SELLER'S *Guide*



Juan Ortiz

REALTOR® | LICENSED HOME INSPECTOR

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Hello!

I AM JUAN ORTIZ

REALTOR® | LICENSED HOME INSPECTOR | HOMESMART

I’m a REALTOR® and licensed home inspector serving buyers and sellers across the Upstate of South Carolina since 2015. I came to real estate through home inspections, so I look at every house — including yours — with an inspector’s eye and a seller’s goal: the strongest price and the smoothest sale.

My wife and I moved here from Pennsylvania in 2001, and we’ve owned several homes across the Upstate since. I know what buyers in each neighborhood are looking for, and what it takes to get a home sold. Se Habla Español.

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Instagram @juanortiz_realtor • Facebook: Juan Ortiz Real Estate

WHY WORK *with me*

1 A REALTOR® who is also a home inspector

I see what a buyer's inspector will find before they do — so we fix the small things first, instead of negotiating them later. That's an edge most listing agents can't offer.

2 Local since 2015

I price from real Upstate comparable sales, not guesses, and I know what buyers in each neighborhood are paying right now. Your price is built on evidence, and I'll show you the numbers behind it.

3 English y español

Se Habla Español. I guide sellers in the language they're most comfortable in, and I walk you through every document, deadline, and decision — in English or Spanish, your call.

Selling is a team effort — you, me, and the plan in this guide.
Let's get your home sold.



WHAT THEY'RE SAYING



CUSTOMER *Testimonials*



“

Juan helped me find a new home after a fire destroyed my last home. Juan was very friendly, accommodating, thorough, knowledgeable and a great listener throughout every aspect of the process. It was an absolute pleasure working with Juan, and I would highly recommend his services to anyone looking for a realtor that is truly knowledgeable in the field and puts the client first.

MICHAEL TURNER
GOOGLE REVIEW • 5 STARS

“

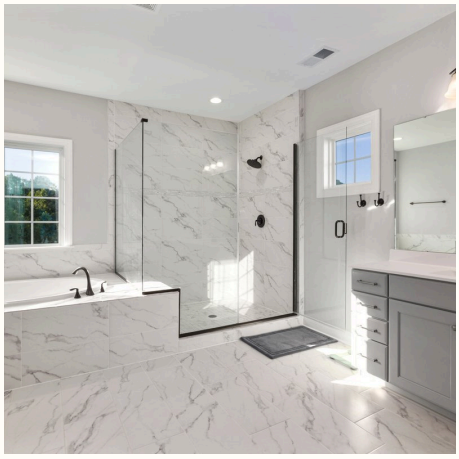
Juan has been an excellent realtor from day one. A professional, courteous, and responsible gentleman. Thank you for helping us achieve our dream and goal in record time. Thank you for the support you always gave us before, during, and after the home buying process. 100% recommended.

LUHAM RODRIGUEZ
GOOGLE REVIEW • 5 STARS



Juan Ortiz
YOUR LOCAL REALTOR

CUSTOMER *Testimonials*



“

Thanks to Juan and his team, we achieved our goal. Juan does an exceptional job, and the way he guided us through the purchase of our new home was beyond excellent. We highly recommend Juan for the purchase of your new home.

CARLOS GIRALDO
GOOGLE REVIEW • 5 STARS

“

Juan did an excellent job guiding, advising, and teaching us step by step through the process of buying our first home. He made the process incredibly reliable and transparent. Thank you, Juan Ortiz, for making our dream come true. I recommend him 100%.

KENNETH NG
GOOGLE REVIEW • 5 STARS





“

As first-time homebuyers, it was essential for us to clearly understand each step of the process. Juan Ortiz made everything exceptionally smooth and accessible. His integrity and transparency made a significant difference in our experience.

ERIKA MENDOZA
GOOGLE REVIEW • 5 STARS



Selling your Home

Home Seller's ROADMAP

Follow this high-level road map as we work together to sell your home!

