

HELPING YOU DOWNSIZE WITH MY

Happy Home System

SELLER CHECKLIST



BRIDGET

Blonde

REAL ESTATE AGENT



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 steps:

1. Getting Started
2. Researching the Market
3. Preparing for a Sale
4. Negotiating Offers
5. Closing an Offer
6. The Final Stages

Getting Started

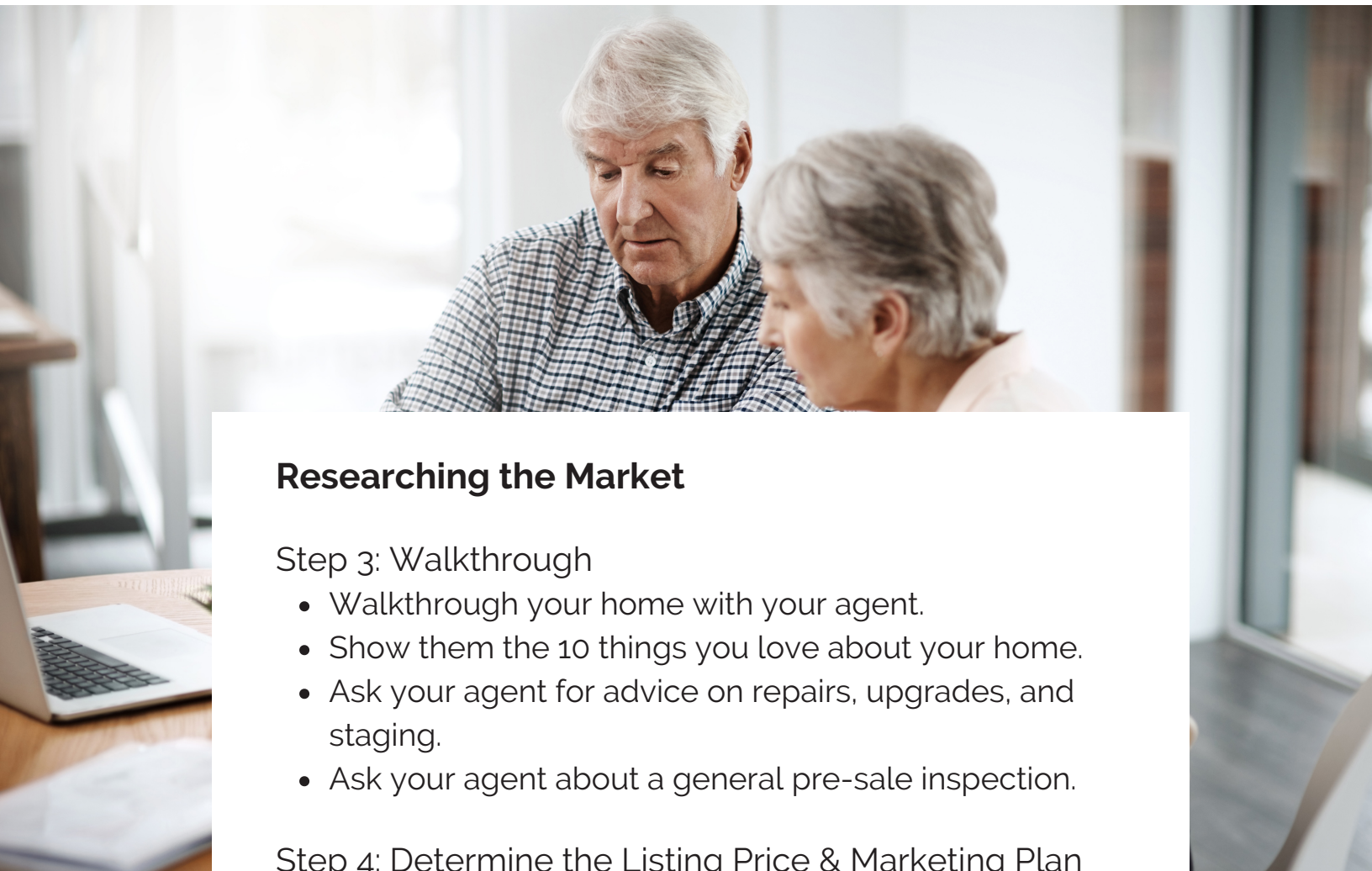
Step 1: Find a Real Estate Agent

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.
- Punctual, prepared, and communicative
- Do they communicate in a way that you understand and that you feel comfortable with?
- Great agents work with other agents on a regular basis
- They use a marketing plan. Ask how are they marketing other properties?
- Are they using social media?
- Avoid "hobby agents" - find an experienced agent who works full-time!
- 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

