



The Home Selling Checklist

THINKING ABOUT SELLING
YOUR HOME?

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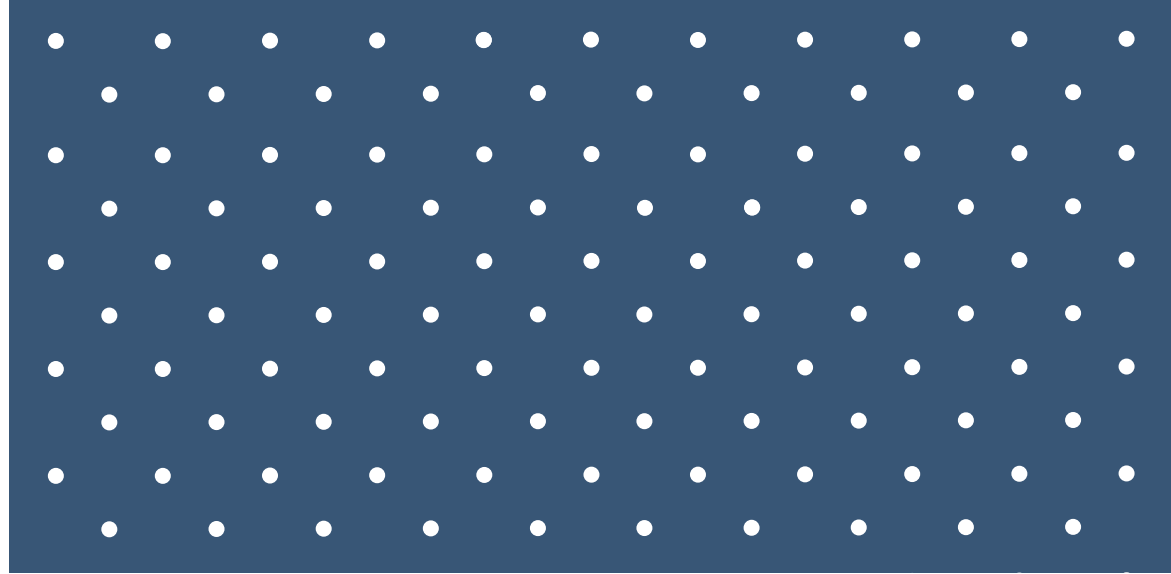


Deciding whether to sell your home is a complex decision. It's important to be fully informed when you make that decision.

This checklist is designed to educate you on the selling process, so you can move forward with clarity and confidence.

Here are the phases of the process:

1. Getting Started
2. Researching the Market
3. Preparing for Sale
4. Negotiating Offers
5. Contract Period
6. The Final Stages



Getting Started

Step 1: Find a Real Estate Agent

- Interview several agents to find an agent whose personality and expertise fit your needs and goals.
- Choose an agent with these key qualifications:
 - Local market knowledge.
 - Financial knowledge.
 - Organized systems and plans.
 - Excellent reviews and testimonials.
- Avoid “hobby agents” and find an experienced agent who works in the industry full-time.
- Effective agents are punctual and communicative. They show up to your meetings prepared and communicate in a way that you understand and feel comfortable with.
- Ask your agent about his/her network connections. Great agents work with other agents on a regular basis.
- Ask about his/her marketing processes. How do they market listings? How do they utilize digital platforms to market listings? How would they market YOUR home?
- Create a list of 5-10 things you LOVE about your home and community and share this with your agent.
- Create a list of improvements you’ve made to your home with approximate dates and share this with your agent.

Step 2: Plan Your Timeline

- Work with your agent to determine the best time to sell your home, based on your needs and local market conditions.
- Work with your agent to develop a plan for where you’d like to move before listing your current home.



Researching the Market

Step 3: Tour & Information Gathering

- Take your agent on a thorough tour of your home.
- Point out the things that you love about your home, as well as the things you find challenging about it. Share what you do and don't like about your neighborhood and community.
- Ask your agent for advice on any needed repairs, upgrades or staging.
- Ask your agent if a general pre-inspection should be scheduled before listing.

