

FiddleTree Farm, Santa Fe

SELLER GUIDE

Selling Your Home, Thoughtfully.

How we work with sellers, from the first conversation to closing day, and what you can expect at every step.

FiddleTree Group

eXp REALTY

Better Prepared. Better Informed. Well Represented.

fiddletreegroup.com



Benton Pittman grew up in Franklin and lives in Santa Fe, where he and his wife are raising their two children on the family's homestead, FiddleTree Farm.

WELCOME

Thank you for considering us.

Thank you for considering FiddleTree Group, brokered by eXp Realty, as you think about selling your home.

Selling a property is a significant decision. It often involves years of memories, a meaningful financial outcome, and a lot of moving pieces at once. It's natural to have questions about pricing, preparation, timing, and what happens after you accept an offer.

This guide walks through how we work with sellers, step by step. It explains what to expect, the decisions you'll make along the way, and how we'll support you through each one.

My approach is straightforward: understand what matters to you, do the research, explain your options clearly, and provide thoughtful representation throughout the process. I don't want you making major decisions based on surface-level information.

As you read, note anything you'd like to talk through. There are no wrong questions, and the best plans start with a real conversation.

Benton Pittman

REALTOR® · FiddleTree Group | eXp Realty

WHO WE ARE

Rooted in Middle Tennessee. Built on Experience.

FiddleTree Group is a Middle Tennessee real estate team brokered by eXp Realty, LLC. We help sellers understand their options and make informed decisions about what comes next.



Benton Pittman

REALTOR®

Benton grew up in Franklin and has spent his life in Middle Tennessee. His background in residential construction, sales, event operations, and business management gives him a practical perspective on homes, improvements, and the details that affect a sale.

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Gina Pittman

REALTOR®

Gina has called Middle Tennessee home for more than 50 years. Her background is in education, and she holds the Seniors Real Estate Specialist® (SRES®) designation, with training focused on clients 50 and older who are downsizing, moving closer to family, or planning their next chapter.

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The Story Behind FiddleTree

The FiddleTree name comes from FiddleTree Farm, our family's homestead in Santa Fe. It represents a genuine connection to this part of Tennessee, to family, and to a way of life centered on the things that matter most.

FiddleTree Group carries that identity into a real estate business focused on personal relationships, thoughtful guidance, and meaningful representation.

Brokered by eXp Realty

As a team brokered by eXp Realty, LLC, we pair local, personal service with the resources of a national brokerage, including exposure for your listing through eXp Realty's agent network.

eXp Realty, LLC · Firm License #262943
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OUR APPROACH

Real estate decisions deserve more than surface-level advice.

Selling a home involves more than choosing an asking price and putting a sign in the yard. It means making decisions about preparation, timing, pricing, marketing, negotiations, and everything between accepting an offer and closing.

01

We listen first.

Before we talk about price or marketing, we want to understand what you're hoping to accomplish, your timeline, and any concerns you have about the process.

02

We do the research.

We evaluate your property and the market carefully, so the plan we recommend rests on evidence rather than guesswork.

03

We explain the options.

When decisions arise, we lay out the options and the tradeoffs so you can choose the direction that best serves your goals.

04

We represent your interests.

From pricing through negotiations and closing, we advocate for you and follow through on every commitment.

What you can expect from us

- Honest advice, even when it isn't what you hoped to hear
- Regular updates on showings, feedback, offers, and market changes
- A clear explanation before every decision you make
- Careful tracking of every contract deadline
- Prompt answers to your questions

What helps us help you

- Share your goals and concerns openly, including the outcome you'd be comfortable with
- Tell us what you know about the property's condition and history
- Keep the home ready for showings while it's on the market
- Let us know right away if your plans or timeline change

THE PROCESS AT A GLANCE

Nine steps from first conversation to closing day.

Every sale follows its own timeline, shaped by the property, the market, and your plans. These are the stages most sales move through. The pages that follow explain each one.

01	The First Conversation	We learn about your goals, your timeline, and what a successful sale looks like for you.
02	Understanding Your Numbers	We review the market evidence together and build a pricing strategy and an estimate of your net proceeds.
03	Making It Official	We review and sign the listing agreement and complete the required Tennessee disclosures.
04	Preparing Your Home	We help you decide which repairs, cleaning, and staging are worth doing before the market sees your home.
05	Marketing and Launch	Professional photography and drone imagery, then your listing goes live on the MLS and across our marketing channels.
06	Showings and Feedback	Buyers tour the home. We share activity and feedback, and adjust the plan if the market tells us to.
07	Offers and Negotiation	We evaluate each offer's full terms with you and negotiate toward the outcome you want.
08	Under Contract	Inspection, repair negotiations, appraisal, and title work. We track every deadline.
09	Closing Day	You sign, the sale is recorded, and your proceeds are disbursed by the settlement agent.

