Your Home Selling Guide

What to expect at every stage of selling — prepared with strategy, not guesswork.

Selling your home is a big move — this guide walks you through what to expect, so you can approach it with a clear strategy instead of guesswork.

1. Prepare Your Home

- [ ] **Declutter and deep clean** every room, including closets and garage.
- [ ] **Handle small repairs** (leaky faucets, chipped paint, loose fixtures).
- [ ] **Boost curb appeal** — landscaping, exterior touch-ups, a clean entryway.
- [ ] **Consider staging** to help buyers picture themselves living there.

2. Price It Strategically

- [ ] **Review a comparative market analysis (CMA)** of recently sold, similar homes.
- [ ] **Understand current market conditions** — buyer's, seller's, or balanced market.
- [ ] **Avoid overpricing** — it often leads to more days on market and lower offers.
- [ ] **Set a pricing strategy together** based on your goals and timeline.

3. List and Market

- [ ] **Professional photography and, when helpful, video/3D tours** to make your home stand out online.
- [ ] **Compelling listing description** that highlights what makes your home special.
- [ ] **Multi-platform marketing** — MLS, Zillow, social media, and agent networks.
- [ ] **Open houses and private showings** scheduled around your life.

4. Review Offers & Negotiate

- [ ] **Evaluate more than just price** — financing type, contingencies, closing timeline.
- [ ] **Negotiate confidently** with data and strategy behind every counter.
- [ ] **Understand inspection requests** and decide what repairs/credits make sense.

- [ ] **Keep your timeline in mind** as you weigh each offer.

5. Close the Sale

- [ ] **Complete any agreed-upon repairs** ahead of closing.
- [ ] **Review your closing disclosure** for accuracy.
- [ ] **Schedule your move** and utility transfers/cancellations.
- [ ] **Sign, hand over the keys,** and start your next chapter.

Curious what your home could sell for in today's market? Schedule a free Home Valuation and let's map out your strategy.