



The September Seller's Prep Checklist

How to price, prep, and list smart before the season shifts.

Every spring, the market floods with new listings and sellers get lost in the noise. September works differently. Fewer homes go up for sale, which means less competition for your listing and more attention from buyers who are actually ready to move.



Why Fall Listings Work in Your Favor

- 1 Less competition, more visibility.** Most sellers wait for spring, so a fall listing won't get buried. Buyers touring in September aren't casual weekend lookers. They're often relocating for work or trying to close before the holidays.
- 2 Prices are holding steady, not falling.** National home values are still projected to inch up modestly this year, even as the pace of the market cools seasonally. A well-priced fall listing isn't fighting a falling market, just a quieter one.
- 3 The Fed meets September 15–16.** If rates move, buyer urgency can shift fast. Being listed and ready beforehand means you're positioned to catch the front edge of any wave, instead of competing with next spring's crowd.

Pricing Strategy for a Cooling Market

- Price it right the first time. A price cut after a slow first two weeks often does more damage than starting slightly conservative.
- Watch what's actually selling nearby, not just what's listed. Closed comps matter more than active competition right now.
- Be ready to talk concessions. Buyers are increasingly asking for closing cost help or rate buy-downs instead of a straight price drop. Decide your flexibility ahead of time.

Your 2-Week Pre-List Checklist

WEEK 1 — PREP THE HOUSE

- ☐ Declutter and depersonalize each room. Buyers need to picture themselves living there, not you.
- ☐ Handle the small repairs that add up: touch-up paint, sticking doors, loose handles, leaky faucets.
- ☐ Deep clean carpets and floors; consider a professional clean for high-traffic rooms.
- ☐ Power-wash the exterior, walkways, and driveway.
- ☐ Tidy landscaping for clean fall curb appeal, clear leaves, trim overgrowth, add a seasonal touch at the entry.

WEEK 2 — PREP THE LISTING

- ☐ Talk pricing strategy with your agent before you settle on a number, overpricing in a cooling market is the fastest way to sit unsold.
- ☐ Consider a pre-listing inspection to catch issues before a buyer's inspector does.
- ☐ Gather your disclosures and paperwork so you're ready to move quickly on an offer.
- ☐ Set your showing availability and stay flexible. Fall buyers are often working around tighter timelines.
- ☐ Schedule professional photos. Natural light shifts earlier in the fall, so plan shoot times accordingly.

Heroes Save with Homes for Heroes

Heroes buying or selling a home with a Homes for Heroes receive a check after closing for 0.7% of the sale price back, or about \$700 for every \$100,000. Add on the savings from our mortgage, title, and inspection specialists, heroes save an average of **\$3,000**. Sell and buy your next home with us, and that reward doubles to roughly **\$6,000**.



Kacy Knapp
 (248)-506-8318
kacy@threepeaksmortgage.com
kacyknapp.com

1925 Dominion Way Ste. 202
 Colorado Springs, CO 80918
 Mortgage Loan Originator
 NMLS #2530898

