



A Home Sellers Checklist

READY TO SELL YOUR HOME?



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Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. While it seems like a complicated process, it doesn't have to be.

This checklist is designed to help you navigate your way through the selling process without any trouble.

Here are the pieces:

1. Getting Started
2. Researching the Market
3. Preparing for a Sale
4. Negotiating Offers
5. Due Diligence
6. The Final Step





Getting Started

Step 1: Find a Real Estate Agent

- Interview at least 3 agents to see if their personality and expertise matches your needs and wants
- Avoid “hobby agents” – find an experienced agent who works full time!
- Great real estate agents have these qualifications:
 - Local market knowledge.
 - Great reviews and testimonials.
 - Financial Knowledge.
 - Great agents are punctual and communicative
- Ask yourself:
 - Did your agent show up on time & prepared?
 - Do they communicate in a way that you understand and that you feel comfortable with?
 - Does your agent have network connections? Great agents work with other agents on a regular basis
- Ask about their marketing processes:
 - How are they marketing other properties?
 - Are they utilizing social media?
 - Do they have a marketing plan for their listings?
- Create a list of 10 things you LOVE about your home, and share this with your agent.

Step 2: Plan Your Timeline

- Meet with your chosen agent to discuss the best listing strategy based on the local market.
- Determine when would be the best time to put your house on the market with your agent.
- Discuss your timeline and where you are moving to. High-demand areas may require that you buy first. Discuss these limitations with your agent.



Researching the Market

Step 3: Walkthrough

- Walkthrough your home with your agent.
- Show them the 10 things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.
- Discuss the need for a pre-list home inspection before the sale.

Step 4: Determine the Listing Price & Marketing Plan

- Work with your agent to determine the best listing price – every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.
- Review a Comparative Market Analysis with your agent. The CMA determines the price point based on the sale price of similar homes in your neighborhood.

DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, and many others.



Preparing for a Sale

Step 5: Prepare Your House for Viewing

- Clean & Declutter
 - While we love the memories that your home represents, we suggest hiding anything that might be considered "clutter".
 - Try to keep decorations as neutral as possible. We want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (baseboards, light switches, etc.) OR
- Hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!
- Improve Curb Appeal
 - Maintain landscaping.
 - Clear out the side yard area.
 - Hide eyesores like trash cans or compost bins.
 - Clean up after your pets!
 - Keep the kids' toys off the front lawn!
- Discuss the benefits of a professional stager with your real estate agent.

Step 6: Market Your Home

- Discuss your agent's marketing plan with them to create the best strategy for your unique home.
- Your agent will schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Your agent will schedule times for the following pre-list marketing tools to be created:
 - Floor plans
 - Virtual/video tours
 - Website and
 - Matterport
 - Social media blasts
- Each property is unique so let your real estate agent take the lead here. They know how to best market your home.



Step 7: Showing Your Home

- Discuss logistics for showing and any parameters for scheduled appointments.
 - Be prepared to be out of your home for all showings.
 - Make the home readily available for potential buyers by limiting restrictions on showing times/days.
- Prepare for open houses (if applicable).
 - Store important financial documents and valuables in a safe place away from the public eye.

Negotiating Offers

Step 8: Negotiate Offers

- Discuss the offer process with your agent. Understand offer dates, pre-emptive offers, and irrevocable times.
- Prepare for multiple offers.
 - Your agent will review and discuss all offers presented. Focusing on price, closing, terms, and conditions.
 - Decide on the offer that best suits your needs.

PRO TIP:

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.

Step 9: Accept an Agreement of Purchase and Sale

- After selecting the strongest offer, sign & accept the Agreement of Purchase and Sale and any corresponding paperwork.
- Buyers will provide a certified deposit to be held in trust by the listing agent's Brokerage or the seller's lawyer.
- Discuss the timeline of the transaction with your agent based on the accepted offer.



Due Diligence

Step 10: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections (if applicable).
- If a home inspection is a condition of the purchase, it will take place in this timeframe. Don't be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- If any reports were required in the accepted offer (ex: a termite report), provide the buyer with them.
- Hire a real estate lawyer to assist with closing this transaction. They'll conduct a Title Search on the property and calculate closing costs.

Step 11: Bank Ordered Appraisal

- The buyer's lender may conduct an appraisal to verify that the market value of the home supports the contract price.

Step 12: The Home Stretch

- Once the buyer has fulfilled their conditions the deal is firm.
- Complete any requested repairs before closing.
- Expect the buyer to schedule their Purchaser visits as agreed to in the APS.
- Expect one of the visits to be a final walk-through. They will verify that the condition of the property is the same as when they made the offer.



The Final Step

Step 13: Closing the Deal

- Both parties will pay any settlement fees and documents are recorded.
- Titles are officially transferred to the new owners.

CELEBRATE!

Congratulations! You've sold your home!



HAVE ANY QUESTIONS?

The home selling process can be confusing and stressful, but we're here to help! We strive to make the process as seamless as possible as we guide you through the transaction from start to finish.

LET US KNOW IF THERE'S ANY WAY WE CAN HELP YOU WITH THE HOME SELLING PROCESS.

LET'S CHAT!

