

REMAX[®] Home Seller's Guide

A step-by-step strategy
to selling your home
with confidence.





//////////

The Experts Close to HomeSM

Selling a home takes more than a sign in the yard. It takes local knowledge, smart positioning and the right network behind you. A full-time professional in your community and in your corner.

A REMAX agent brings these strengths and more: deep insight into your market, tailored strategy for your home and the strength of a global network of more than 145,000 agents with a presence in more than 120 countries and territories.

It's why REMAX is recognized as the #1 most trusted real estate agents.¹

//////////

The Right Fit

Choosing an agent shapes your entire selling experience.

You're trusting someone to develop a home pricing strategy, position it in the market and guide you through every decision. The right fit matters.

Ask thoughtful questions. Compare answers. The right agent will be clear, direct and ready to walk you through exactly how they'll help you sell.

Find a REMAX agent in your area at remax.com (U.S.) or remax.ca (Canada).

Ask Before You Choose

- ☐ Are you a full-time real estate agent?
- ☐ How well do you know my area and recent sales in it?
- ☐ What is your experience listing and selling homes like mine?
- ☐ How many homes have you sold in the past year?
- ☐ How does my home compare to others on the market?
- ☐ What is your strategy to market and position my home?
- ☐ How long are homes like mine typically on the market?
- ☐ What should I expect from you throughout the selling process?
- ☐ How will we communicate and how often?
- ☐ Can you share references from recent clients?
- ☐ What is included in your services and support?
- ☐ What are the terms of your listing agreement and fees?
- ☐ How do you handle multiple offers or negotiations?
- ☐ How will you keep me informed and supported from listing to closing?



//////////

Smart Moves. Costly Mistakes.

Do

Price with purpose

Work with your agent to set a price grounded in market data, not guesswork. The right pricing strategy drives interest and stronger offers.

Prepare to show

Declutter, clean and create a space buyers can see themselves in. Small details make a lasting impression.

Make smart updates

Focus on simple improvements that add value: fresh paint, updated fixtures and strong curb appeal.

Stage and organize

Arrange your space to highlight flow and light. Keep key documents organized and accessible throughout the process.

Stay open and responsive

Listen to feedback, stay flexible and work with your agent to navigate offers and negotiations.

Don't

Fall behind

Stay current on maintenance, mortgage and utilities through closing. A well-kept home protects your sale.

Overprice or rush

Pricing too high can stall momentum. Patience and strategy lead to better outcomes.

Be unavailable

Make your home easy to show and give buyers space to explore it comfortably.

Make financial moves without guidance

Before taking on new expenses or changes, check in with your agent or lender to understand the impact.

Go it alone, or step away entirely

Your agent leads the strategy, but your involvement matters. The best results come from working together.

//////////

Clear the Clutter

Before your home hits the market, simplify your space.

Remove what you don't use, need or want. Less clutter creates a cleaner, more open environment that helps buyers focus on the home, not what's in it.

Sort everything into three categories:

1. Pack It

Store items you won't need before your move. Off-site storage can help keep your home feeling open and show-ready.

2. Donate It

Pass along items in good condition. Many organizations offer scheduled pick-ups, making it easy to clear space quickly.

3. Discard It

Dispose of what can't be reused. Be sure to follow local guidelines for proper disposal or recycling.

Stage to Sell

Small changes can make a big difference. If you're not working with a professional stager, start here.

Fix what stands out

Address minor repairs and visible wear before buyers see it.

Create space

Remove excess furniture and clear surfaces to make rooms feel open.

Clean everything

From closets to garages, buyers will look everywhere.

Let in the light

Open curtains, clean windows and brighten darker spaces.

Keep it neutral

Use light tones and remove personal items so buyers can picture themselves there.

Refresh the exterior

Maintain the yard, tidy entry points and create a strong first impression.

For more room-by-room guidance, explore the REMAX Home Staging guide.



//////////

Planning Your Next Move

If you're moving up, you're likely in a stronger position than when you bought your first home. With equity or savings, your next purchase can be more intentional.

Timing matters. Buying and selling together adds complexity, and the right approach depends on your finances, the market and your comfort level.

Here are three common approaches:

Sell first, then buy

Sell your current home before purchasing your next. This can reduce financial pressure and gives you a clear sense of your budget.

Buy and sell at the same time

Align your purchase and sale as closely as possible. This requires planning and flexibility, as timing can shift.

Buy first, then sell

Purchase your next home before listing your current one. This allows more time to find the right fit, but may require bridge financing or carrying two properties temporarily.

The right approach depends on your goals and timing. A REMAX agent can help you build a strategy that works for both sides of the move.

//////////

Know the Terms

You'll hear these terms throughout the selling process. Knowing what they mean helps you make smarter decisions.

Asking Price

The price a home is listed for. It may differ from the final sale price.

Balanced Market

A market with a similar number of buyers and sellers. Homes typically sell at steady prices within a reasonable timeframe.

Bridge Financing

A short-term loan that helps cover the gap between buying a new home and selling your current one.

Buyer's Market

A market with more homes than buyers. Buyers have more choice and negotiating power.

Chattels

Items not permanently attached to the home, such as furniture or curtains. These are typically not included in the sale unless specified.

Closing

The final step of the transaction, when ownership transfers to the buyer and keys are exchanged.



Contingencies

Conditions that must be met for a sale to proceed, such as financing or inspection approval.

Counteroffer

A response to an offer with revised terms, often related to price or timing.

Curb Appeal

How a home looks from the street. Strong curb appeal can attract more interest from buyers.

Comparative Market Analysis (CMA)

A report comparing similar properties to help determine a home's market value.

Fixtures

Items permanently attached to the home, such as lighting or built-ins. These are typically included in the sale.

FSBO

"For Sale By Owner." A property sold without a licensed real estate agent.

Home Value Estimator

An online tool that provides a general estimate of a home's value. It is less precise than a CMA.

MLS®

A database used by real estate professionals to list and search for properties.

Offer

A legal proposal to purchase a home, often with conditions such as financing or inspection.

Seller's Market

A market with more buyers than homes. Properties tend to sell quickly, often with stronger offers.

Staging

Preparing a home for sale to appeal to a broad range of buyers. This may include decluttering, cleaning and light updates.



////////

The Sign That Signals More



When you see a REMAX property sign, it stands for more than a listing. It reflects the strategy, insight and support behind every home.

Learn more about the strength behind the sign.

SOLD

FOR SALE

PAT GAVENDAIL
555.123.4567
PATGAVENDAIL@REMAX.COM



REMAX PREMIERE
555.123.4567

Explore the complete
set of REMAX guides.



REMAX Home Staging Guide



REMAX Homebuyer's Guide



remax.com
remax.ca

Voted #1 Most Trusted Real Estate Agents¹

1. Voted most trusted Real Estate Agency brand by American and Canadian shoppers based on the BrandSpark® American Trust Study (2022-2025, 2019) and Canadian Trust Study (2021-2026, 2019 and 2017). ©2026 RE/MAX, LLC. Each Office Independently Owned and Operated. 26_162