

THE

**HOME
SELLING**
CHECKLIST



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

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

Great real estate agents have these qualifications:

- Local market knowledge.
- Great reviews and testimonials.
- Financial Knowledge.
- Avoid "hobby agents" - find an experienced agent who works full time!
- Great agents are punctual and communicative.
- Did your agent show up on time & prepared?
- Do they communicate in a way that you understand and that you feel comfortable with?
- Does your agent have network connections? Great agents work with other agents on a regular basis.
- Ask about their marketing processes: How are they marketing other properties?
- 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 this 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

- Walkthrough your home with your agent.
- Show them the 10 things you love about your 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 or pricing analysis with your agent, 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, which direction it faces, 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 (base boards, 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 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 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 - 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.
- Prepare for multiple offers.

Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the purchase sale agreement and any additional paperwork.
- Buyers will put down a deposit that gets held In Trust by their Realtor's brokerage.

Step 10: Accept Offer and Buyer's Due Diligence Period

- Your real estate agent will guide you through the Subject Removal period. The Buyer's will typically be in charge of satisfying most if not all the Conditions on the Purchase Sale Agreement.
- Discuss the timeline of the transaction with your agent based on the accepted offer.
- 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 (ex: a septic or well report), provide the buyer with them.

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.

**PRO
TIP**

CLOSING AN OFFER

Step 11: Bank Ordered Appraisal

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.
- Your Realtor will require the information regarding your choice of conveyancing lawyer. If you are using them for a Sale and a Purchase, negotiate their fees and shop around.

Step 12: The Home Stretch

- Once the buyer has removed conditions and their deposit is received, complete any requested repairs before closing.
- Frog Boxes will arrive for you 2 weeks prior to your move to allow for you to pack up.
- Cleaners will also be coordinated to come in to take care of the move out.



THE FINAL STAGES

Step 14: Closing a Deal

- Both parties will pay any disbursement & land title fees and documents are recorded by their conveyancing lawyers.
- Titles are officially transferred to the new owners.

Step 15: CELEBRATE!

- **Congratulations!** You sold your home!



Have Any *Let's Chat!* 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.

[Book a Call](#)

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