

The Home Selling Checklist



BILL TIERNEY

COASTAL COUNTRYSIDE PROPERTIES

617.653.1955 | @realtorbill

bill.tierney@williamtierney.net

williamtierney.net

76 South Main Street,
Cohasset, MA 02025

Ready to sell your home?

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:

- Getting Started
- Researching the Market
- Preparing for a Sale
- Negotiating Offers
- Closing an Offer
- The Final Stages



Getting Started

Step 1: Find a Real Estate Agent

- Interview several agents to see if their personality and expertise match your needs and wants.

Great real estate agents have these qualifications:

- Local market knowledge.
- Great reviews and testimonials.
- Financial Knowledge.

- Avoid “hobby agents” - find an experienced agent who works full time!
- Great agents are punctual and communicative.
- 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

- Determine when would be the best time to put your house on the market with your agent.
- Meet with an agent to discuss the best listing strategy based on the local market.
- Have an idea of where you’d like to move before you put your home on the market.



Researching the Market

Step 3: Walkthrough

- Walk through 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.
- If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

Step 4: Determine the Listing Price & Marketing Plan

- Work with your real estate 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 or pricing analysis with your agent, which determines 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 (except for condos/townhomes), 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 (base boards, 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.
- Hire a professional stager or ask your real estate agent for suggestions.

Step 6: Market Your Home

- Discuss your agent’s marketing plan with them to create the best strategy for your unique home.
- Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

Step 7: Showing Your Home

- Decide whether you want to have a lockbox or schedule appointments.
- Prepare for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.