THE *Home Seller* CHECKLIST

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. In fact, the key to a smooth home sale is in Step 1, finding an agent who understands your needs and wants and has a system to ensure the process is catered to you.

This checklist is designed to help you navigate your way through the selling process without any trouble.

Here are the key 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. Y*ou 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 (i.e. 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 (i.e. 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

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 so on.

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 (base boards, 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

You 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

- We will call you to schedule appointments
- Have a plan to tidy, clean and leave the house for showings
- 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 a strategy 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 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 lifted contingencies 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 our Smooth Move Method, 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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