1
FIND AN AGENT
Match with an agent that you feel comfortable with.

2
PRICING
Find a competitive price for your home with your Realtor®.

3
STAGING
Clean and decorate! Get your home ready for viewings.

4
MARKETING
Your Realtor® will handle this for you and keep you updated!

5
LISTING
Your home is officially on the market!

6
SHOWINGS
Keep your calendar open to accommodate potential buyers.

7
OFFERS
Time to review and negotiate offers.

8
UNDER CONTRACT
A legal contract is created between you and the buyer.

9
FINAL DETAILS
Time to move out and finalize paperwork.

10
CLOSING
Congratulations on the sale of your Property!

Juan Ortiz
YOUR LOCAL REALTOR

Ten Steps to
SELLING A HOME

01 FIND A GREAT AGENT

02 ESTABLISH A PRICE

03 PREPARE YOUR HOME

04 MARKETING

05 LISTING

06 SHOWINGS

07 OFFERS & NEGOTIATIONS

08 UNDER CONTRACT

09 FINAL DETAILS

10 CLOSING

“

HOME…
IS WHERE YOUR
STORY BEGINS

Juan Ortiz

PREPARING *Checklist*

OUTSIDE THE HOME

- [ ] Take care of the landscaping — cut the grass, water the flowers, trim the trees and bushes. Curb appeal matters in the sale of your property.
- [ ] Remove weeds
- [ ] Repaint or re-stain any porches, entryways, and doorways
- [ ] Fill in any cracks in the driveway, sidewalks, and foundation
- [ ] Clean out the gutters of any leaves or twigs
- [ ] Test all lighting fixtures and motion sensors



INSIDE THE HOME

- [ ] Repaint the home in a neutral color (preferably white)
- [ ] Remove and replace any personal artifacts
- [ ] Find arrangements for pets and children, and remove toys and clutter from main spaces
- [ ] Make sure that walkways are clear of clutter or obstructions

01 FIND A *Great Agent*

Everything in this guide starts here, with the person you trust to sell your home. The right agent does more than list your house — they price it, prepare it, market it, negotiate it, and carry it to closing.

When you're choosing, ask the questions that matter:

- **How do you price homes?** You want comparable sales and a clear explanation, not a guess.
- **What marketing is included?** Professional photos, video, and online exposure should be standard.
- **How will we communicate?** You should know when you'll hear from your agent, and how showings and feedback are handled.
- **What do you see that I don't?** As a licensed home inspector, I walk your home the way a buyer's inspector will — and we fix the small things before they become negotiation points.

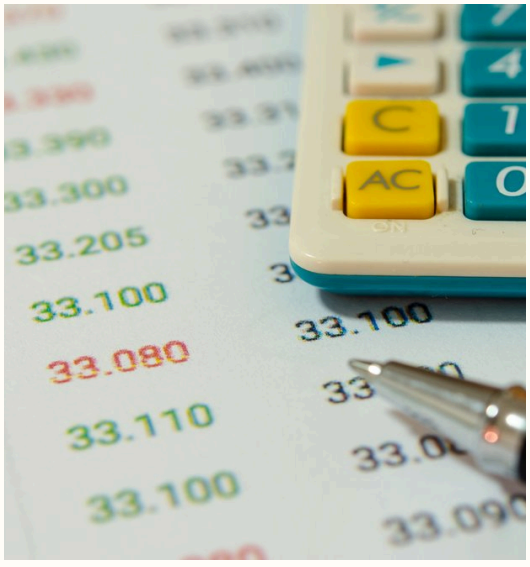


02 ESTABLISH *a Price*

Price is the single biggest lever in your sale. It isn't what you paid, what you spent on improvements, or what the neighbor's house listed for — it's what a buyer will pay today, based on recent comparable sales, your home's condition, and the current market.

Pricing too high costs more than it gains: the home sits, showings slow down, and the eventual price cut lands lower than where a sharp price would have started. Pricing too low risks leaving money on the table. The right price is the one the comps support — and I'll show you those comps, so you can see exactly how we got there.





What I'll bring you: a comparative market analysis — recent sales of similar homes nearby, adjusted for size, condition, and location — plus a clear recommendation and the reasoning behind it.

