



1. Gauge your need to sell.

- ✓ Weigh the pros and cons of selling your house.
- ✓ Figure out if you can afford to sell, move and buy a new home.
- ✓ Calculate your home equity.

2. Calculate your selling expenses.

- ✓ List the repairs and projects you'll have to do to get your home in selling condition and estimate the costs of hiring supplies and contractors.
- ✓ See what projects you can afford and adjust how much you expect to get for selling your home.
- ✓ To get top dollar, consider remodeling projects and "green" upgrades that increase your home value.
- ✓ Professional home inspection
- ✓ Mortgage payoff penalties
- ✓ Staging expenses if applicable
- ✓ Moving expenses
- ✓ Cost of living in new city or neighborhood
- ✓ Costs related to getting a mortgage for new home

3. Plan your selling strategy.

- ✓ Determine how fast you need to sell your house and how much money you want to get from the sale.
- ✓ Determine your home's strengths and unique features and promote them in the sale
- ✓ Browse listings for homes for sale in your area to get a sense of what is on the market and current home prices.
- ✓ Ask your agent to prepare a Comparative Market Analysis (CMA) report.
- ✓ Evaluate market trends, including whether it's a buyer's or seller's market.

4. Advertise and market the home.

- ✓ MLS listings
- ✓ "For Sale" signs
- ✓ Email notices or flyers about your home to real estate agents, friends, family, coworkers, everyone.
- ✓ Use photos to showcase your home.

5. Prepare and stage the home.

- ✓ Make sure you have an up to date Real Property Report and/or the most current set of Condo Documents
- ✓ Have a yard sale. Sell, donate or trash everything you don't need.
- ✓ Make necessary repairs.
- ✓ Make improvements to increase your curb appeal, i.e. the home's external attractiveness when viewed from the street.
- ✓ Hire a professional home stager if applicable
- ✓ Declutter, depersonalize and decorate every room and outdoor areas so buyers can imagine themselves living in the home.
- ✓ Paint interior rooms neutral colors.
- ✓ Replace outdated lighting fixtures and window treatments.

6. Review purchase offers.

- ✓ Keep emotions in check if you receive lowball offers.
- ✓ Approach each offer as an opportunity to negotiate.
- ✓ Have a process in place if you expect to get multiple offers.
- ✓ Double check closing/possession date to make sure it fits with your timeline