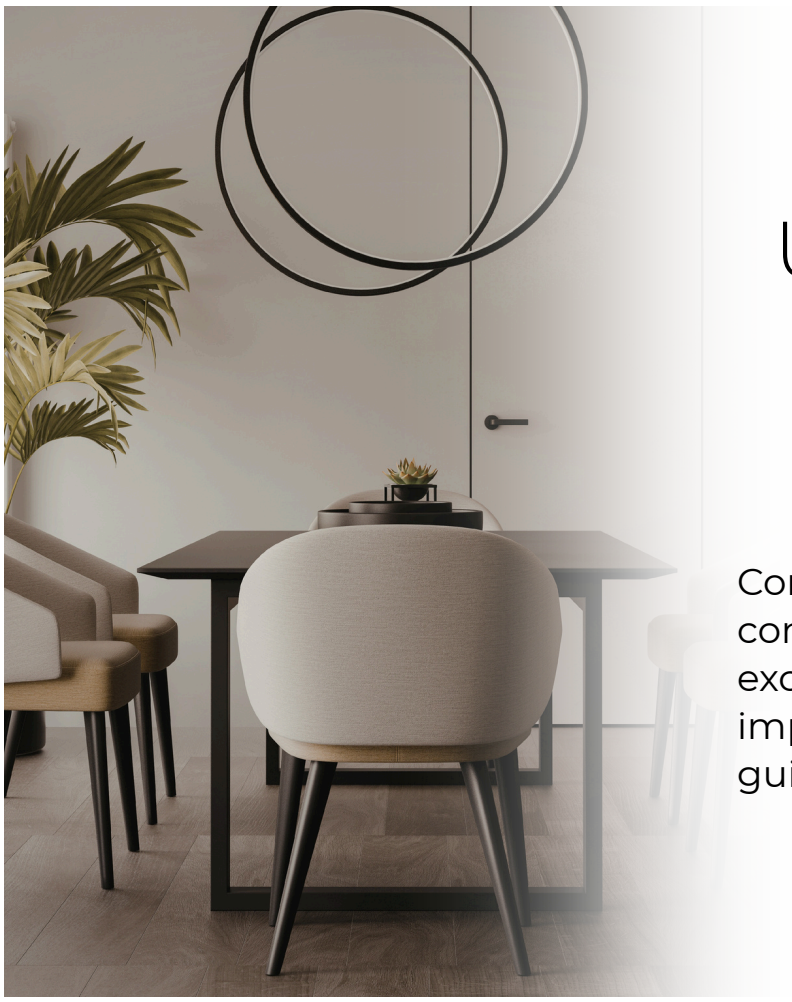
OPEN HOUSES

Open houses provide an opportunity to showcase your home to a broad audience of buyers. Increased exposure can generate interest, encourage competition, and help ensure your home stays top of mind with prospective buyers.

We also encourage neighbors to attend. Often, they know someone looking to move into the community and can become an unexpected source of referrals.

PRIVATE SHOWINGS

Private showings allow serious buyers to experience your home firsthand. Keeping your home clean, decluttered, and show-ready can help buyers envision themselves living there and lead to stronger offers.



UNDER *Contract*

Congratulations! Your home is under contract. While accepting an offer is an exciting milestone, there are still several important steps before closing day. I will guide you through each stage.

01

OFFER ACCEPTANCE

Together, we'll review the terms of each offer and select the one that best aligns with your goals. Once accepted and signed by both parties, we move forward toward attorney review.

02

ATTORNEY REVIEW

In New Jersey, contracts typically enter a three-business-day attorney review period. During this time, attorneys may request modifications or clarifications before the contract becomes fully binding.

03

INSPECTIONS & APPRAISALS

The buyer will typically complete inspections and, if financing is involved, the lender will order an appraisal. I'll keep you informed throughout the process and answer any questions.

04

CONTINGENCIES CLEARED

All contingencies have been satisfied, and we're preparing for the final steps leading to closing day.

PREPARING FOR *Closing Day*

The finish line is here. A few final details will help ensure a smooth and stress-free closing experience.

01

REVEW YOUR CLOSING STATEMENT

Review your final settlement statement to confirm all credits, costs, and proceeds are accurate. Your attorney should review everything with you before closing to answer any questions you may have.

02

GATHER KEYS & ACCESS INFORMATION

Leave all house keys, garage door openers, gate access devices, alarm codes, mailbox keys, and pertinent information for the new homeowners.

03

LEAVE A HELPFUL NOTE (OPTIONAL)

Many sellers choose to leave a welcome note with helpful information such as trash collection schedules, sprinkler instructions, appliance information, or favorite local spots in the community.

04

SCHEDULE UTILITY TRANSFERS

Contact utility providers to transfer or disconnect services after closing. Planning ahead helps ensure a seamless transition for both you and the new homeowners.

CLOSING DAY

YOU DID IT!
IT'S TIME TO CELEBRATE!

yay!

In New Jersey, sellers typically sign their closing documents a few days before the official closing date. Your attorney will attend the closing on your behalf, so you generally won't need to be there in person.

Once the buyer has signed their documents and your proceeds have been wired to your account, the keys will be released to the new homeowner. The title company will then submit the deed for recording with the county, a process that typically takes 60–90 days.

As soon as the keys have officially been released, you can expect one final call from me:

"CONGRATULATIONS! IT'S A DONE DEAL!!!" 🎉

THANK YOU ! | *It's been an honor serving you.*

NOTES

NOTES

EXCITING NEWS!

I can't wait to get your home SOLD!

Stephanie Ferguson
New Jersey REALTOR®
SYGMA Property Solutions
Cell (201) 590-5316 | Office (862) 231-5041
StephanieAlexisFerguson@gmail.com