



THE HOME SELLING CHECKLIST

Ready to Sell Your Home?



Deciding whether or not to sell your home is one of the biggest decisions you'll ever make. You should feel in control and confident throughout this process.

I've compiled this checklist to help navigate you throughout the selling process with as much ease as possible. I am here to guide you every step of the way.

HERE ARE THE PILLARS:

- 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 a few agents and see if their personality matches your needs/wants. You want to "click"!
- Qualifications your agent should have:
 - Ask about their process (or system) for selling your home.
 - Local market knowledge.
 - Good reviews or testimonials.
 - Financial Knowledge - they can walk you through the numbers!
 - Works full time in the industry.
 - Great time management and communication skills (ie. did they show up on time & prepared? Do they communicate with you in a way that you understand and feel comfortable with?)
 - Network connections (Effective real estate agents rely on their relationships. Do they work with other agents regularly?)
 - They should ask about your Housing Goals and future vision.
 - Ask about their marketing strategies (ie. preparing your home for the market, photography, advertising, pricing the home)
 - Create a list of 10 things you LOVE about your home to share 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.
- Decide if you should sell or buy first depending on your situation.

RESEARCHING THE MARKET

STEP 3: WALKTHROUGH

- Walk through your home with your agent.
- Show them the 10 things you love about your home.
- Point out any repairs or renovations you've done to the 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 analysis with your agent, which determines price point based on the sale price of similar homes in your neighborhood.
- Determine if any renovations could increase the value of your home.

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, the current market and other details

PREPARING FOR A SALE

STEP 5: PREPARE YOUR HOUSE FOR VIEWING

- Declutter
 - While we love the memories that your home represents, I suggest hiding anything that might be considered "clutter".
- Clean
 - 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!
- Neutral / Properly-sized decor and furnishings
 - I want potential buyers to be able to imagine themselves in this space.
- Improve Curb Appeal
 - Maintain landscaping.
 - Keep sidewalks clear of snow and/or debris.
 - Hide eyesores like trash cans or compost bins.
 - Clean up the front entrance way (consider adding a pop of color to the front door)
- 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 and/or videography for your home. (Buyers look online before anything else and first impressions are often digital these days, resulting in more traffic and qualified buyers)
- 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

- Discuss and decide whether you want to have a lockbox or to have me call or text you to schedule appointments.
- Have a plan to tidy, clean and leave the house for showings.
- Prepare and plan for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.

NEGOTIATING OFFERS

STEP 8: NEGOTIATE PURCHASE OFFERS

- Prepare a strategy for multiple offers, should two or more offers come in at the same time.
- Once an offer is received, review it thoroughly with your agent and ask any questions that you may have.
- Understand all the details, terms and conditions of the offer.

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: SIGN A PURCHASE SALE AGREEMENT

- After selecting the strongest offer, sign the Purchase of Sale Agreement and any additional paperwork.
- Buyers will submit the deposit as described in the offer.

CLOSING AN OFFER

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.
- After the home inspection, do not 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, provide the buyer with them.

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 waived conditions and their deposit is locked in, complete any agreed requests before closing.
- Expect the buyer to schedule a final walk-through, 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 upon repairs have been completed.

THE FINAL STAGES

STEP 13: CLOSING A DEAL

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

STEP 14: CELEBRATE!

- Congratulations! You sold your home!

HAVE ANY QUESTIONS?

Using my My Move Up Method, I will strive to make the process as seamless as possible as I guide you through the transaction from start to finish.

Let me know if there's any way I can help you with the home selling process.

