



THE LAS VEGAS & HENDERSON

Seller's Guide

A thoughtful roadmap for preparing, pricing, marketing and selling your home.



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Selling a Home Is More Than a Transaction

Your home carries a story. My role is to help you move into the next chapter with a clear plan, informed decisions and steady representation from preparation through closing.



What this guide will help you do

- Understand the major stages of a Southern Nevada home sale.
- Prepare your property without over-improving.
- Position the home strategically for the market.
- Evaluate offers based on price, terms, timing and risk.
- Navigate inspections, appraisal, title, escrow and closing.

My approach

I combine market strategy with 40 years of real estate industry experience, including an escrow background, contract education and hands-on representation of sellers with a wide range of goals and circumstances.

Your Home-Selling Plan

1

Consult & Define Goals

Timing, priorities, net proceeds, property condition and your next move.

2

Prepare

Repairs, presentation, disclosures, documents and photography readiness.

3

Price & Position

Comparable sales, active competition, buyer demand and launch strategy.

4

Market

MLS exposure, digital presentation, agent outreach, showings and follow-up.

5

Negotiate

Price, financing, contingencies, concessions, timelines and buyer strength.

6

Escrow to Closing

Deposit, inspections, appraisal, title, HOA documents, final walk-through and signing.

The strongest sale strategy begins before the listing goes live. Preparation gives us more control over presentation, buyer expectations and negotiation leverage.

Make the First Impression Count

Buyers compare your home with every competing option available to them. The goal is not perfection; it is to make the home feel cared for, easy to understand and easy to imagine living in.



Start with the basics

Declutter, depersonalize, deep clean, improve lighting, touch up obvious wear and create clear pathways through each room.

Focus on visible maintenance

Address items such as leaking fixtures, damaged caulk, loose hardware, burned-out bulbs, wall damage, exterior cleanup and neglected landscaping.

Consider a pre-listing inspection

A licensed home inspection can reveal conditions you may not know about. The findings can help you decide what to repair before marketing, anticipate buyer concerns and plan your pricing and negotiation strategy.

Avoid over-improving

Not every upgrade produces a dollar-for-dollar return. Before spending heavily, compare the likely buyer benefit with cost, timing and neighborhood expectations.

Seller's Home Preparation Checklist

Use the companion checklist to move room by room and organize the practical details that help a home show at its best.

PRE-LISTING PRIORITIES

- Exterior curb appeal and entry
- Kitchen and bath presentation
- Lighting, paint and flooring touch-ups
- Closets, storage and garage organization
- Mechanical systems and visible maintenance
- Photography-day preparation
- Documents, warranties and improvement records

A simple rule: repair what distracts, clean what buyers notice, and remove what makes a space feel smaller.



Known Conditions, Repairs & Selling As-Is

Good preparation also includes gathering what you know about the property so decisions are made early rather than under pressure after an offer arrives.

Before listing, we can discuss known property conditions, prior repairs, insurance claims, permits or warranties, solar equipment, HOA matters and other information that may affect the sale.

You may decide to sell as-is and consider how known conditions may affect pricing or negotiations. “As-is” does not eliminate required disclosures or a buyer’s contractual rights; the purchase agreement and applicable Nevada requirements still matter.

Helpful records to gather

- Receipts and warranties for major improvements
- Roof, HVAC, plumbing or electrical records
- Solar agreement or payoff/transfer information, if applicable
- HOA/community information, if applicable
- Survey, plans or permits you already possess
- Keys, remotes, access codes and service-provider information

Your disclosure and sale strategy should be based on the facts of your property. When a legal, tax, estate or title issue is outside the scope of real estate brokerage, I will encourage you to obtain advice from the appropriate professional.

Price for the Market You Are Entering

Your asking price is a marketing decision. Buyers will compare your home with recent sales, current competition, condition, location, features and the alternatives available at the same price point.

Closed sales tell us what buyers have paid

Recent comparable sales help establish a market range, but adjustments may be needed for condition, size, lot, upgrades, views, pools, garages and other meaningful differences.

Active listings show your competition

A buyer shopping today sees what is available today. We evaluate how your home will appear beside those choices.

Pending sales reveal direction

When available, pending activity can help us understand what buyers are responding to before the next closed sale is recorded.

The market gives feedback

Showing activity, online engagement, competing inventory and offers help us assess whether the initial positioning is working.

Overpricing can reduce urgency, extend market time and create future negotiation pressure. Strategic pricing is designed to attract the right buyers while protecting your negotiating position.

Present the Home Where Buyers Are Looking

Strong marketing is a combination of presentation, distribution and follow-through. The goal is to make the property easy to discover, compelling to view and simple for agents and buyers to understand.



