



HOME SELLER SUCCESS BLUEPRINT

Your 60-Day System for Selling Your Home for Maximum Value

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[Katiefoleyrealtor.com](https://katiefoleyrealtor.com)



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The 60-Day Seller's Roadmap

Timeframe	Phase	Focus
Day 1-7	Strategy	Realtor consultation, market analysis, pricing, timeline
Day 8-21	Preparation	Repairs, paint, declutter, clean
Day 22-35	Staging	Furniture arrangement, photography prep, curb appeal
Day 36-45	Launch	Go live, showing strategy, feedback management
Day 46-60	Offer & Contract	Negotiation, due diligence, closing prep

PHASE 1: PRE-LISTING PREPARATION (Days 1–35)

Pricing Strategy Basics

Your list price is one of the most important decisions you'll make as a seller. Here's how the right price is determined — and what can go wrong.

What Determines Market Value:

- What similar homes (comparable properties, or "comps") have actually sold for recently
- Proximity — comps within 1 mile are most relevant
- Recency — sold within the last 3–6 months
- Condition and features — your home compared to those comps

The 3-Price Trap: Every market has three types of listings:

1. **Priced right** — Gets shown, gets offers, sells
2. **Priced too high** — Sits on market, gets price reduced, sells for less than a well-priced home would have
3. **Priced too low** — Sells fast but leaves money on the table (less common with a good Realtor)



Why Overpricing Costs You Money:

When a home sits on market, buyers ask: "What's wrong with it?" They're conditioned to be suspicious of homes with high days-on-market. The result: lower offers, more demanding buyers, and ultimately a lower sale price than a correctly priced listing would have earned from day one.

The Best Pricing Strategy:

Accurate pricing based on real data, presented with a home prepared to its absolute best, in a marketing strategy designed for maximum exposure from day one.

60-Day Pre-Listing Checklist

Strategy (Days 1–7)

- ☐ Schedule pre-listing consultation with Katie
- ☐ Review Comparative Market Analysis (CMA)
- ☐ Set list price and agree on pricing strategy
- ☐ Define target list date and closing timeline
- ☐ Discuss seller's net proceeds estimate
- ☐ Review what stays vs. what goes

Repairs & Updates (Days 8–14)

- ☐ Complete all agreed-upon repairs
- ☐ HVAC serviced
- ☐ Fresh neutral paint in key areas
- ☐ Fix all functional issues (dripping faucets, stuck doors, etc.)
- ☐ Replace broken light fixtures or outdated hardware





Deep Clean & Declutter (Days 15–21)

- Hire professional cleaners OR complete deep clean room by room
- Complete all decluttering — box and store or donate
- Clear ALL countertops (kitchen, baths)
- Organize and thin all closets
- Clean windows inside and out
- Clean all appliances inside and out

Staging & Photography Prep (Days 22–35)

- Final furniture arrangement for flow and photography
- Curb appeal complete (mow, mulch, flowers, front door)
- All lighting working (replace all bulbs)
- Professional photography day — home in final form
- Review photos before publishing



PHASE 2: STAGING PLAN

The Goal of Staging

Staging doesn't mean decorating. It means strategic presentation that allows the maximum number of buyers to picture themselves living in your home.

Room-by-Room Staging Priority Guide

Highest Impact Rooms (Prioritize These)

Kitchen:

- Clear counters to near-empty
- Clean to spotless
- One centerpiece only (fruit bowl, small plant)
- Fresh hand towel in complementary neutral

Living Room:

- Remove excess furniture (if crowded)
- Arrange remaining pieces for conversation and flow
- Add depth with simple accessories (neutral throw, 2–3 decorative pillows)
- Nothing personal on surfaces



Master Bedroom:

- Hotel-made bed (matching shams, decorative pillows, folded throw)
- Cleared nightstands – lamp only
- Closets staged (organized, not overcrowded)

Additional Bedrooms:

- Define each room's purpose clearly
- Clean, made bed (or move any bed available from storage)

Bathrooms:

- Sparkling clean above all else
- Matching towels, hung neatly
- Counter clear except for soap dispenser
- Toilet lid down for photos and showings

Garage:

- At minimum, show one car's worth of open floor
- Tools and equipment organized on shelving
- Swept floor

A low-angle photograph of two modern skyscrapers with glass facades, one curved and one straight, reaching towards a clear sky.

PHASE 3: SHOWING PREPARATION

Showing-Ready Protocol

Each time your home is shown, it needs to be in as close to photography condition as possible.

The 30-Minute Showing Prep Routine:

Kitchen (5 minutes):

- Wipe counters and sink
- Start dishwasher or hide dishes in dishwasher
- Remove trash and replace bag

Bathrooms (5 minutes):

- Wipe surfaces and mirror
- Fold or replace towels
- Toilet lid down

Living Areas (5 minutes):

- Fluff and arrange pillows
- Straighten anything out of place
- Open all blinds/curtains

Bedrooms (5 minutes):

- Quick bed straighten
- Clear surfaces

Entire Home (5 minutes):

- Turn on ALL lights
- Open ALL blinds
- Remove pets or take with you
- Hide pet bowls, toys, litter box

Exterior (5 minutes):

- Quickly walk the front – pick up any debris
- Move cars from driveway
- Make sure front entrance looks welcoming

Managing Showings

- Accept as many showings as possible – every showing is an opportunity
- Vacate the home during showings (buyers need to talk freely)
- Request feedback after every showing through your Realtor
- Track feedback – if you hear the same concern 3+ times, it's actionable



PHASE 4: NEGOTIATION CHECKLIST

When You Receive an Offer

Review every offer with these questions:

Question	Notes
What is the offer price vs. list price?	
What is the earnest money amount?	
What is the option fee and period?	
What is the proposed closing date?	
Is the buyer pre-approved? By whom?	
Are there contingencies?	
Is seller financing or concessions requested?	
Does the buyer appear motivated?	
Are there any unusual requests?	



Your Response Options:

1. **Accept** — Take it as written
2. **Counter** — Modify terms and return to buyer
3. **Reject** — Decline; restart search for offers

Seller-Side Negotiation Principles

- Respond promptly — delays can cause buyers to move on
- Counter in writing, always
- Prioritize your bottom line (net proceeds) over the list price alone — a full-price offer with significant concessions may net less than a slightly lower offer with no concessions
- Don't take it personally; it's business
- In a strong market, if you're priced right, don't panic-accept the first offer if multiple are possible



PHASE 5: MOVING TIMELINE

Seller's Moving Checklist

4-6 Weeks Before Closing:

- ☐ Hire movers or arrange moving help
- ☐ Order packing supplies
- ☐ Begin packing non-essential items
- ☐ Start donating or selling items you're not taking

2-3 Weeks Before Closing:

- ☐ Confirm moving date and arrangements
- ☐ Notify utilities of disconnect date (typically day of or day after closing)
- ☐ Update address with USPS, bank, employer, subscriptions, insurance
- ☐ Notify children's schools and transfer records



1 Week Before Closing:

- ☐ Continue packing — all non-essential items
- ☐ Clean as you go
- ☐ Confirm your closing appointment and final items needed

Closing Day:

- ☐ Home should be in broom-clean condition
- ☐ All agreed-upon items left (what conveys stays)
- ☐ All personal items removed
- ☐ All keys, garage openers, gate codes, and manuals left for buyer
- ☐ Complete your final walk of the home

After Closing:

- ☐ Confirm mortgage payoff received by lender
- ☐ Cancel homeowner's insurance (time it to closing date)
- ☐ File final tax records noting the sale

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Sellers who follow a clear, structured plan consistently outperform sellers who wing it. This is your plan.



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