STEPS 01 & 02

The first conversation, and understanding your numbers.

Before we talk about pricing or marketing your home, I'd like to understand what you're hoping to accomplish. I don't want to recommend a plan based on the house alone.

Here are a few of the questions we'll talk through:

What are you hoping to accomplish with this sale?

What would make it a success for you?

When do you need to move, and do you need to buy your next home first?

What concerns you most about the process?

There's often a difference between the price someone would love to get and the outcome they'd realistically be comfortable with. Both are important for me to understand.

What goes into a pricing recommendation

- ☐ Recent comparable sales nearby
- ☐ Homes currently for sale and under contract, which are your competition
- ☐ Your home's condition, updates, and features
- ☐ Location, lot, and setting
- ☐ Current buyer activity and market conditions
- ☐ Your timeline and priorities

Why the starting price matters

A home's first weeks on the market are often when buyer attention is highest. A price supported by the evidence from day one gives your home its best chance to make a strong first impression.

> Before you list, we'll also prepare an estimate of your net proceeds, so you can see what different prices may mean for you. See page 11.



STEPS 03 & 04

Making it official, then preparing your home.

The listing paperwork

- **Listing agreement.** Sets the list price, the listing period, how we'll market the home, and brokerage compensation.
- **Agency disclosure.** Tennessee requires that we confirm in writing how we represent you.
- **Property condition disclosure.** Tennessee sellers generally complete a disclosure describing what they know about the property's condition.
- **Lead-based paint disclosure** for homes built before 1978, plus other forms that apply, such as HOA information.

> Brokerage compensation is not set by law and is fully negotiable. We'll discuss it openly before you sign anything.

Preparing for the market

My construction background helps here. I can help you think through which repairs or updates are worth making before you list, and which are better left alone.

- ☐ Declutter and depersonalize each room
- ☐ Deep clean, including windows and floors
- ☐ Handle small repairs: drips, bulbs, sticking doors
- ☐ Freshen the entry, lawn, beds, and mulch
- ☐ Consider a pre-listing inspection to find surprises early

Trusted professionals, when you need them

Whether you need a home inspector, a contractor for repairs or updates, or another specialist, we keep a list of local professionals we've come to trust. Just ask and we'll share it. We don't receive payment from anyone on it, and you're always free to choose any provider you like.

The list may include Kinship Builders, a separate construction company Benton co-owns. Using it is never a requirement.

STEPS 05 & 06

A marketing plan built around your property.

Every property deserves a thoughtful marketing strategy that highlights its strengths and reaches potential buyers.

What our listing process includes

- ☐ Professional photography
- ☐ Drone imagery
- ☐ MLS exposure and syndication
- ☐ Social media promotion
- ☐ Exposure through eXp Realty's agent network
- ☐ Open houses

We also look for opportunities to enhance the marketing approach based on your property's unique features and the current market.



Getting ready for photo day

- Open blinds and turn on every light
- Clear counters, fridge fronts, and bathroom surfaces
- Put away cars, hoses, bins, and pet items
- Make beds and set out fresh towels

Showings and feedback

Buyers and their agents schedule showings through a showing service, and we confirm times with you. It's best to step out during showings so buyers feel free to look around.

Before showings, secure valuables, medications, and personal documents, and make a plan for pets. We'll share showing activity and feedback with you, and if the market is telling us something, we'll talk about whether to adjust.

STEP 07

Offers and negotiation.

When offers come in, I'll help you evaluate more than just the purchase price.

Financing, contingencies, concessions, closing dates, and other terms can all affect the outcome. I'll use the available market information and your priorities to develop a thoughtful negotiation strategy and advocate for your interests.

Your options with any offer

- **Accept** it as written
- **Counter** with changes to price or terms
- **Decline** it

If more than one offer arrives, we'll talk through how to respond so every buyer is handled fairly and you keep the strongest position.

What we compare in every offer

Price	The offered price, and how it compares with the market evidence.
Financing	Cash, conventional, FHA, VA, or other loan, and the strength of the buyer's pre-approval.
Earnest money	The deposit the buyer puts down to show commitment.
Inspection period	How many days the buyer has to inspect and request repairs.
Appraisal	Whether the offer depends on the home appraising at the price.
Other contingencies	For example, the buyer needing to sell a home first.
Concessions	Any request for help with the buyer's closing costs.
Dates	The closing date and when you hand over possession.
What stays	Appliances, fixtures, and other items included in the sale.

STEPS 08 & 09

Under contract, and closing day.

Accepting an offer is a milestone, not the finish line. The weeks between contract and closing have important deadlines, and we track every one.

While you're under contract

- **Inspection.** The buyer inspects the home within the period set in the contract and may ask for repairs or credits.
- **Resolution period.** If repairs are requested, we negotiate an agreement with the buyer within the time the contract allows.
- **Appraisal.** If the buyer is financing, the lender orders an appraisal. If it comes in low, we'll review your options.
- **Title and settlement.** The title company or closing attorney searches title, orders your loan payoff, and prepares the closing documents.
- **Final walk-through.** Shortly before closing, the buyer confirms the home's condition and any agreed repairs.



