



Your Home Seller's Guide

When you're selling your home, you want it to look its best. Follow these steps to make your home shine and sell as smoothly as possible.





Preparing Your Home for Sale

Make your home seem bigger by purging stuff from every room and closet, the garage, the basement and the attic. Lease storage space for belongings you won't need while showing your home.

DECLUTTER

Hire a professional service to clean the house from top to bottom. Have carpets professionally cleaned or even replaced.

CLEAN, CLEAN, CLEAN

Touch up paint around the house. Don't forget the front and garage doors.

FRESHEN-UP WITH PAINT

Remove evidence of pets such as toys and crates.

STASH PET ITEMS

Depersonalize your home by removing family pictures.

REMOVE PHOTOS

Manicure your lawn, shrubs and flower beds. Plant fresh flowers or display potted flowers on your front porch.

CURB APPEAL

Have a home inspection before you sell and make needed repairs. Keep receipts and warranties for the new owner.

PRE-SALE INSPECTION



Marketing Your Home

Partner with an experienced REALTOR® with a solid marketing plan.

**PARTNER WITH
A REALTOR®**

Price your home correctly. Your REALTOR® will prepare a comparative analysis of similar homes' market value in your neighborhood. Then, focus on those homes' sales prices.

**SET THE
RIGHT PRICE**



For optimal presentation, have your house professionally staged.

**STAGE FOR A
QUICK SALE**

Tidy up and leave before showings and open houses. Hide keys, mails and medications. Make sure bathrooms shine and smell clean. Take out trash and open window blinds. Turn on all the lights and set the thermostat at a comfortable level. Light scented candles so your home will smell good.

**QUICK
CLEANING TIPS**

Display flyers describing your neighborhood, amenities, utility costs and homeowners association dues.

PRINT MATERIALS

Closing the Sale



Once you receive an offer, let your REALTOR® guide you in negotiating price and terms. But, of course, not everything comes down to price.

NEGOTIATE PRICE

Be reasonable in responding to a buyer's repairs request after inspection. Wear and tear is expected. Provide paid invoices showing any repairs you make.

THE INSPECTION REPORT

Bring a government-issued photo ID, the keys to the property, and any outstanding documents and paperwork your attorney or escrow agent instructs you to bring.

CLOSING DAY