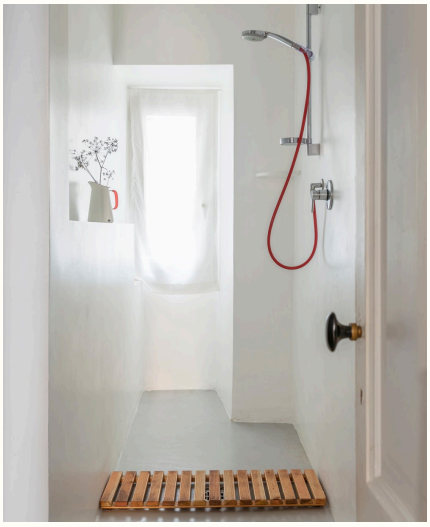
03 PREPARE *your Home*

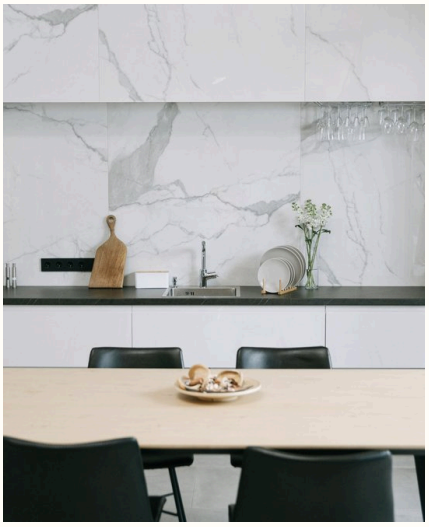
HOME STAGING TIPS

- The way you style your home can be a make-it-or-break-it point for a potential buyer. They have to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Always get professional photos taken as these are the first impression the potential buyer will have of your house.

> **Through an inspector's eyes:** before we list, I'll walk your home the way a buyer's inspector will — roofline, grading, outlets, water heater, HVAC. Small fixes now are cheaper than credits later.



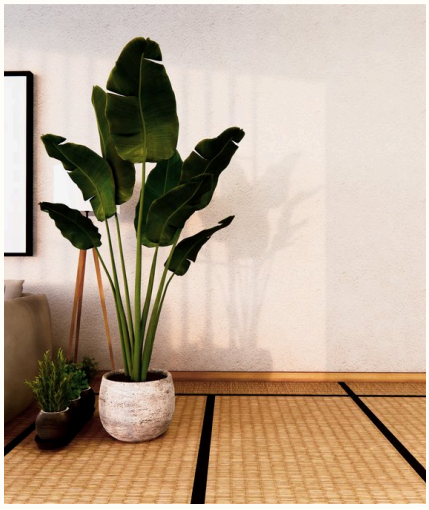




04 Marketing

Most buyers meet your home online first, so the first impression has to be a good one. Here's what my marketing includes for every listing:

- **Professional photography** — including virtual twilight shots that make the home stand out in the feed.
- **A video tour** — a short walkthrough buyers can watch from anywhere.
- **Its own landing page** on juanortizre.com, with photos, details, and a showing request form.
- **MLS plus full online exposure** — your listing syndicated to the major home-search sites.
- **Targeted social media ads** — reaching buyers looking in your area right now.
- **Yard sign, open house, and showings** — handled for you, with feedback reported back after every showing.