Closing day

Your closing is handled by a title company or closing attorney. Sellers often sign separately from the buyer, and sometimes in advance. Once the sale is recorded, the settlement agent disburses your proceeds.

Bring or arrange

- Government-issued photo ID
- All keys, garage remotes, and codes
- Anything the settlement agent requests

UNDERSTANDING YOUR NET

What you'll walk away with.

The sale price is only part of the picture. What matters most is what you take home after the costs of selling.

Before you list, and again with each offer, we'll prepare an estimated net sheet so you can see how price and terms change your bottom line.

Your final figures come from the settlement statement prepared by the title company or closing attorney.

> Brokerage compensation is not set by law and is fully negotiable.

How an estimated net sheet works

	Sale price
–	Mortgage payoff and any other liens Including any home equity line of credit
–	Brokerage compensation As agreed in your listing agreement
–	Seller's title and closing fees As set by your contract and local custom
–	Prorated property taxes Your share of the year's taxes through closing
–	HOA dues or fees, if any
–	Agreed repairs, credits, or buyer concessions
=	**Your estimated net proceeds**





SELLING LAND OR ACREAGE

See the possibilities. Understand the property.

If you're preparing to sell land or acreage, understanding the property's characteristics is an important part of developing the right strategy.

Access, utilities, terrain, permitted uses, and potential buyer interests can influence how a parcel should be evaluated, priced, and marketed.

We combine real estate research with hands-on construction and land-work experience, so we can help you review the relevant property information, consider the available market evidence, and develop a plan around your selling goals.

Helpful to have on hand

- ☐ Survey or recorded plat, and your deed
- ☐ Restrictions, covenants, and easements
- ☐ Road access and frontage details
- ☐ Utility availability: power, water, sewer or septic
- ☐ Soil or perc test results, if any
- ☐ Zoning and permitted uses
- ☐ Greenbelt status, if enrolled, so we can discuss how a sale may affect it

A little preparation goes a long way.

Documents to gather

- ☐ Mortgage lender contact and loan number
- ☐ Any home equity line or other liens
- ☐ HOA contact, documents, and dues
- ☐ Recent utility bills, for average costs
- ☐ Receipts and permits for improvements
- ☐ Warranties and appliance manuals
- ☐ Survey and prior inspection reports
- ☐ Leases or contracts that convey, such as solar, propane, or security
- ☐ A list of what stays and what goes

Before you list

- ☐ Walk through the home with us and talk priorities
- ☐ Finish small repairs and touch-ups
- ☐ Declutter, clean, and pack what you won't need
- ☐ Freshen curb appeal
- ☐ Plan for pets and showings

Moving week

- ☐ Confirm movers and your possession date
- ☐ Schedule utility transfers for the day after closing
- ☐ Forward your mail and update your address
- ☐ Leave keys, remotes, codes, and manuals
- ☐ Leave the home clean and ready for its next owner

The ten-minute showing reset

- Open blinds and turn on the lights
- Clear counters and put away dishes
- Make beds and straighten towels
- Secure valuables, medications, and documents
- Take pets along or crate them
- Set the thermostat to a comfortable temperature

IN OUR CLIENTS' WORDS

What sellers have shared.

"FiddleTree helped me sell a house and then helped me find where I live now. They did a great job."

JUDY K. · GOOGLE REVIEW

"They were very thorough, not only the sale of our home but in the purchases of our 2 new ones. They were there for every step and handled everything with ease."

NICK S. · GOOGLE REVIEW

"Gina and Benton are fabulous to work with! They never miss a detail."

KATHERINE C. · GOOGLE REVIEW

COMMON QUESTIONS

How long will it take to sell?

It depends on price, condition, location, and the market at the time. We'll review current local activity together so you have a realistic picture before you list.

Should I be home for showings?

Generally, no. Buyers are more comfortable looking around when the owners are out, and we'll share their feedback with you afterward.

What if the appraisal comes in low?

Your options depend on the contract. They can include renegotiating, the buyer covering the difference, or other solutions. We'll walk through them together.

Do I need to make repairs first?

Not always. Some repairs pay off and others don't. We'll help you decide what's worth doing based on your home and your goals.

Can I sell and buy at the same time?

Yes, with careful coordination. We'll talk through timing options and contract terms, and we can help you find your next home too.

Is brokerage compensation negotiable?

Yes. It isn't set by law, and we'll discuss it openly before you sign a listing agreement.

NEXT STEP

Let’s start the conversation.

Your property. Your priorities. A thoughtful plan for getting there. Whether you’re ready to list or just exploring your options, we’d be happy to hear what you’re considering.

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