

HOME SELLING GUIDE

THE ESSENTIAL GUIDE TO SELLING YOUR DREAM HOME / PROPERTY



GET STARTED:

1

Meet with a Real Estate Agent

Your agent helps evaluate market value, review comps, and build a strategy based on timing and goals. "One seller priced slightly under a neighbor's pending sale and secured three offers within a week." You'll also identify updates that could boost your return.

2

Prepare Your Home for the Market

Deep clean, declutter, and stage to highlight layout. Tackle easy repairs and boost curb appeal. "A \$500 refresh with new light fixtures and a painted front door added serious 'wow' factor and increased showing activity." Professional photos are essential for online listings—they grab attention and drive traffic.

3

List and Market the Property

Your agent lists your home on the MLS and promotes it via social media, real estate websites, email campaigns, and agent networks. "A quick Instagram reel generated three showings in under 24 hours." Having strong early exposure helps build momentum and buyer interest.

4

Showings & Offers

As showings begin, feedback helps guide any needed adjustments. When an offer comes in, your agent explains price, contingencies, and closing timelines. "A seller took a slightly lower cash offer with no inspection contingency—it closed in 10 days with no repairs." Your agent negotiates to get the best terms possible.

5

Under Contract

During escrow, the buyer conducts inspections and their lender orders an appraisal. "We avoided a \$2,000 credit request by showing documentation of recent roof work—saving the seller from unnecessary costs." Your agent manages deadlines, repair negotiations, and keeps everything on track.

6

Closing Day

Final walkthroughs, paperwork, and key handoff happen here. "One client relocated out of state and closed remotely with a mobile notary—smooth and stress-free." Utilities are transferred, the sale is recorded, and you walk away with peace of mind—and a successful sale.

FINAL STEPS BEFORE CLOSING

Tie up loose ends and get ready to hand over the keys.

As closing approaches, your agent will coordinate with the title company, buyer's agent, and other parties to make sure everything is in place. This includes confirming that repairs are completed, the appraisal came in at value, and any agreed-upon terms are fulfilled.

Closing Day! You did it!

This is the finish line! Sign the papers and celebrate your sale! On closing day, you'll sign the final documents, hand over the keys, and officially transfer ownership. Funds will be distributed and the transaction will be complete.

CONGRATS! YOUR HOME IS SOLD!