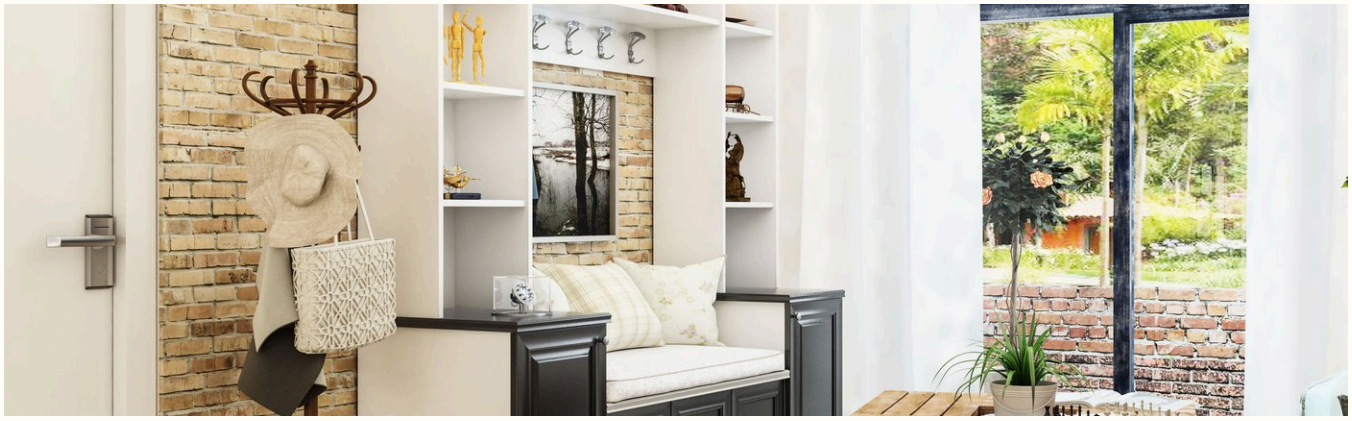




05 *Listing*

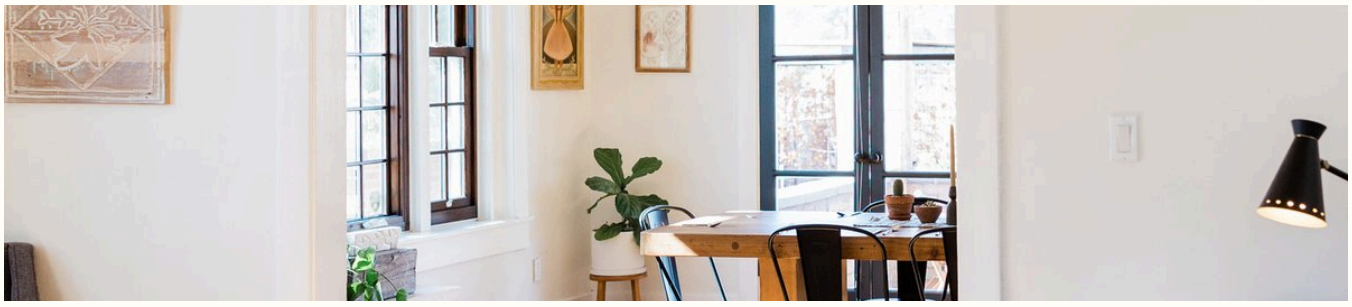
Congratulations! You have officially listed your home for sale.

I'll use my network — and the MLS, the major home-search sites, and social media — to make sure your listing is as visible as possible and reaches the right audience. I'll put a sign in your front yard so passersby know, and I'll keep you updated on showings, feedback, and interest as it comes in.









06 Showings

Once your home is live, buyers will want to see it in person. Here's how showings work:

- **Easy access:** a lockbox on the door lets buyers' agents show the home on their clients' schedule — you don't need to be there.
- **Show-ready, every day:** beds made, lights on, counters clear, and the house smelling fresh. First impressions happen in the first thirty seconds.
- **Feedback after every showing:** I collect what buyers and their agents thought — price, condition, layout — and report it back to you, so we can adjust fast if something keeps coming up.
- **Open house:** a set window, usually a weekend afternoon, when anyone can walk through. It's the fastest way to get a lot of eyes on your home at once.









07 OFFERS *& Negotiations*

An offer is more than a price. We'll review every term together — price, earnest money, contingencies, and closing date — and weigh what matters most to you: the highest net, the fastest close, or the fewest conditions.

In South Carolina, most offers include a due diligence period — often 10 to 15 days — during which the buyer inspects the home and can walk away. If they do, a termination fee is only due if the buyer ends the contract during that period; it isn't paid up front. We'll also talk through inspection, appraisal, and financing contingencies, and what happens if more than one offer comes in.

Then we negotiate. My job is to get you the best terms without losing a good buyer — and to tell you plainly when a counter makes sense and when it doesn't.



