

# THE HOME SELLING CHECKLIST

## READY TO SELL YOUR HOME?

**DECIDING WHETHER OR NOT TO SELL YOUR HOME IS ONE OF THE BIGGEST DECISIONS YOU WILL EVER MAKE. WHILE IT SEEMS LIKE A COMPLICATED PROCESS, IT DOES NOT HAVE TO BE. IN FACT, THE KEY TO A SMOOTH HOME SALE IS IN STEP ONE, 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 ONE: FIND A REAL ESTATE AGENT**

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 (ie. 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 (ie. 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 TWO: 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 THREE: WALKTHROUGH**

Walkthrough 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 FOUR: DETERMINE THE LISTING PRICE AND 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 FIVE: PREPARE YOUR HOUSE FOR VIEWING

Declutter

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!

Improve Curb Appeal and 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 SIX: 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.

Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

### STEP SEVEN: SHOWING YOUR HOME

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 EIGHT: 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 NINE: SIGN A PURCHASE SALE AGREEMENT

After selecting the strongest offer, sign the Agreement of Sale and any additional paperwork

Buyers will submit the deposit as described in the offer

### STEP TEN: OPEN ESCROW

Discuss the timeline of the transaction with your agent based on the accepted offer.

Your real estate agent will open escrow on your behalf and have a conveyancing clerk begin (ordering tax certs, mortgage payoffs, U&O, etc.)

### STEP ELEVEN: BUYER DUE DILIGENCE PERIOD

Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.

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 TWELVE: 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 THIRTEEN: 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, they will verify that the condition of the property and ensure that any agreed upon repairs have been completed.

## THE FINAL STAGES

### STEP FOURTEEN: 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 FIFTEEN: CELEBRATE

## CONGRATULATIONS YOU SOLD YOUR HOME

### HAVE ANY QUESTIONS?

USING OUR **SUCCESS ROADMAP**, 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 IS ANY WAY WE CAN HELP YOU WITH THE HOME SELLING PROCESS.

**Let's Chat!**

**DIRECT 610-809-2198 | OFFICE 610-363-6006 | EMAIL [michael@michaelskay.com](mailto:michael@michaelskay.com)**