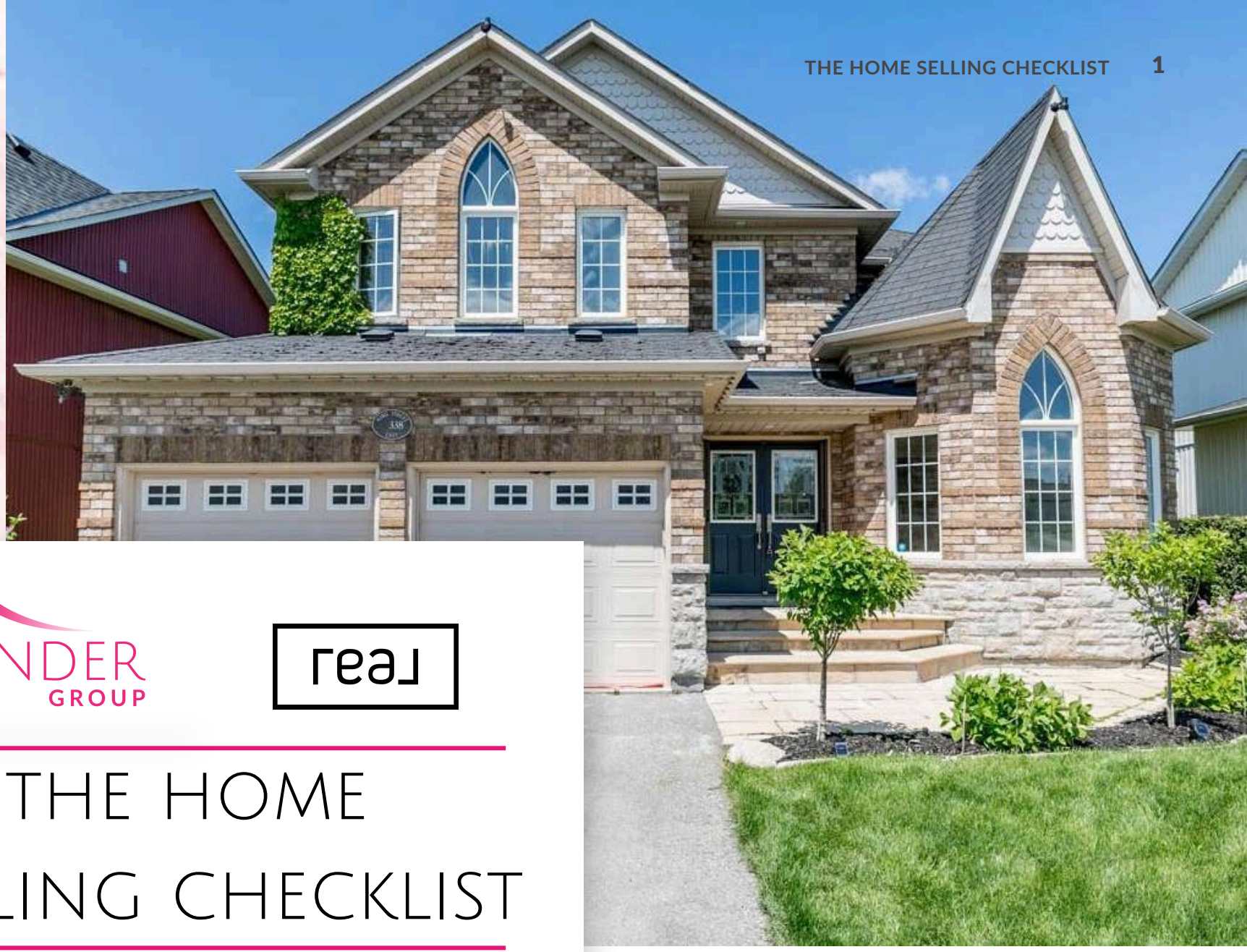


LANDER GROUP

real

THE HOME SELLING CHECKLIST

READY TO SELL YOUR HOME?

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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:

1. GETTING STARTED
2. RESEARCHING THE MARKET
3. PREPARING FOR A SALE
4. NEGOTIATING OFFERS
5. CLOSING AN OFFER
6. THE FINAL STAGES



