



# Seller Checklist

Deciding 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.

## Getting Started

### Step 1: Find a Real Estate Agent

- Great real estate agents have these qualifications:
  1. Local market knowledge
  2. Great reviews and testimonials
  3. Financial Knowledge
  4. Punctual and communicative
  5. Show up on time & prepared
  6. Communicate in a way that you understand and that you feel comfortable with
  7. Utilize social media
- Create a list of 10 things you LOVE about your home, and share this with your agent.

### Step 2: Plan Your Timeline

- Determine the best time would be to put your house on the market with your agent.
- Discuss listing strategy with your agent based on the local market.

## Researching the Market

### Step 3: Walkthrough

- Walk through your home with your agent.
- Show them all the things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.

### Step 4: Determine the Listing Price & Marketing Plan

- Work with your real estate agent to determine the best listing price - every home is different.
- Review a comparative market analysis with your agent, which determines a price point based on the sale price of similar homes in your neighborhood.

*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 what the current market conditions are.*

## Preparing for a Sale

### Step 5: Prepare Your House for Viewing

- Clean & Declutter
- Pack up anything that might be considered "clutter".
- Keep decorations as neutral as possible - you want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (baseboards, light switches, etc.)
- Check Curb Appeal
- Maintain landscaping
- Hide any eyesores like trash cans or compost bins.
- Store important financial documents and valuables in a safe place.
- Ask your real estate agent for suggestions on staging.

### Step 6: Market Your Home

- Discuss the marketing plan/strategy with your agent.
- Have your agent schedule high-quality real estate photography for your home.
- Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media, etc.

### Step 7: Showing Your Home

- Talk to your agent about the lockbox that will be used and the procedure for showings based on your lifestyle.
- Discuss the option of having an open house and if this is something you both feel would be appropriate for your home.

## Negotiating Offers

### Step 8: Negotiate Purchase Offers

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

*Note that the offer price is only one piece of the offer. There are many other terms including closing date, financials, deposits, and other requests that need to be considered.*

### **Step 9: Sign a Purchase Sale Agreement**

- After selecting the offer that works best for you, sign the purchase sale agreement and any additional paperwork.
- Receive and deposit sellers' due diligence deposit.

### **Closing the 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 on negotiations.

### **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**

- Complete requested repairs and keep receipts to provide to sellers.
- 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 them to ensure that any agreed-upon repairs have been completed.

### **The Final Stages**

### **Step 14: Closing a Deal**

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

### **Step 15: CELEBRATE!**

- Congratulations! You sold your home!

**What do you think?**

**You now have some basic steps and information give make  
you a more confident seller and start the process.**

**If you are aware, prepared, and have a great agent  
working along with you, you will be fine!**

**I am here to help.  
Lets Chat.**



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