Sellers Guide to a smooth Sale

1. Prepare and Stage Your Home

Declutter and Depersonalize: Remove family photos, personal items, and excess furniture so potential buyers can envision their own lives in the space.

Tackle Minor Repairs: Fix leaky faucets, patch wall holes, replace burnt-out bulbs, and apply a fresh coat of neutral paint where needed.

Enhance Curb Appeal: First impressions are made at the driveway. Mow the lawn, trim overgrown shrubs, power wash the exterior, and ensure the front entryway is clean and welcoming.

2. Price it Strategically

Analyze the Data: Review a Comparative Market Analysis (CMA) with your agent to understand what similar homes in your neighborhood have sold for recently.

Set a Competitive Price: Avoid the temptation to overprice. A home priced correctly for the current market generates immediate interest and is more likely to attract multiple competitive offers.

3. Market the Property

Invest in Professional Media: High-quality photography and virtual tours are essential, as the vast majority of buyers begin their search online.

Maximize Exposure: The home should be listed on the Multiple Listing Service (MLS) and syndicated across all major real estate search platforms.

Accommodate Showings: Keep the property clean and be as flexible as possible with showing requests to ensure every interested buyer gets through the door.

4. Review and Negotiate Offers

Evaluate the Full Picture: The highest price isn't always the best offer. Carefully review contingencies (like financing, home sale, or appraisal clauses), proposed closing dates, and the buyer's earnest money deposit.

Counteroffer Strategically: Work with your agent to push back on unfavorable terms, negotiate repairs or credits, and secure the best possible agreement before accepting.

5. Navigate the Escrow Period

The Home Inspection: The buyer will hire an inspector to review the property's condition. Be prepared to negotiate reasonable repair requests or offer financial concessions for major defects.

The Appraisal: If the buyer is financing the purchase, their lender will order an appraisal to confirm the home's fair market value matches or exceeds the purchase price.

6. Close the Sale

Final Walkthrough: The buyer will visit the home a day or two before closing to verify it is in the agreed-upon condition and that all agreed-upon repairs were completed.

Sign the Paperwork: You will sign the deed, the settlement statement, and other transfer documents with a title company or real estate attorney.

Hand Over the Keys: Once the transaction is officially funded and recorded with the county, ownership is transferred, and you surrender the keys.