



Home Seller's Guide

Start by Choosing a Realtor®

Lookout for these qualities when searching for a Realtor®:

- Find an agent who knows your local market
- Go online, most professionals will have websites and reviews from previous clients
- Communication is key! Your agent must be able to communicate with you regularly and provide updates throughout the selling process
- Ask for a marketing plan to get your home sold. The right professional will be able to tell you how they plan to sell your home and who your target buyer is

Prepare for Market

Before throwing a bunch of money into renovations and repairs, go to your real estate agent for advice. Making your home presentable to buyers is important for a timely sale and focusing your efforts on the right updates will save you time and money. Consider items that need repair, improving curb appeal, or updating the kitchen.

Determine an Asking Price

Your Realtor® should complete a market analysis after seeing your home, to arrive at a suggested asking price. Listing your property at a competitive price is critical, as a listing receives the most attention during its first couple weeks on the market. Pricing the home incorrectly could leave it sitting on the market for a long time.

Get Your Home Show-Ready

- Remove clutter
- Give each room a purpose

- If necessary, move items into storage to allow buyers to see the available space in the house
- Remove odors
- Give it a deep cleaning
- Pets should be relocated or unseen during showings
- Open windows and turn on lights to make a space inviting
- Secure valuable items

Call Your Neighbors

Be sure to let your friends, family, and neighbors know that your home is for sale! They could know of a potential buyer.

Review Offers

Once your home hits the market, you will receive offers and it's important to keep in the mind the basics of successful negotiation:

- Disclose all known defects to your buyers
- Ask questions, your Realtor® is there to help you feel comfortable with every step in the process
- Respond quickly or you could lose out
- Stay calm and be patient

Once you accept an offer, check out our guide on the escrow process

