

THE HOME SELLING CHECKLIST

*FOLLOW MY
6-STEP PROCESS
FOR HOME SELLING SUCCESS!*



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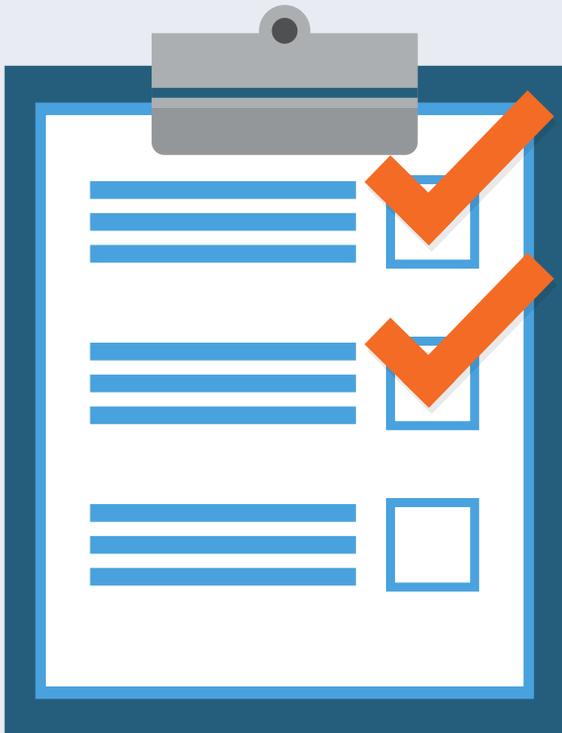
READY TO SELL YOUR HOME?

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 the Deal**
- **The Final Stages**





GETTING STARTED

STEP ONE:

FIND A REAL ESTATE AGENT



- Interview several agents to see if their personality and expertise matches your needs and wants.
- Create a list of 10 things you LOVE about your home, and share this with your agent.

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 marketing plan for their listings?

GETTING STARTED

STEP TWO: 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 THREE: WALKTROUGH

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



RESEARCHING THE MARKET

STEP FOUR: 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.



DID YOU KNOW?

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

PREPARING FOR A SALE



STEP FIVE: PREPARE THE HOUSE FOR VIEWING

CLIMAX

- 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.

PREPARING FOR A FOR SALE



STEP SIX: 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 SEVEN: SHOWING YOUR HOME

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

NEGOTIATING THE DEAL

STEP EIGHT: NEGOTIATE PURCHASE OFFERS

- Discuss the offers with your real estate agent.
- Prepare for multiple offers.

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 NINE: SIGN A PURCHASE AGREEMENT

- Work with your agent to establish the timeline for the next steps.
- Sign the offer and any additional documents!



NEGOTIATING THE DEAL

STEP TEN: ORDER TITLE

- Your real estate agent will confirm that buyer's Earnest Money Deposit has been deposited into an escrow account and have a title representative pull the property's title report.
- Discuss the timeline of the transaction with your agent based on the accepted offer.



CLOSING THE DEAL

STEP ELEVEN: BUYER'S DUE DILIGENCE



- 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 (ex: a termite report), provide the buyer with them.

CLOSING THE DEAL



STEP TWELVE: BANK ORDERED APPRAISAL

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

STEP THIRTEEN: THE HOME STRETCH

- Once the buyer has lifted contingencies and their deposit is locked in, complete any requested repairs 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 FOURTEEN: CLOSE THE DEAL

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

STEP FIFTEEN: CELEBRATE!

Congratulations! You sold your home!





Have any questions?

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

I'm also leaving you with a comprehensive marketing plan so that you'll understand exactly what I'll do to give your home the most exposure in order to increase the probability of selling your home quickly and for top dollar!

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