



# THE HOME SELLING CHECKLIST

READY TO SELL YOUR HOME?

*Luxury*

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ATLANTA PERIMETER

## DECIDING WHETHER OR NOT TO SELL YOUR HOME IS ONE OF THE BIGGEST DECISIONS YOU'LL EVER MAKE.

While it seems like a complicated process, it doesn't have to be. This checklist is designed to help you navigate your way through the selling process without any trouble.

Here are the pieces:

- I. GETTING STARTED
- II. RESEARCHING THE MARKET
- III. PREPARING FOR A SALE
- IV. NEGOTIATING OFFERS
- V. CLOSING AN OFFER
- VI. THE FINAL STAGES







# I. GETTING STARTED

## Step 1: Find a Real Estate Agent

- Interview several agents to see if their personality, experience and expertise matches your needs and wants
- Great real estate agents have these qualifications:
  - Local market knowledge.
  - Great reviews and testimonials.
  - Solid understanding of financial issues impacting real estate transactions.
- Avoid “hobby agents” - find an experienced agent who works full-time in real estate!
- Great agents are punctual and communicative. Did your agent show up prepared and on time?
- Do they communicate in a way that you understand and that you feel comfortable with?
- Does your agent have network connections? Great agents work with other agents on a regular basis
- Ask about their marketing processes: How are they marketing other properties?
- Do they have a detailed marketing plan for your home?
- Are they utilizing social media? Choose the agent you want to work with!

## Step 2: Plan Your Listing Strategy

- Discuss your moving plans with your agent – location, lifestyle, access to amenities.
- Create a list of 10 things you LOVE about your home to share with your agent.
- Meet with your agent to discuss the best listing strategy based on the local market, including “coming soon”, open house, and listing on multiple listing service(s) and websites.

## II. STRATEGIC MARKETING PLAN

### Step 3: Walk Through

- Walk through your home with your agent.
- Show them your list of 10 things you love about your home.
- Discuss possible repairs, upgrades, and staging with your agent
- If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

### Step 4: Determine the Listing Price & Marketing Plan

- Work with your real estate agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.
- Review a comparative market analysis with your agent, which determines price point based on the sale price of similar homes. Discuss strategies to get you top dollar in today's market.

### DID YOU KNOW...?

*The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, renovations, the year the home was built, and many others.*



## III. PREPARING FOR A SALE

### Step 5: Prepare Your House for Showings

- Clean & Declutter
  - While we love and respect the memories that your home represents, we suggest hiding anything that might be considered “clutter”. You’re going to be moving – you might as well start packing now! Turn your “home” into a “house for sale” that appeals to the majority of your buyers.
  - Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space. For example, remove as many family photographs as possible.
  - Deep clean forgotten places (base boards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale! A clean, fresh-smelling home is essential, especially if you have pets.
  - Organize and declutter closets to give a sense of sufficient storage space.
- Improve Curb Appeal.
- Maintain landscaping.
- Hide eyesores like trash cans or compost bins.
- Hire a professional stager or ask your real estate agent for suggestions.

### Step 6: Preparing to Market Your Home

- Discuss your agent’s marketing plan with them to create the best strategy for your unique home.
- Schedule a time with your agent to do the pre-listing marketing preparation they need, which will include scheduling high-quality real estate photography and/or video for your home. Professional photography can get you thousands more in a sale!

### Step 7: Showing Your Home

- Ideally, sellers should NOT be present for showings. Plan to be out of the home during showings.
- An electronic lock-box will be installed that will monitor access to your home. Showings are by appointment only, and you will have access to the schedule of appointments through our ShowingTime app for owners.
- Have a plan for pets to be removed (ideal) or contained so that they do not interrupt showings.
- Store important financial documents, medicines, jewelry and other valuables in a safe place away from the public eye.



## IV. NEGOTIATING OFFERS

### Step 8: Negotiate Purchase Offers

- Your agent will present offer(s) for your review as they are received, and will discuss pros and cons of each offer. You may choose to accept an offer, or make a counter-offer to suggest different terms.

#### **PRO TIP:**

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.

### Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the Purchase and Sale Agreement and any additional paperwork.
- You will be provided with a timeline of the important deadlines in the agreement, and we will keep you advised of the progress of inspections, etc.



## V. CLOSING AN OFFER

### Step 10: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections, which may also include radon measurements, septic system inspection (if applicable), termite inspection, sewer scope, etc.
- After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties.
- Provide any reports that were required in the accepted offer (ex: a termite report, survey, etc.).

### Step 11: The Closing Attorney

- Your real estate agent will be in contact with the closing attorney, generally chosen by the buyer, to ensure that the attorney has information necessary for closing.
- The closing attorney will contact you to obtain information on any mortgages that will need to be paid off at closing, etc.

### Step 12: Bank-Ordered Appraisal

- The buyer's lender may require an appraisal to verify that the market value of the home supports the contract price. The appraiser will make an appointment to come and see the home.

### Step 13: The Home Stretch

- Once all contingencies (financing, inspections, etc.) have been met, complete any requested repairs before closing within the requested time frame and provide receipts showing repairs are completed (usually 3-5 days prior to closing.)
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed upon repairs have been completed.





## VI. THE FINAL STAGES

### Step 14: Closing

- Buyer will sign loan documents; buyer and seller will sign settlement statement, deeds, etc.
- Both parties will pay any settlement fees and documents are recorded.
- The buyer takes possession of the home immediately after closing, unless an agreement has been made to allow the seller a few extra days after closing. Plan on transferring or closing your utility accounts, alarms, landscaping, etc. accounts timed to your closing (or your last day in residence, whichever comes later.)

### Step 15: CELEBRATE!

Congratulations! You sold your home!







## HAVE ANY QUESTIONS?

The home selling process can be confusing and stressful, but we're here to help! We strive to make the process as seamless as possible as we guide you through the transaction from start to finish.

LET US KNOW IF THERE'S ANY WAY WE CAN HELP YOU WITH THE HOME SELLING PROCESS.

## LET'S CHAT!

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