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*home selling checklist*  **Ready to Sell Your Home?**

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.



## *Here are the steps:*

1.  Getting Started
  - ▶ Find a REALTOR®
  - ▶ Plan Your Timeline
2.  Researching the Market
  - ▶ Walkthrough
  - ▶ Determine the Listing Price & Marketing Plan
3.  Preparing for a Sale
  - ▶ Prepare Your House for Viewing
  - ▶ Market Your Home
  - ▶ Showing Your Home
4.  Negotiating Offers
  - ▶ Negotiate Purchase Offers
  - ▶ Sign a Purchase Sale Agreement
  - ▶ Conditional Period
5.  Closing an Offer
  - ▶ Due Diligence Period
  - ▶ Bank Ordered Appraisal
  - ▶ The Home Stretch
6.  The Final Stages
  - ▶ Closing a Deal
  - ▶ CELEBRATE!

## 1

## STEP ONE: GETTING STARTED

*Find a REALTOR®*

- Interview a few agents and see if their personality matches your needs/wants. You want to “click”!
- ▶ Qualifications your agent should have:
  - Local market knowledge
  - Good reviews or testimonials
  - Financial Knowledge - they can walk you through the numbers!
  - Find an agent who works full time in the industry and has a track record.
  - Great time management and communication skills:
  - Did they show up on time & prepared?
  - Do they communicate with you in a way that you understand and feel comfortable.
  - Network connections:
- ▶ Effective real estate agents rely on their relationships. Do they work with other agents regularly?
  - Share your Housing Goals
  - Ask about their marketing processes: How are they marketing other properties?
  - Are they utilizing social media?
  - Do they have marketing plan for their listings?
  - Create a list of 10 things you LOVE about your home, and share this with your agent.

## STEP ONE: GETTING STARTED

### *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.



# 2

## STEP TWO: RESEARCHING THE MARKET

### *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 TWO: RESEARCHING THE MARKET

### *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 price point based on the sale price of similar homes in your neighborhood.

## 3

## STEP THREE: PREPARING FOR A SALE

*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 THREE: PREPARING FOR A SALE

## *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 THREE: PREPARING FOR A SALE

## *Showing your home*

- Decide whether you want to have a lock box or schedule appointments.
- Discuss showing schedules with your agent, showing times can be predetermined or if you have young children or work from home certain times can be blocked out so there are no showings after 7:00pm or between 11:00 am and 1:00 on specific days.
- Prepare for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.

## 4

## STEP FOUR: NEGOTIATING OFFERS

*Negotiate purchase offers*

- Discuss the offers with your real estate agent.
- Prepare 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 FOUR: NEGOTIATING OFFERS

*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.

## STEP FOUR: NEGOTIATING OFFERS

*Conditional period*

- ▶ During this time period, usually between 5 to 10 days the buyer and their agent will do their due diligence. Finalize their financing based on the accepted Agreement of Purchase and Sale for your home.
- ▶ Be prepared to allow the buyers reasonable access to your home and property to conduct inspections.



## 5

## STEP FIVE: CLOSING AN OFFER

*Due diligence period*

- Your real estate agent will forward all the required paperwork to your solicitor.
- If any reports were required in the accepted offer (ex: a water samplet), provide the buyer with them.
- 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.

## STEP FIVE: CLOSING AN OFFER

*Bank ordered appraisal*

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.

## STEP FIVE: CLOSING AN OFFER

*The home stretch*

- ▶ 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.

# 6

## STEP SIX: THE FINAL STAGES

### *Closing the deal*

- Both parties will pay any settlement fees and documents are recorded.
- Titles are officially transferred to the new owners.

## STEP SIX: THE FINAL STAGES

### *CELEBRATE!*

- Congratulations! You sold your home!





# HEATHER

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*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.



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