

FROM LISTED TO *sold*

SELLER GUIDE



VICTORIA GULSBY | REALTOR

MONTGOMERY METRO Realty

"Going the extra mile so you can walk through the right front door."



I'm so glad you're here! Buying a home is a meaningful milestone, and I'm honored to walk alongside you through every step. I take pride in making the process smooth, informed, and even enjoyable.

Real estate is personal, and so is my approach. I'll take time to understand what matters most to you and be your trusted guide from our first tour to the final keys in your hand. With market expertise and a heart for service, I'm here to be your advisor, negotiator, and biggest advocate.

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

Let's find your future home—together.

Victoria Gulsby
REALTOR®

(334) 315-3235 CELL
VICTORIAGULSBY.COM
VICTORIA @ VICTORIAGULSBY.COM
4755 WOODMERE BLVD MONTGOMERY, AL

Meet Our Team

WE CAN'T WAIT TO WORK WITH YOU



Victoria Gulsby

REALTOR

Victoria is an experienced real estate professional serving Montgomery, Pike Road, and nearby areas. She is dedicated to helping buyers and sellers achieve their goals through clear communication, attention to detail, and a smooth transaction process, ensuring an enjoyable and stress-free experience.



Bill Gulsby

REALTOR

Bill provides exceptional REALTOR® services in a comfortable and relaxed way. With extensive experience and knowledge of the local market, he helps clients confidently make buying and selling decisions, ensuring professionalism, integrity, and a focus on achieving optimal results.

Why Work with Us?

TRUSTED EXPERIENCE TAILORED TO YOU

We are The Gulsby Team at Montgomery Metro Realty, dedicated to helping you achieve your real estate goals with expertise and personalized service. For sellers, we aim to maximize value and minimize stress through strategic pricing, marketing, and negotiations. For buyers, we offer hands-on guidance in evaluating options, arranging showings, and negotiating terms. Our goal is to see our clients' dreams become reality every day.

Our 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 certifications:

- Realtor® ABR®
- Accredited Buyer's Representative
- SRS – Seller Representative Specialist
- MRP – Military Relocation Professional
- RENE – Real Estate Negotiation Expert



YOUR CENTRAL ALABAMA REALTORS®

Helping buyers, sellers & investors in:

Montgomery · Prattville · Wetumpka · Pike Road · Millbrook · Auburn · Opelika & Surrounding Areas

TRUSTED LOCAL EXPERIENCE | CLIENT-FOCUSED RESULTS | PROVEN NEGOTIATION STRATEGIES | CENTRAL ALABAMA MARKET KNOWLEDGE

Client Testimonials

WHAT OUR CLIENTS ARE SAYING

★★★★★

“Above and beyond doesn’t even begin to describe it.”

Thank you for helping us find a home we love. Your care, dedication, and commitment mean more than words can say.

— Quintin & Jenny James

★★★★★

“Victoria is the absolute best realtor!”

She guided us through every step, explained what to expect, and helped us prepare our home to sell. Our home sold quickly, and she also helped us find our dream home. We would 100% recommend her!

— Peggy Thomas

★★★★★

“An outstanding experience from start to finish.”

As out-of-town buyers, Victoria showed us multiple homes on short notice and exceeded every expectation with her professionalism and responsiveness.

— Lisa Devlin

★★★★★

“God truly sent Victoria to us.”

She is a tireless go-getter who truly cares about her clients. If you call or text her, she answers. Her dedication and heart truly set her apart.

— Marcia Ortega

Buyer Compensation

COMMISSION OPTIONS FOR BUYER'S AGENT

Recent changes to buyer agent compensation bring more transparency and give you, the seller, greater flexibility in structuring commissions. Understanding your options helps you stay competitive while making informed decisions about your bottom line.

1. SELLER OFFERS FULL COMPENSATION

The seller typically agrees to pay the buyer's agent a commission based on a percentage of the home's sale price. This standard practice is usually detailed in the listing agreement. The buyer's agent receives payment directly from the sale proceeds, so the buyer does not incur additional costs.

Example: The seller offers a 3% commission to the buyer's agent. If the home sells for $200,000, the buyer's agent receives $6,000 from the seller.

2. SELLER OFFERS PARTIAL COMPENSATION

The seller covers part of the buyer agent's commission but not the full amount. The buyer may need to pay the difference to fully compensate their agent.

Example: The seller offers a 2% commission to the buyer's agent, while the standard is 3%. If the home sells for $200,000, the buyer's agent receives $4,000 from the seller, and the buyer agrees to pay the remaining $2,000 to meet the full commission.

3. SELLER DOES NOT OFFER COMMISSION

The seller does not offer any compensation to the buyer's agent. Instead, the buyer agrees to pay their agent directly—usually through a signed agreement established before beginning the home search.

Example: The seller offers no commission to the buyer's agent. If the standard commission is 3%, and the home sells for $200,000, the buyer pays their agent $6,000 directly.

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.”



LET'S SELL YOUR

HOME TODAY

We're by your side through every step of your home-selling journey!



Home Selling *Roadmap*

A HOME SELLER OVERVIEW

1

Find an Agent

Partner with a trusted real estate agent

2

Pricing

Review comparable homes and establish a price for your home

3

Marketing

Pro photos, online listings, and targeted ads for top exposure.

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

Finding an Agent

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 a Great Seller's Agent:

- [ ] **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

Recently Sold

RECENT SALES NEAR 960 DOE RUN DR

These recently sold homes are similar to your property and show what buyers have been paying in the Newton area.



