

PERSONALIZED SELLER'S GUIDE

Atlanta, GA

As-Is Seller's Survival Guide

Prepared for: Sample Viewer

Market: Atlanta, GA | TheAsIsAgent.com | 888-965-2747

WHAT'S INSIDE

- > Live Atlanta, GA market data — prices, discounts, trends
- > The 5 ways to sell — and what each really costs you
- > Cash buyer tactics exposed — and how to counter them
- > Situation guides: Inherited, Foreclosure, Divorce, Relocation, Rental, Financial Hardship
- > Your complete pre-sale checklist
- > Atlanta, GA insider tip from our local team

ATLANTA, GA MARKET SNAPSHOT

MEDIAN HOME PRICE

\$410,000

TYPICAL CASH BUYER DISCOUNT

10-15%

AVG. DAYS ON MARKET (AS-IS)

15-25 days

INVESTOR ACTIVITY LEVEL

High — Atlanta remains a strong target for both institutional investors and local fix-and-flipper...

MARKET TREND

Prices have seen modest gains year-over-year, with inventory slowly increasing but still competitive, especially for well-located properties.

ATLANTA, GA INSIDER TIP

Highlighting properties near upcoming BeltLine expansions or major corporate relocations can attract premium offers from investors looking for long-term appreciation.

THE 5 WAYS TO SELL — WHAT EACH REALLY COSTS YOU

01

Cash / Investor Buyer

Fastest close (7-14 days). Expect 10-20% below retail. No repairs, no commissions, no contingencies. Best for urgent timelines.

02

iBuyer (Opendoor, Offerpad)

Algorithmic offer. Convenient but fees of 5-8% plus repair credits often erode net proceeds vs. retail.

03

Traditional Realtor Listing

5-6% commission plus repairs, staging, and 30-90 day timeline. Highest gross price but highest cost and uncertainty.

04

FSBO (For Sale By Owner)

No commission but full responsibility for marketing, negotiations, contracts, and legal compliance. High effort, variable results.

05

The As Is Agent Advisor Model

We analyze all offers, negotiate on your behalf, and ensure you keep the maximum. No upfront costs. You decide — we execute.

SITUATION GUIDES

Inherited Property

- Probate can be avoided with proper title work — ask us how
- Heirs do not need to repair or clean out — sell as-is
- Capital gains on inherited property often qualify for step-up basis

Foreclosure / Pre-Foreclosure

- Act before the auction date — options disappear fast
- A short sale or cash sale can protect your credit vs. foreclosure
- Lenders often accept less than owed in distress situations

Divorce

- Both parties must agree on sale terms — we facilitate neutral negotiations
- Court-ordered sales have strict timelines — cash buyers meet them
- Net proceeds split is cleaner with a defined closing date

Relocation

- Remote closings available — you do not need to be present
- Leaseback options let you stay 30-60 days post-close
- We coordinate with your employer's relocation package if applicable

Rental Property / Landlord Exit

- Sell with tenants in place — many investors prefer occupied properties
- No need to evict or wait for lease expiration before listing
- We handle tenant communication and access coordination for showings

Financial Hardship

- Selling quickly can stop the bleeding — carrying costs add up fast
- A cash sale can pay off liens, judgments, and back taxes at closing
- We work with your lender and attorney to maximize your net proceeds under pressure

YOUR PRE-SALE CHECKLIST

- Gather your deed, mortgage statement, and HOA documents
- Note any known material defects (roof, HVAC, plumbing, foundation)
- Collect utility bills for the past 12 months
- Get a free comparative market analysis from The As Is Agent
- Request offers from at least 3 buyers before accepting any
- Review net proceeds worksheet — not just the offer price
- Confirm closing timeline aligns with your move-out date
- Verify buyer's proof of funds or pre-approval before signing

Ready to talk about your Atlanta, GA property?

Call 888-965-2747 | TheAsIsAgent.com | No obligation, ever.

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