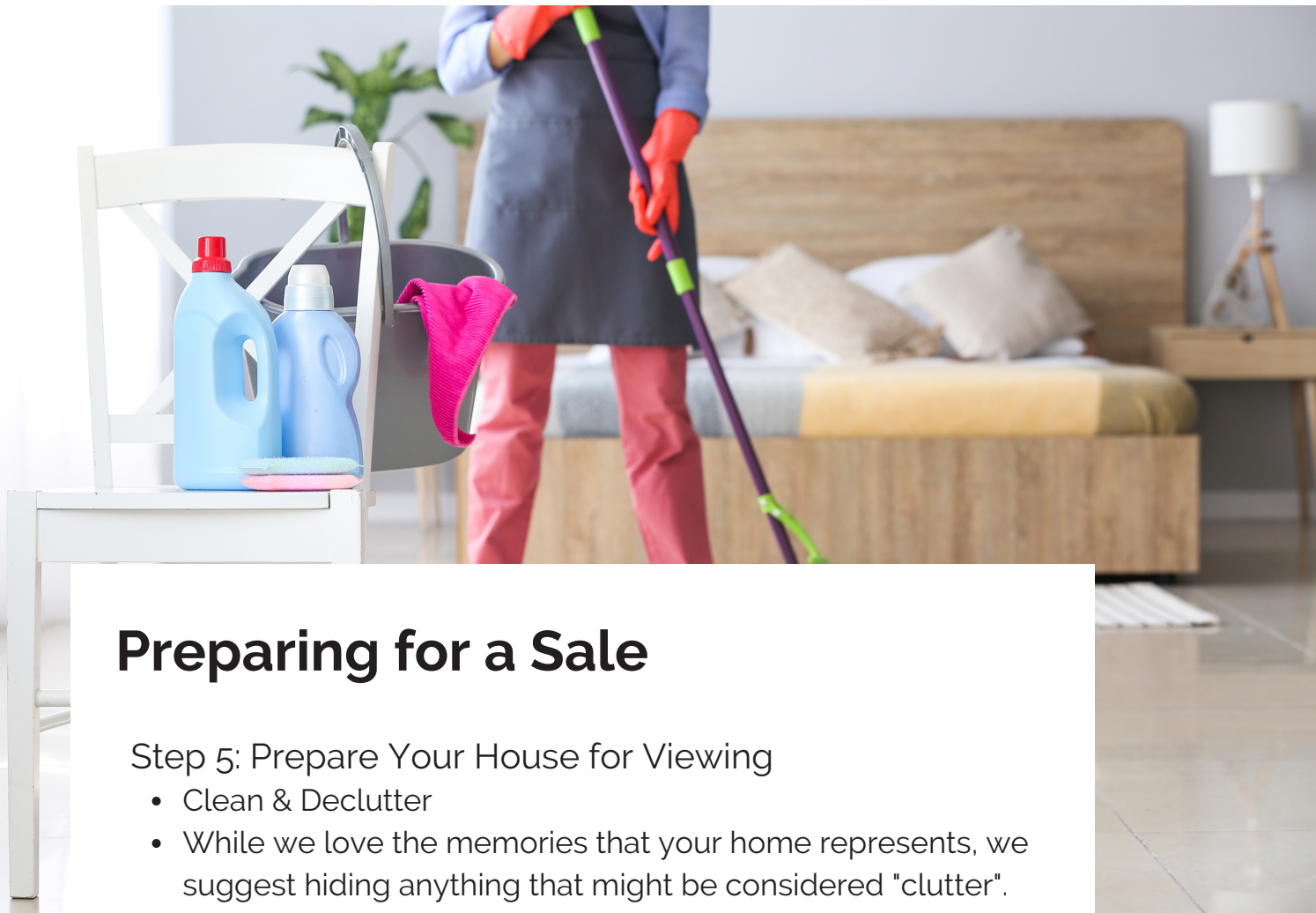
- Walkthrough your home with your agent.
- Show them the 10 things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.
- Ask your agent about a general pre-sale inspection.

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. And it will take longer to sell.
- Review a comparative market analysis with your agent, which determines your price point based on the sale price of similar homes in your area.

DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, square footage, location, 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.
- Hire a professional stager or ask your real estate agent for suggestions if your real estate agent doesn't offer this service.

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, scheduled appointments.
- Prepare 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

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

Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork.
- Buyers will put down a deposit.

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.

A person in a white shirt and tie is holding a magnifying glass over a wooden box. The background is a blurred office setting.

The Conditional Period

Step 11: Buyer's Due Diligence Period

- If applicable, 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.

Step 12: Bank Ordered Appraisal

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

Step 13: The Home Stretch

- Once the buyer has dropped conditions 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 14: Closing a Deal

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

Step 15: 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.

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

Let's chat!

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