The Home Selling Checklist

Jeff & Katie

READY TO SELL YOUR HOME?

Selling Your Home With Jeff & Katie

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.

Here are the pieces:

1. GETTING STARTED

2. RESEARCHING THE MARKET

3. PREPARING FOR A SALE

4. NEGOTIATING OFFERS

5. CLOSING AN OFFER

6. THE FINAL STAGES

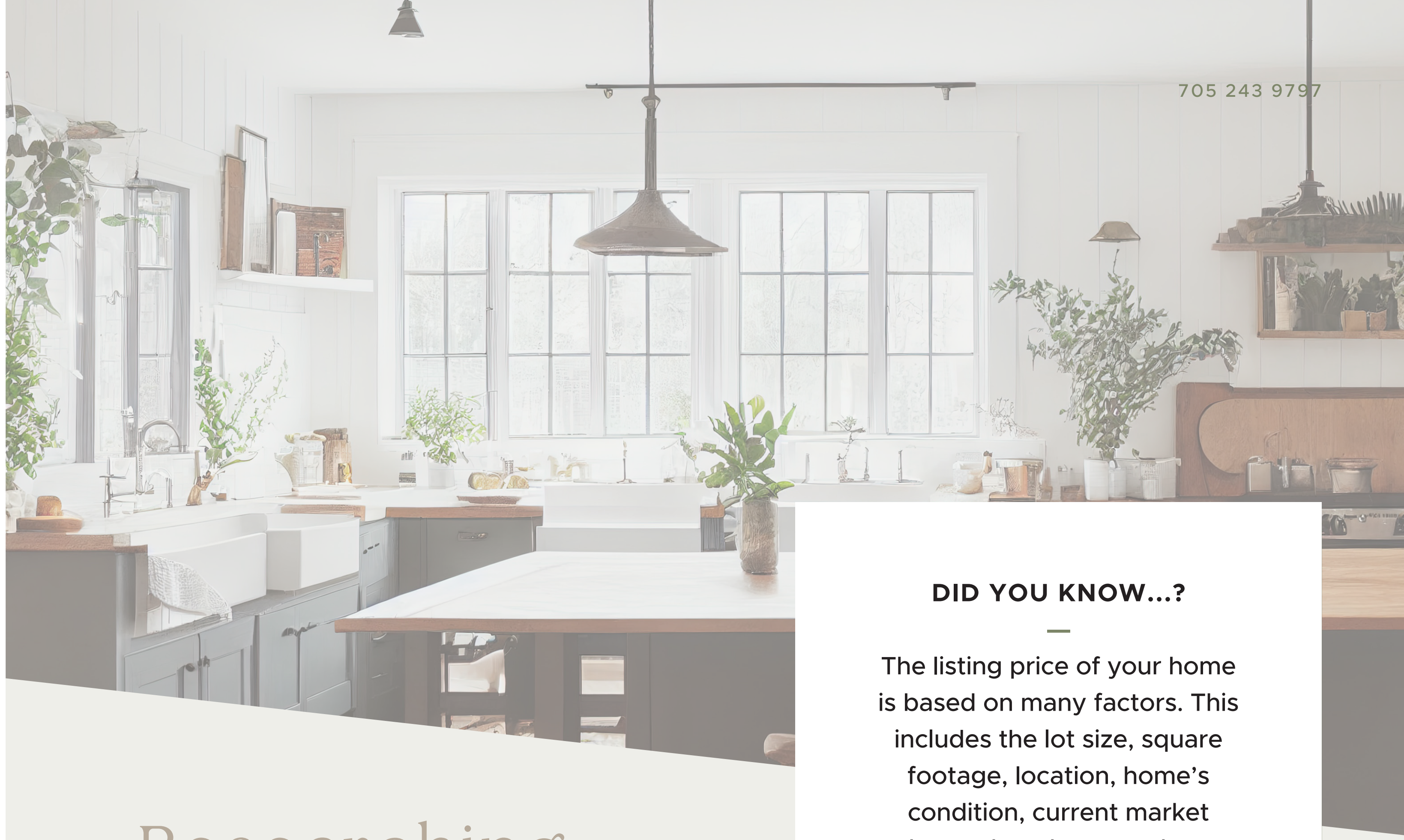
Getting Started

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 and prepared?
- ☐ Do they communicate in a way that you understand and 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. After all, you know your home and location BEST!

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

DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, square footage, location, home’s condition, current market demand, and many others.

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 analysis with your agent, which determines the price points based on the sale price of similar homes in your neighbourhood.
- ☐ Consider visiting houses currently for sale in the same price range and location.

Preparing For A Sale

STEP 5: PREPARE YOUR HOUSE FOR VIEWING

- ☐ Clean and declutter.
- ☐ While we love the memories that your home represents, we suggest hiding anything that might be considered "clutter" or getting a head start on your packing. If you will not need it between listing and closing, pack it away!
- ☐ 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 (baseboards, 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 sideyard 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, full matterports and floor plans etc.
- ☐ Consider a strategic day to list your property for maximum exposure.

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.
- ☐ Make arrangements for kids, pets or elderly family members and organize your showing windows to both coincide with your family but also allow for maximum availability.
- ☐ Consider leaving notes or signs pointing out the less obvious features of your home; hidden cupboards, etc.

"Jeff Sands worked with me on both the sale of my existing property and the purchase of my new one. He was engaging to work with and it felt like we were acting more as a team as opposed to client and realtor. His research on the market was thorough and he was spot on in both approach and pricing. Great job Jeff!

— BRIAN B.

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.

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. Be sure to receive a healthy deposit.

STEP 10: SET DATES

- ☐ 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 negotiate a solution between both parties.
- ☐ If any reports or documents were required in the accepted offer (ex: survey), provide the buyer with them in a timely fashion.

STEP 12: 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 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 walk-through, 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.
- ☐ Keep the house in showing condition for walk throughs.

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 and you will receive the payment.
- [ ] Be out of your home the day before, if possible.

STEP 15: CELEBRATE!

Congratulations! You sold your home!

"Jeff went above and beyond what was expected to help us find exactly what we needed. He was extremely accommodating regarding scheduling viewings and making himself available on short notice when necessary. Jeff's expertise in negotiation was invaluable during the purchase of our property. His knowledge of local market trends allowed him to get us a great deal on our dream property! We would 100% recommend him to anyone!"

— BROOK R.

Have Any 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.

Let's Chat!

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