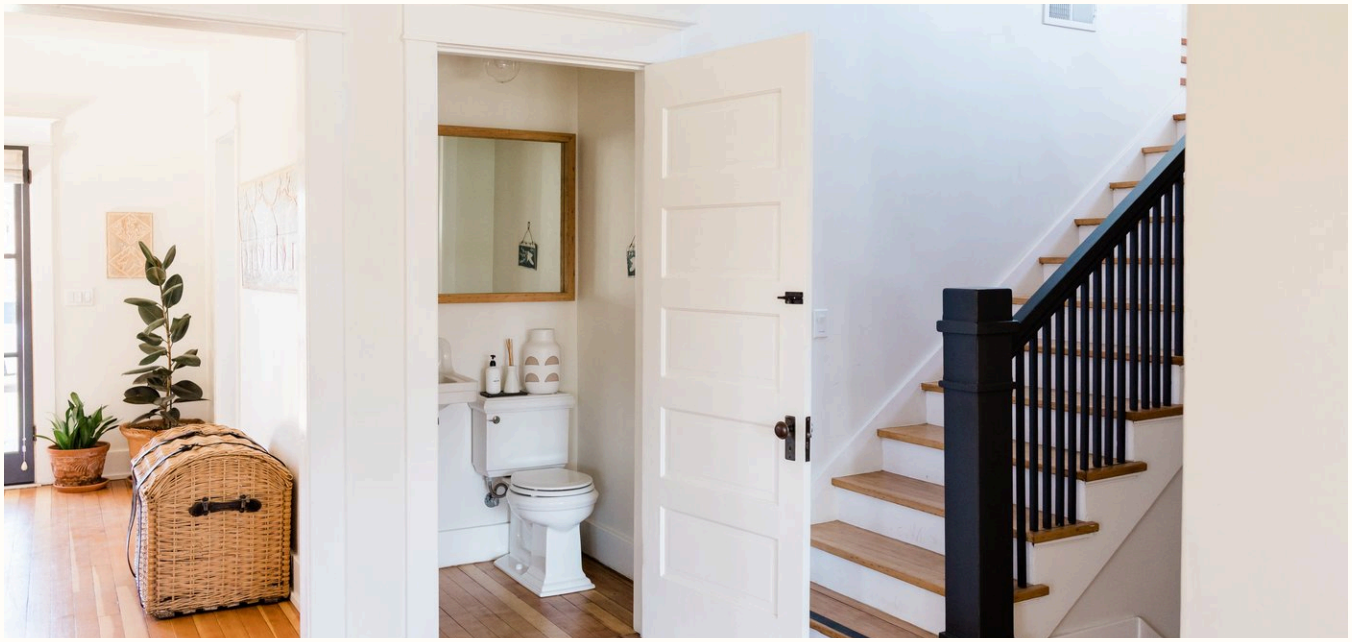


08 UNDER *Contract*

Once you accept an offer, your home is under contract — but the sale isn't done yet. This is the busiest stretch of the process, and I'm in it with you the whole way.

The buyer's due diligence period runs first: their inspection, and any repair requests that follow. Then the appraisal — the lender's check that the home is worth the price — and the buyer's loan approval. Meanwhile, the closing attorney runs the title search and prepares the closing documents.

Things can come up here: an inspection finding, an appraisal that comes in low, a loan delay. Most of them are solvable with a calm head and a quick response — that's what I'm here for. I'll keep you posted at every step, so there are no surprises.



09 FINAL *Details*

Be prepared for obstacles and hiccups! They happen during this phase, but that doesn't mean the sale is over.

At this time you can start packing and moving into your new place!



Closing 10



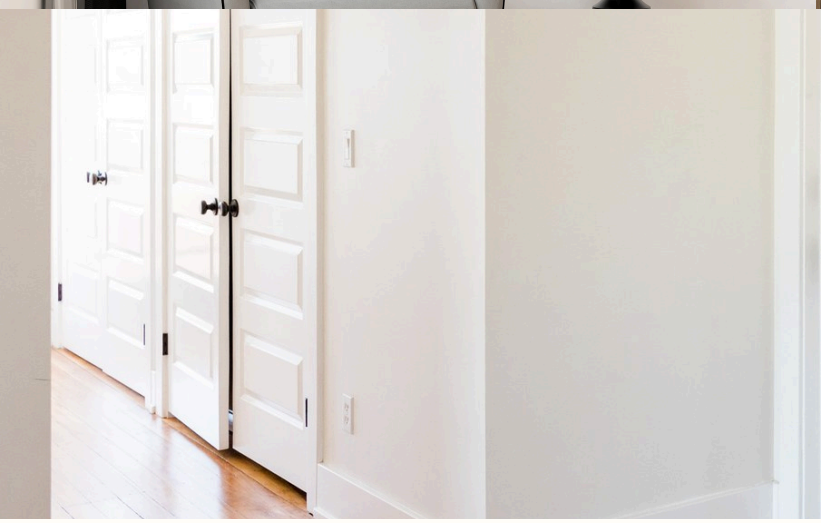
Closing day is the finish line. You'll sign the deed and closing documents, the buyer's funds are transferred, and the keys change hands. Bring a photo ID, and anything your closing attorney asked for — I'll confirm the list with you the day before, so nothing is left to chance.

