

SELLING YOUR HOME

So you're looking to sell a home? Let's take a look at the steps involved in selling a property, from start to finish.

1 Am I Ready to Sell?

- Sometimes it's simple, you have to move for a job. Other times it can be more complicated; you want to change towns, upgrade, or down-size.
- Make a plan to move. Have your next location in mind, even if it's not secured, just have an idea of what happens next.
- What is the condition of your current home? If you're in the middle of a remodel it's probably not a good time to sell.
- Are you prepared to sell your home? Selling your home can be a stressful (but fun!) time, it's a good idea to make sure you are ready for the journey and have a positive mental attitude.



2 Who will help me through the process?



- Selling a property is a complicated process that needs to be completed accurately and following certain sets of rules and regulations. This is where working with a professional, licensed Real Estate Agent is invaluable.
- Ask friends or family for referrals, do research online, and contact agents you are interested in to set up an appointment to meet with them.
- Be sure to choose an agent that is familiar and has proven success in your specific town. Good Real Estate Agents focus on hyper-local markets.
- Your agent will be your advocate and advisor. Negotiating on your behalf and giving you important advice. Choose someone you like and trust.

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Prep for Market

- **Set A Price.** Your agent will run a Market Analysis to see what comparable houses in your market are selling for to give you an idea of what might be a fair price range, but ultimately it will be up to you to decide on the asking price. Make sure to give your self room to negotiate offers.
- **Prep Your Home.** This is also a good time to perform any maintenance repairs or updates to your home, as well as styling and staging it's contents to make your house as appealing to potential buyers as possible. Finally, choose the date you want your home to officially be listed on the market.



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Go to Market

- Your agent will take photos of your home to use in marketing materials such as brochures, newspaper listings, and website listings.
- Officially put your house for sale on the market with a Broker's Open House. A Broker's Open is when other local Real Estate agents are invited to your home for a showing. This will get the word of your listing out to as many local agents as possible that can in turn transfer that knowledge to their buyers.



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Schedule Showings

- When a potential buyer is interested they will ask for a showing. This can be with an hour or so notice so it's important to keep the house clean and tidy while on the market. Keep in mind you have the right to deny or reschedule a showing request.
- Showings are crucial to the process so it's important to make time for them in your life and to present your home in the best possible light.
- When you leave before the showing begins be sure to pickup any messes, open all blinds and shades, as well as turn on all lights throughout the home.
- If a buyer is interested it is very common for them to request a 2nd or 3rd showing. They may take even longer on the subsequent visits. This is a good sign!
- If someone asks for a showing but doesn't show up don't get discouraged. They may have driven by and realized there was something that didn't fit their criteria that they didn't notice on paper.
- If you don't get an offer don't get upset. It can take many showings and appointments but you only need one to make that sale.

6 Negotiating Offers

- Unless it is a very competitive buyers market, chances are you will receive offers on your home below asking price. It's very easy to take low offers personally and act emotionally, but try to remain calm and be logical. This is why you gave yourself wiggle room when setting your asking price.
- Use your agent to negotiate counter offers. Keep in mind closing dates that work for both parties. Accept an offer you are satisfied with.
- After accepting an offer comes the inspection period. If any repairs need made to your home after inspections, you will likely be asked to fix them or renegotiate the offer to take them into account.



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Closing Process

- A representative from a title agency will schedule a time to sign the closing paperwork.
- At the time of signing the buyer may or may not have already signed. If not they will be scheduled to sign very soon.
- Technically the sale is not final until it is filed with the government.
- The title agency is a third party that handles the paperwork and the transfer of money.
- If you are owed money it will be sent to you at a date after close.
- If you owe money you will be expected to bring a check to the closing.



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Moving Out

- When moving out of the property, leave any items that were included with the sale of the home and remove anything that wasn't included.
- While moving items, be sure to not cause any damage and leave the house in good condition.
- Remember to switch your utilities over to your new address and get your official address changed.

