

THE HOME SELLING CHECKLIST

Ready to Sell Your Home?



KEVIN YU
REAL ESTATE TEAM



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 steps:

1. Getting Started
2. Researching the Market
3. Preparing for a Sale
4. Negotiating Offers
5. Closing an Offer
6. The Final Stages

Step 1: Find a Real Estate Agent

- Interview several agents to see if their personality and expertise matches your needs and wants.
- Great real estate agents have these qualifications:
 - Local market knowledge.
 - Great reviews and testimonials.
 - Financial Knowledge.
- Things to consider
 - Avoid "hobby agents" - find an experienced agent who works full time!
 - Great agents are punctual and communicative.
 - Did your agent show up on time and prepared?
 - 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?
- Are they utilizing social media?
- Are they a solo agent or team? A team will have more resources to get your home sold.
- Do they have a marketing plan for their listings?
- Create a list of 10 things you LOVE about your home, and share this with your agent.

Step 2: Plan Your Timeline

- Determine when would be the best time to put your house on the market with your agent.
- Meet with an agent to discuss the best listing strategy based on the local market.
- Have an idea of where you'd like to move before you put your home on the market.

Step 3: Walkthrough

- Walk through your home with your agent.
- Show them the 10 things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.
- 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

- 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 points based on the sale price of similar homes in your neighbourhood.

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**, the **year the home was built**, and many others.



Step 5: Prepare Your House for Viewing

- Clean & Declutter
- While we love the memories that your home represents, we suggest hiding anything that might be considered "clutter".
- Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space.
- Deep clean forgotten places (baseboards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale! Your agent might include this with their services.
- 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. Your

Step 6: Market Your Home

- Discuss your agent's marketing plan with them to create the best strategy for your unique home.
- Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

Step 7: Showing Your Home

- It might be best to move out during the showing period. It can get very busy and you won't be able to come home until late at night.
- Prepare for open houses.
- Store important financial documents and valuables in a safe place away from the public eye.



Step 8: Negotiate Purchase Offers

- Discuss the offers with your real estate agent. Prepare for multiple offers.

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 sale agreement and any additional paperwork.
- Buyers will put down a deposit.



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.
- 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.
- If any reports were required in the accepted offer (ex: a termite report), provide the buyer with them.
- During hot seller markets, some buyers will forgo the home inspection or use one provided by your agent.

Step 11: Bank Ordered Appraisal

- The buyer's lender will conduct an appraisal to verify that the market value of the home supports the contract price.

Step 12: The Home Stretch

- Once the buyer has fulfilled their conditions and their deposit is submitted, complete any requested repairs before 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.



Step 13: Closing a Deal

- Both parties will meet with their lawyer to sign final documents.
- Titles are officially transferred to the new owners.

Step 14: 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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