- Professional-quality photography and thoughtful image sequencing
- Compelling property description focused on features and lifestyle
- MLS exposure and distribution to consumer real estate websites
- Digital and social marketing appropriate to the property
- Agent-to-agent communication and showing coordination
- Property-specific materials when they add value
- Ongoing review of showing feedback and market response

For distinctive homes, relocation buyers, investors or properties with special features, the marketing plan can be expanded to fit the likely buyer audience.

Make It Easy for Buyers to Say Yes

Once the home is active, convenience and consistency matter. Buyers often form an opinion within minutes, and showing conditions can influence whether they write an offer.

Before each showing

- Open blinds or shades and turn on lights where appropriate.
- Keep counters, sinks and floors clear.
- Secure valuables, medications, documents and sensitive personal information.
- Manage pets and pet-related items.
- Keep temperature and odors comfortable and neutral.
- Leave the home when possible so buyers can speak freely with their agent.

Feedback is information, not a verdict

Individual comments can be subjective. I look for patterns: repeated objections, price resistance, condition concerns, layout issues and how your home compares with alternatives. Patterns are more useful than a single opinion.

Our objective is to respond to meaningful market feedback without chasing every comment or making unnecessary changes.

Look Beyond the Purchase Price

The highest price is not automatically the strongest offer. A good evaluation weighs the buyer's ability to perform, the contingencies requested, the timeline and the amount of uncertainty the seller is being asked to accept.

Financial terms

- Purchase price and earnest money
- Loan type or cash terms
- Down payment and lender strength
- Seller-paid costs or credits

Risk & timing

- Inspection/due-diligence terms
- Appraisal and financing contingencies
- Sale-of-home or other contingencies
- Closing date and possession

I will help you compare the offer as a complete package, identify leverage points and prepare a response that reflects your priorities.

A well-structured offer can sometimes be more valuable than a slightly higher offer with greater financing, appraisal, inspection or timing risk.

From Acceptance to Escrow

After acceptance, the transaction moves into a deadline-driven phase. I track the contract, communicate with the parties and help you prepare for each decision point.

Earnest money

The buyer delivers the agreed deposit according to the contract.

Due diligence & inspections

The buyer may conduct inspections and request repairs, credits or other changes if permitted by the agreement.

Appraisal & financing

For financed purchases, the lender typically completes underwriting and may require an appraisal.

Title & HOA

Escrow/title work, ownership records, liens and required community documents are addressed as applicable.

Final walk-through

The buyer generally confirms the property's condition shortly before closing, consistent with the contract.

Signing & recording

Seller documents are signed, closing conditions are satisfied, and title transfers when the deed records.

Protect the Deal Without Losing Perspective

Two of the most important post-contract moments are the buyer's inspection period and, when financing is involved, the appraisal.

Inspection negotiations

A buyer may focus on safety, systems, deferred maintenance, cosmetic items or future costs. We evaluate requests against the contract, property condition, price, competing demand and the cost and risk of saying yes, no or proposing another solution.

Appraisal

An appraisal is the lender's opinion of value for the loan. If value becomes an issue, the contract terms determine the parties' options. Preparation can include providing relevant property information, improvements and comparable-sale context when appropriate.

Negotiation is not simply about winning each point. It is about protecting your overall objective: the best combination of price, certainty, timing and acceptable risk.



When the Sale Has More Moving Parts

Some properties require additional planning before they ever reach the market. Early coordination can prevent avoidable delays.

Trusts, estates & probate

Confirm who has authority to sell and what documentation escrow/title may need.

Divorce or multiple owners

Clarify decision-making, communication and signing logistics early.

Investment property & 1031 exchange

Coordinate timing and qualified-intermediary requirements with your tax and exchange professionals before closing.

Solar panels

Gather the purchase, loan, lease or power-purchase agreement and determine transfer or payoff requirements.

HOA or common-interest community

Anticipate resale-package requirements, assessments, violations or other community-related items.

Property sold as-is

Build condition, disclosure, pricing and negotiation strategy around the seller's goals and the property's facts.

Experience That Helps You See the Whole Transaction



Teresa Story-Turner

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Teresa has worked in the real estate industry for 40 years, beginning in escrow in the summer of 1986 and becoming a Nevada real estate licensee in 2001.

Her background includes serving as an escrow officer, facilitating 1031 tax-deferred exchanges, developing and teaching Nevada real estate education, and representing buyers and sellers throughout Southern Nevada.

That experience shapes a practical approach to pricing, contracts, negotiations, title and escrow issues, seller preparation and the many details that can affect a successful closing.

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