317 Holmes Rd
Newton, AL 36352

Date Sold: 2/27/2026
Sale Price: $446,000
Days on Market: 53
Year Built: 1990

- 5 Bedrooms
- 3.5 Bathrooms
- 6.11 Acres
- 2,793 SQ. FT.
- Pond / Acreage



434 Braxton Dr
Newton, AL 36352

Date Sold: 12/11/2025
Sale Price: $657,000
Days on Market: 28
Year Built: 2020

- 4 Bedrooms
- 3.5 Bathrooms
- 3.23 Acres
- 3,598 SQ. FT.
- Custom Farmhouse



169 Sandbed Rd
Newton, AL 36352

Date Sold: 6/2/2026
Sale Price: $355,000
Days on Market: 185
Year Built: 2021

- 4 Bedrooms
- 3 Bathrooms
- 0.55 Acres
- 2,350 SQ. FT.
- Newer Construction

Real Data. Real Value. Real Results.

Prepared exclusively for Debby Arsenault

The Gulsby Team
MONTGOMERY METRO REALTY

MORE THAN REAL ESTATE.
A BETTER WAY HOME.

Similar Listings

HOMES COMPETING FOR TODAY'S BUYERS

These active listings are similar to your property at 960 Doe Run Dr and show what's currently on the market in the Newton area.



572 Doe Run Dr
Newton, AL 36352

Current List Price: $510,000
Days on Market: 32
Year Built: 2003

- 3 Bedrooms
- 2 Bathrooms
- 4 Acres
- 2,476 SQ. FT.
- In-Ground Pool



2129 Cumbie Rd
Newton, AL 36352

Current List Price: $400,000
Days on Market: 18
Year Built: 2015

- 3 Bedrooms
- 2 Bathrooms
- 2.74 Acres
- 3,070 SQ. FT.
- Large Covered Porch



3115 Cumbie Rd
Newton, AL 36352

Current List Price: $665,000
Days on Market: 47
Year Built: 2018

- 5 Bedrooms
- 4 Bathrooms
- 10.41 Acres
- 2,806 SQ. FT.
- In-Ground Pool

Knowledge. Strategy. Results.

Prepared exclusively for Debby Arsenault

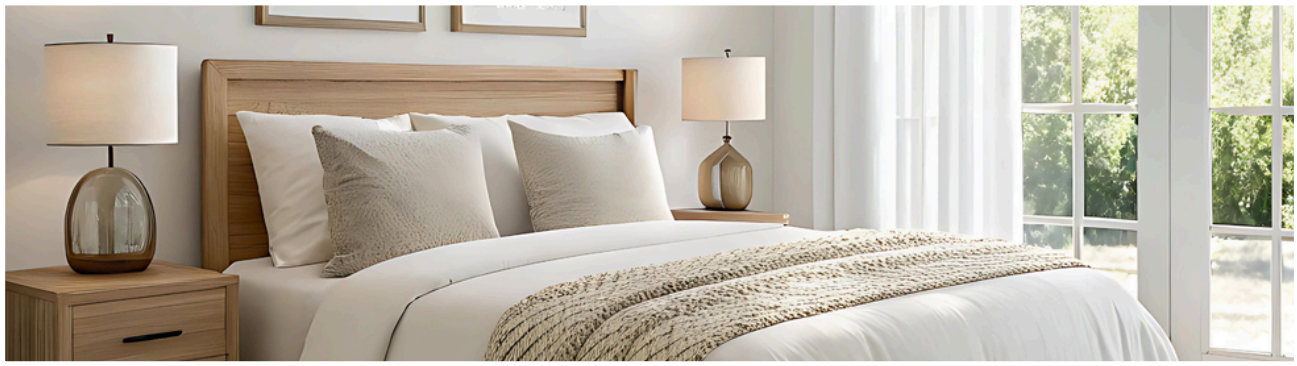
The Gulsby Team
MONTGOMERY METRO REALTY

MORE THAN REAL ESTATE.
A BETTER WAY HOME.

STEP THREE

Marketing Plan

STRATEGY FOR MAXIMUM EXPOSURE



Professional Photography

Eye-catching, high-quality visuals create a powerful first impression

Social Media Promotion

We'll showcase your listing across Instagram, Facebook, and Stories to create buzz

MLS + Online Listings

Your home will be featured on the MLS and top property search platforms

Open House Events

Open houses will be scheduled to engage and excite prospective buyers

Email Campaigns

Email campaigns target buyers to generate interest and drive offers

Print Materials + Postcards

Printed postcards, flyers, and brochures will highlight your home with eye-catching design

We use a broad mix of channels to give your home maximum exposure.

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.

Did you know homes with professional photography:

- Sell up to 32% faster than those with lower-quality images
- Receive over 100% more online views, drawing in significantly more potential buyers
- Boost their chance of selling within the first 30 days by as much as 39%







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 fury friends from the areas being photographed.
- [ ] Create a list of all the areas you want the photographer to capture.

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



The typical inspection period lasts 10–15 days—enough time to identify any 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 passion. I’m committed to helping every client reach their real estate goals and enjoy an outstanding home buying experience.”

Victoria Gulsby

REALTOR®

LET'S FIND YOUR

DREAM HOME

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

Victoria Gulsby
REALTOR®

REALTOR®

(334) 315-3235 CELL

VICTORIA@VICTORIAGULSBY.COM

VICTORIAGULSBY.COM

4755 WOODMERE BLVD.,

MONTGOMERY, AL 36106

MONTGOMERY METRO Realty

