

SELL YOUR CURRENT HOME >

THINGS TO CONSIDER BEFORE SELLING >

- **Market Conditions**
Buyers Or Seller's Market?
- **Home Equity**
Estimate Potential Profit
- **Costs Of Selling**
Agent Commissions, Closing Costs, Repairs/Upgrades, Staging, Etc
- **Tax Implications**
Depending On Where You Live And How Long You've Owned Your Home, There Might Be Tax Implications

INSIDE THE HOME >

PREPPING YOUR HOME FOR MARKET

- **Declutter And Depersonalize**
Remove Personal Items Like Family Photos, Memorabilia, And Personal Collections. Clear Out Closets And Reduce Clutter In All Rooms. Consider Renting A Storage Building For Excess Furniture Or Belongings
- **Clean Thoroughly**
Deep Clean The Entire Home, Including Carpets, Windows, Walls, Ceiling Fans, Light Fixtures, And Tiles. Pay Special Attention To Kitchens And Bathrooms.
- **Make Necessary Repairs**
Fix Leaky Faucets, Broken Windows, Repair Holes Or Dents In Walls, And Ensure All Appliances Are In Working Order.
- **Update And Refresh**
Consider A Fresh Coat Of Paint For Rooms That Have Bold Or Personalized Colors. Update Lighting, And Outdated Hardware On Cabinets And Doors, And Replace Worn Carpeting
- **Stage The Home**
Rearrange The Furniture To Make Rooms Feel Spacious And Inviting. Set The Dining Room Table Or Add Fresh Flowers To Create An Inviting Atmosphere. Consider Professional Staging, Especially In Higher Price Points Or Competitive Markets
- **Address Odors**
Clean And Replace Carpets And Curtains That Might Trap Odors. Air Out Rooms By Opening Windows, And Avoid Strong Air Fresheners.
- **Optimize Lighting**
Replace Burned Out Bulbs, And Make Sure All Bulbs In The House Are Consistent With Each Other - Use Higher Wattage Bulbs To Make Rooms Brighter
- **Tidy The Garage And External Storage**
Organize Tools And Dispose Of Any Unnecessary Items And Trash. Consider Adding Storage Solutions To Showcase Functionality
- **Pets**
Repair Any Damage Caused By Pets, Eliminate Pet Odors, And Keep Pets Away From Home During Showings If Possible.



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OUTSIDE THE HOME >

- **Improve Curb Appeal**
Trim Shrubs, Mow The Lawn, Plant Flowers, Add Mulch Or Rock To Flower Beds, And Pressure Wash The Exterior
- **Highlight Best Features**
Open Curtains Or Blinds To Let Natural Light In. If You Have A Fireplace, Make Sure It's Clean And Consider Lighting It During Showings.

PREPARE FOR INSPECTION >

- **Conduct A Pre-Listing Inspection**
Consider A Professional Home Inspection Before Listing To Identify Any Potential Issues.
- **Organize Important Documents**
Have Copies Of Utility Bills, Tax Bills, Surveys, And Any Home Warranty Information And Prepare A List Of Updates Or Renovations Made To The Home, Along With Their Dates.
- **Ensure Safety**
Test And Ensure Smoke Detectors And Carbon Monoxide Detectors Are Functional And Address And Potential Hazards Like Loose Stair Railings Or Broken Steps

PUT YOUR HOME ON THE MARKET

PREPARING YOUR HOME >

- **Choose An Experienced Local Agent Who Has A Proven Track Record**
- **Determine List Price From A Comparative Market Analysis (CMA)**
- **Professional Photography/Videography**
Professional Photos And Videos Can Significantly Impact How Potential Buyers Perceive Your Home

LISTING AND MARKETING YOUR HOME >

- **List Your Home**
Your Agent Will List Your Home On The Multiple Listing Service (MLS) And Other Relevant Platforms
- **Marketing And Promotion**
A Comprehensive Marketing Strategy To Include Open Houses, Social Media Promotion, And Traditional Advertising

PUT YOUR HOME ON THE MARKET

REVIEWING OFFERS AND NEGOTIATION >

- **Reviewing/Accepting Offers**
Interested Buyers Will Submit Offers, And With Your Agent's Guidance You'll Negotiate The Offer Terms, Which Might Include Price, Contingencies, And Closing Date. Once You Accept An Offer, Both Parties Will Sign A Binding Sales Contract.
- **Buyer's Inspection**
The Buyer Will Likely Hire A Home Inspector. Depending On The Findings, They Might Request Repairs Or Negotiate Terms.
- **Appraisal**
If The Buyer Is Obtaining A Mortgage, Their Lender Will Order An Appraisal To Ensure The Property's Value Matches The Sales Price.
- **Address Contingencies**
Most Offers Come With Contingencies (Financing, Inspection, Sale Of The Buyer's Home). Each Contingency Needs To Be Met Or Cleared For The Sale To Proceed

PREPARING FOR CLOSING >

- **Title Search**
A Title Company Will Ensure That There Are No Liens Or Disputes On The Property's Title
- **Obtain Necessary Pre-Closing Documents**
This May Include Property Disclosures, A Recent Tax Assessment, Utility Bills, Or HOA Documents
- **Buyer's Walk Through**
Typically Conducted A Day Or Two Before Closing, This Allows The Buyer To Ensure That Agreed-Upon Repairs Were Made And The Property Is In Expected Condition
- **Closing**
Review And Sign Closing Documents, Including The Deed Of Trust Or Mortgage, The Promissory Note, And The Closing Disclosure

CLOSING AND FINAL TRANSFERS >

- **Transfer Of Funds**
The Buyer (Or Their Lender) Will Transfer Funds To Cover The Home Purchase. After All Costs Are Deducted, You'll Receive The Remaining Proceeds.
- **Transfer Of Ownership**
Once All Documents Are Signed And Funds Are Dispersed, The Property Deed Will Be Recorded In The Buyer's Name, Officially Transferring Ownership