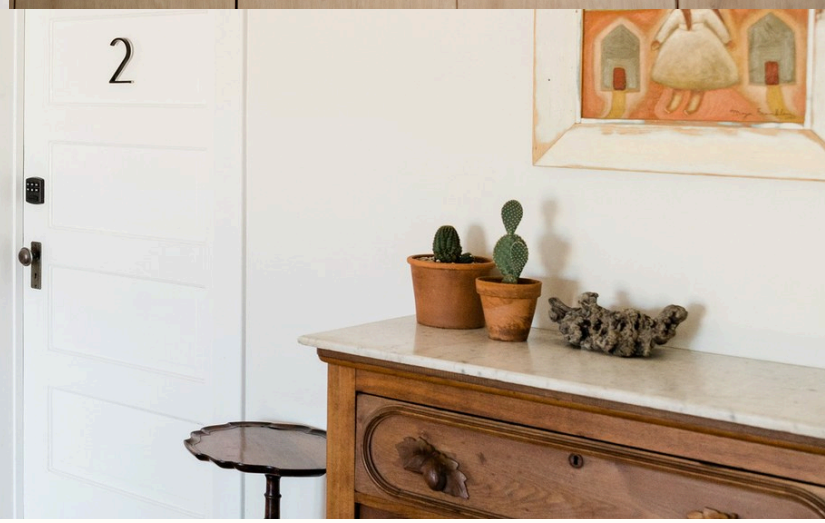
Then it's done: your home is sold, and you're on to the next chapter.










2

Resources

Every vendor here is someone I trust with my own clients. Keep this page handy — selling a home takes a team, and this is a good one.

CLOSING ATTORNEYS

Salle Law Firm	**(864) 234-2901**
Toates Law Firm	**(864) 549-3310**
Guest & Brady Law Firm	**(864) 233-7200**

LENDERS

Highland Mortgage	**(864) 525-1110**
Best Life Mortgage	**(864) 800-9271**
Park National Bank	**(864) 233-6915**

TERMITE INSPECTORS

Pest Guard	**(864) 616-6308**
Dobbins Pest Control	**(864) 246-4506**
Reliable Solutions	**(864) 542-7728**

INSURANCE

Advisors Insurance	**(864) 509-0009**
Allstate — Drew Scott	**(864) 322-6582**



Need a landscaper, electrician, plumber, or mover? Ask me — I'll connect you with someone I trust.

(864) 915-9534



Selling + Buying
AT THE SAME TIME

Many sellers are buyers too — and timing the two moves is the trickiest part of the whole process. Do you sell first, then buy? Buy first, then sell? Make your purchase contingent on your sale, or ask for a rent-back so you can stay put while you shop?

There's no one right answer — it depends on your equity, your timeline, and how the market is moving. We'll map it out together before your home ever hits the market, so you're never caught without a place to land.

My buyer's guide walks through the buying side step by step — ask me for a copy.

WHAT IS YOUR HOME WORTH?

Let's find out

1 **Tell me about your home**

Size, condition, updates, lot — and anything only you would know.

2 **I pull recent comparable sales**

What similar homes nearby actually sold for, adjusted for your home's differences.

3 **You get a price range and a plan**

A clear number, the reasoning behind it, and the next steps if you decide to sell.









Start at **juanortizre.com/home-valuation** — tell me about your home and I'll reply personally, usually within one business day.

No obligation, no pressure.

Thinking about selling? The best time to start is before you're in a rush — a short conversation now can save you weeks later, and it costs you nothing.

I'll tell you honestly what your home is worth, what to fix and what to leave alone, and what the market looks like right now. Then you decide. No pressure, no obligation.



Scan to visit juanortizre.com

Ready To Talk?

Schedule a FREE Consultation

864-915-9534

juan@juanortizre.com

Scheduling a Listing Consultation is an easy, risk-free way to get a better understanding of what to expect during the home selling process, get insights on the current market, understand what your home can sell for, and create a complimentary game-plan to help you achieve your real estate goals!

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