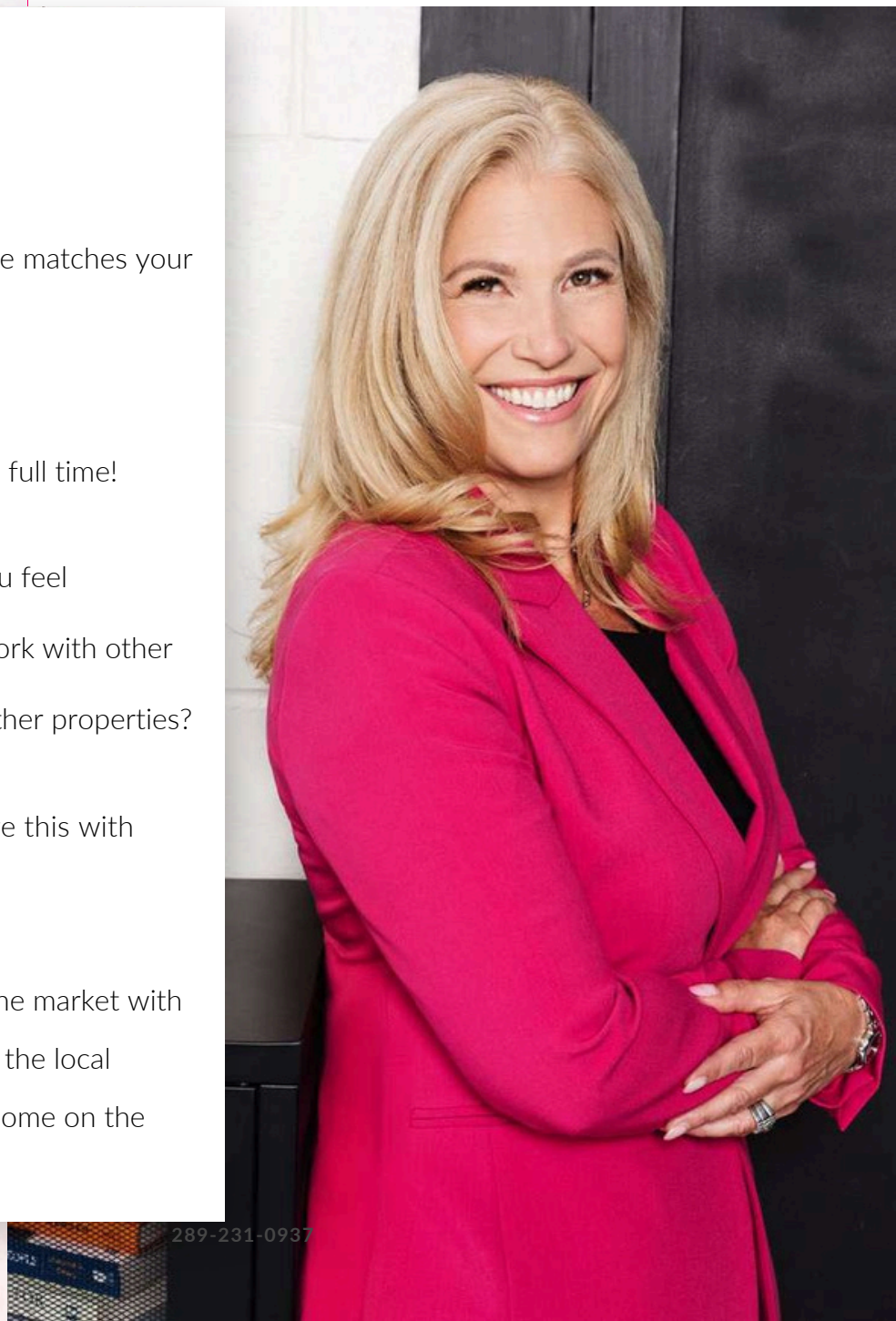
GETTING STARTED

Step 1: Find The Right Realtor

- Interview several Realtors to see if their personality and expertise matches your needs and wants
- Great Realtors have these qualifications:
- Local market knowledge.
- Great reviews and testimonials.
- Financial Knowledge.
- Avoid “hobby Realtors” - find an experienced Realtor who works full time!
- Great Realtors are punctual and communicative
- Did your Realtor show up on time & prepared?
- Do they communicate in a way that you understand and that you feel comfortable with?
- Does your Realtor have network connections? Great Realtors work with other Realtors on a regular basis
- Ask about their marketing processes: How are they marketing other properties?
- Are they utilizing social media?
- Do they have marketing plans for their listings?
- Create a list of 10 things you LOVE about your home, and share this with your Realtor.

Step 2: Plan Your Timeline

- Determine when would be the best time to put your house on the market with your Realtor.
- Meet with a Realtor 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 Realtor.
- Show them the 10 things you love about your home.
- Ask your Realtor for advice on repairs, upgrades, and staging.
- If you are unsure, ask your Realtor if a general pre-inspection should be scheduled before the sale.

Step 4: Determine the Listing Price & Marketing Plan

- Work with your Realtor 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 Realtor, 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, 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 (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 Realtor for suggestions.

Step 6: Market Your Home

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

Step 7: Showing Your Home

- It’s time to get an extra key cut for the lockbox.
- Store important financial documents and valuables in a safe place away from the public eye.





NEGOTIATING OFFERS

Step 8: Negotiate Offers

- Review all offers with your Realtor.

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 and Sale Agreement

- After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork.

Step 10: What's The Timeline?

- Discuss the timeline of the transaction with your Realtor based on the accepted offer.

CLOSING AN OFFER

Step 11: 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 Realtor to negotiate a solution between both parties.

Step 12: 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 13: The Home Stretch

- Expect the buyer to schedule a final walkthrough, where they'll 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

- Each party's lawyers will take care of all of the final details to facilitate a smooth closing.
- 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 we're here to help! We strive to make the process as seamless as possible as we guide you through the transaction from start to finish.

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

LET'S CHAT!

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