

# HOME SELLERS CHECKLIST

## Getting 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.

## The pieces of the puzzle

- (1) Getting started
- (2) Researching the market
- (3) Preparing for a sale
- (4) Negotiating offers
- (5) Closing an offer
- (6) The final stages

By Ricardo M Rodriguez

# GETTING STARTED

## Step 1. Find a real estate agent

- Interview several agents to see if their personality and expertise matches your needs and wants.

Qualifications the agent you choose should have:

- Local market knowledge.
- Good reviews or testimonials.
- Financial knowledge - Make sure they can walk you through the numbers.
- Full time agent and a proven track record.
- Great time management and communication skills.
- Do they communicate with you in a way that you understand and feel comfortable?
- Do they understand your goals?
- Are they utilizing social media?
- Do they have a marketing plan for their listings?
- Create a list of 10 things you LOVE about your home, and share them 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 your 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 or 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 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 that the listing price of your home is based on many factors? This includes the lot size, the square footage, location, condition, the year the home was built and many others.

# PREPARING FOR A SALE

## Step 5. Prepare your house for viewing

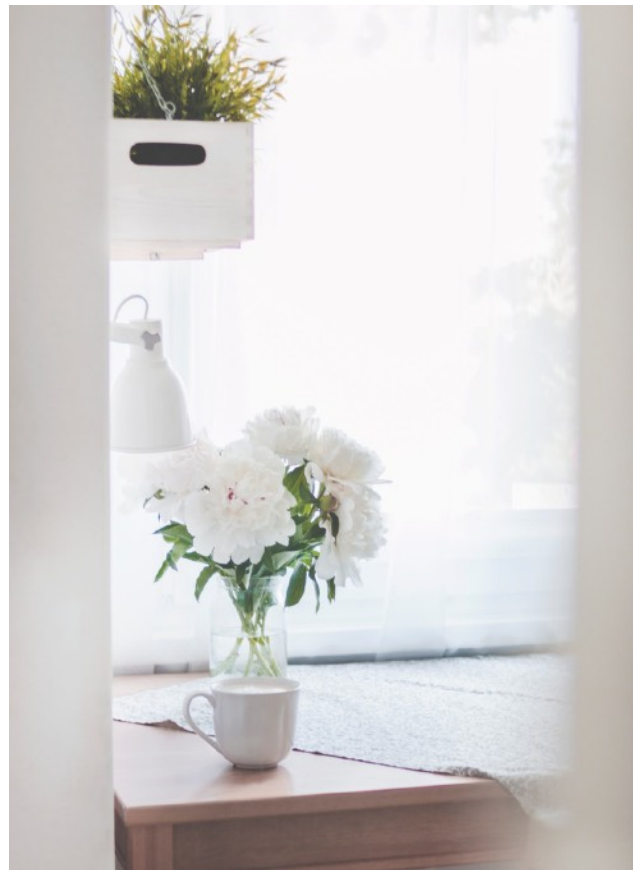
- While we love the memories that your home represents, we suggest hiding anything that might be considered “clutter”.
- Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places like baseboards, light switches, etc. Or hire a cleaning crew which only costs a few hundred dollars but can help you get thousands in the sale!
- Improve curb appeal and maintain landscaping.
- Hide eyesores like trash cans or compost bins.

## 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 like video walkthroughs, social media blasts, etc.

## Step 7. Showing your home

- Decide whether you want to have a lockbox or schedule 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.
- 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 the purchase and sale agreement

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

## Step 10. Open escrow and order title

- Your real estate attorney will open escrow on your behalf 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 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 agent to determine 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

- ❑ 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 walkthrough, 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. The Closing

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

### Step 15. Celebrate!

Congratulations! You sold your home!

## HAVE ANY QUESTIONS?

The home buying process can be confusing and stressful, but I'm here to help!

I strive to make the process as fun and exciting as possible. I will guide you through the transaction from start to finish.

Let's chat if you have any questions!