Step 4: Determine the Market Value & Pricing Strategy

- Review a comparative market analysis of your home with your agent, which predicts a range of market value based on recent sales in your area.
- Discuss with your agent different pricing strategies, then decide on a listing price.
- **DID YOU KNOW...?**
 - The market value of your home is based on many factors, including lot size, square footage, location, condition, the year the home was built, and many others.
 - Your listing price is not necessarily the selling price - it is instead a part of the marketing plan for your home.

Preparing for Sale

Step 5: Order Title Work

- Ask your agent to order a title search before listing, to be sure there are no unknown liens or other title concerns.

Step 6: Prepare Your Home for Photography & Showings

- Follow your agent's advice for cleaning, decluttering and staging your home.
- Try to keep decor as simple and non-personal as possible. You want potential buyers to be able to imagine themselves living in this space.
- Deep clean forgotten places (interior of cabinets, baseboards, window sills, light switches, fans, etc).
- Improve curb appeal with things like landscaping cleanup, potted flowers, and a new welcome mat.
- Hide eyesores like trash cans or compost bins.

Step 7: Market Your Home

- Discuss your agent's marketing plan and how it will highlight the unique features of your home and target the type of buyer most likely to buy it.
- Have your agent schedule high-quality real estate photography for your home. Over 95% of buyers conduct their home searches online. Professional photography is crucial to enticing buyers to consider your home!
- Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

Step 8: Showing Your Home

- Decide whether you want to have a lock box or have your agent accompany showing appointments.
- Discuss whether open houses would be effective for marketing your home.
- Follow your agent's advice on preparing your home before each showing.
- Store important financial documents, valuables and medications in a safe place away from the public eye.



Negotiating Offers

Step 9: Negotiate Purchase Offers

- Discuss the offers with your real estate agent.
- **PRO TIP:** *Don't get hung up on only the offer price! There are many terms within an offer that should be considered.*
- Make sure your agent contacts the buyer's mortgage lender or reviews the buyer's proof of funds for each offer.

Step 10: Sign a Purchase Agreement

- After selecting the strongest offer, sign the purchase agreement and any additional paperwork.
- The buyer will deposit earnest money with their agent's brokerage or their chosen title company.

Step 11: Pre-Closing

- Review the timeline of the transaction and important deadlines with your agent based on the purchase agreement terms.



Contract Period

Step 12: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for inspections.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to inspect issues identified in the general home inspection.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution.

Step 13: Bank Ordered Appraisal

- If the buyer is financing the purchase, the lender will conduct an appraisal to verify that the market value of the home supports the contract price.
- Discuss with your agent what happens if the appraised value is lower than the contract price.

Step 14: The Home Stretch

- Once the buyer has lifted contingencies (e.g. inspection and appraisal) and their deposit is locked in, complete any agreed repairs before closing.
- Expect the buyer to schedule a final walk-through before closing, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed repairs have been completed too.
- Work with your agent to close out your utility accounts.





The Final Stages

Step 15: Closing the Deal

- Both parties will sign their respective closing documents and pay their designated closing costs. As a seller, your costs will be deducted from the sale price.
- The deed will be recorded with the county, transferring title to the buyer.
- You will turn over all keys, garage door openers, alarm codes, etc.

Step 16: CELEBRATE!

- Congratulations, you sold your home!
- Now it's time to focus all of your energy on this next chapter.



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Have any questions?

The home selling process can be confusing and stressful, but I am here to guide you through every step of the process. I strive to take as many tasks from your plate as possible, so you can continue living your life and focusing on your future.

I AM HERE TO ANSWER ANY QUESTIONS YOU MAY HAVE ABOUT THE PROCESS OR WHAT IT WOULD BE LIKE TO WORK WITH ME.

Let's Chat!

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