

YOUR COMPLETE

# HOME SELLER'S GUIDE

*Everything You Need to Know to Sell Your Home*

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**Long Island, NY**

*Prepared by*

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## Welcome!

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Selling your home is one of the biggest financial decisions you'll ever make — and I want to make sure you feel confident, informed, and supported every step of the way.

This guide walks you through everything: preparing your home, pricing it right, marketing it to the right buyers, navigating offers, and getting to the closing table without any surprises.

I'm here to make this process as smooth and stress-free as possible. Whether you've sold before or this is your first time, I'll be by your side from start to finish.

### **A note from Seth**

Every home has a story, and Long Island is a fantastic market. My goal is to get you the best price, in the shortest time, with the least hassle. Let's get started!

# The Selling Process at a Glance

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Here's a bird's eye view of what to expect when selling your home. Every step is explained in detail throughout this guide.

- 1 Initial Consultation**  
We meet to discuss your goals, timeline, and what your home is worth in today's market.
- 2 Prepare Your Home**  
We identify repairs, updates, and staging strategies to maximize your home's appeal and value.
- 3 Price It Right**  
Using a Comparative Market Analysis (CMA), we set a strategic price to attract buyers and maximize your return.
- 4 List & Market**  
Your home goes live with professional photos, MLS listing, online exposure, and targeted marketing.
- 5 Showings & Open Houses**  
Qualified buyers tour your home. I coordinate and manage all showings on your behalf.
- 6 Review Offers**  
When offers come in, I walk you through each one and help you negotiate the best terms.
- 7 Under Contract**  
Once an offer is accepted, we move through inspections, appraisal, and any contingencies.
- 8 Close!**  
You sign the final paperwork, hand over the keys, and receive your proceeds. Congratulations!

## Preparing Your Home for Sale

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First impressions matter enormously. Buyers often decide within minutes of walking in whether a home feels right. A little preparation goes a long way toward getting top dollar.

### Curb Appeal

The outside of your home is the first thing buyers see — online and in person. A clean, inviting exterior sets a positive tone before they even step inside.

- Mow the lawn, trim hedges, and clear weeds
- Power wash the driveway, walkway, and siding
- Add fresh mulch to garden beds
- Touch up exterior paint or shutters if needed
- Make sure the front door looks clean and welcoming

### Declutter & Depersonalize

Buyers need to picture themselves living in your home. Removing personal items and excess clutter helps them do that.

- Clear countertops, shelves, and closets of excess items
- Pack away family photos and personal collections
- Rent a storage unit if needed — less is more
- Organize closets and pantries (buyers look inside everything!)

### Deep Clean

- Clean windows inside and out
- Scrub bathrooms and kitchen thoroughly
- Shampoo carpets or refinish hardwood floors if needed
- Address any odors — pets, smoke, and mustiness are major turn-offs

### Minor Repairs Worth Doing

You don't need to renovate, but small fixes prevent buyers from using issues as negotiating chips.

- Fix leaky faucets and running toilets
- Replace burned-out lightbulbs
- Patch small holes in walls and touch up paint
- Ensure all doors and windows open and close properly
- Replace broken switch plates and outlet covers

### Pro Tip: Staging Works

Staged homes sell faster and for more money. I can recommend a professional stager or walk you through simple DIY staging strategies that make a big difference.

## Pricing Your Home Right

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Pricing is the single most important factor in how quickly your home sells and how much you get for it. Price too high and buyers tune you out. Price too low and you leave money on the table.

### How We Determine Your Price

I prepare a Comparative Market Analysis (CMA) — a detailed look at recent sales of similar homes in your neighborhood and surrounding areas. We look at:

- Homes that sold in the last 3–6 months
- Square footage, lot size, and bedroom/bathroom count
- Condition, updates, and special features
- Days on market and final sale price vs. list price

### The Danger of Overpricing

Overpriced homes sit on the market longer, which causes buyers to wonder “What’s wrong with it?” Over time, this leads to price reductions — and you often end up with less than if you’d priced it correctly from day one.

### The Sweet Spot

The right price generates excitement, attracts multiple buyers, and can even lead to a bidding situation — which means more money for you. I’ll help you find that sweet spot.

## Marketing Your Home

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Getting your home in front of the right buyers — quickly — is what I do. Here's what your marketing plan looks like:

### Professional Photography

High-quality photos are non-negotiable. Over 95% of buyers start their home search online, so your listing photos are your first showing. I coordinate professional photography that showcases your home in the best light.

### MLS Listing

Your home will be listed on the Multiple Listing Service (MLS), which feeds to Zillow, Realtor.com, Trulia, and hundreds of other sites — putting your home in front of thousands of active buyers.

### Social Media & Digital Marketing

- Targeted Facebook and Instagram ads to local buyers
- Professional listing posts shared across my network
- Email campaigns to active buyers and agents in the area

### Open Houses & Private Showings

I'll coordinate open houses to drive traffic, as well as private showings for serious buyers. You'll receive feedback after every showing so we stay ahead of what the market is telling us.

### Yard Sign & Print Materials

- Eye-catching yard sign to capture drive-by interest
- Professional feature sheets for buyers to take home

## Reviewing & Negotiating Offers

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When an offer comes in, it's exciting — but it's important not to rush. I'll walk you through every offer in detail so you fully understand what you're agreeing to.

### What's in an Offer?

- Purchase price
- Down payment and financing details
- Contingencies (inspection, mortgage, appraisal)
- Closing date and possession timeline
- Personal property included or excluded
- Any seller concessions requested

### Your Options

When you receive an offer you have three choices:

1. Accept it as-is
2. Reject it outright
3. Counter-offer — which is where the real negotiation begins

I'm an experienced negotiator and will advocate firmly for your best interests. My job is to get you the best price and terms — not just a signed contract.

### Multiple Offers

In a competitive market like Long Island, it's not unusual to receive multiple offers. I'll help you evaluate them side-by-side and choose the strongest one — which isn't always the highest price.

## From Contract to Closing

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Once you accept an offer, you're "under contract." Here's what happens between now and closing day:

<b>1</b>	<b>Attorney Review</b> Both sides' attorneys review and approve the contract (typically 3–5 days in NY).
<b>2</b>	<b>Home Inspection</b> The buyer hires an inspector to assess the home. We'll review any requests that come from it together.
<b>3</b>	<b>Appraisal</b> The buyer's lender orders an appraisal to confirm the home's value supports the loan.
<b>4</b>	<b>Title Search</b> A title company verifies there are no liens or legal issues with the property.
<b>5</b>	<b>Final Walk-Through</b> The buyer does a final walk-through (usually 24–48 hours before closing) to confirm everything is as expected.
<b>6</b>	<b>Closing Day</b> You sign paperwork, hand over keys, and receive your proceeds. It's official!

Typical closing timeline in New York: 60–90 days from accepted offer to closing, depending on financing.

## Frequently Asked Questions

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### **How long will it take to sell my home?**

It depends on pricing, condition, and market conditions. In a strong market like Long Island, well-priced homes can go under contract in days. On average, expect 30–60 days from listing to accepted offer.

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### **Do I need to make repairs before listing?**

Not always. It depends on your home's condition and your goals. We'll walk through your home together and I'll give you my honest assessment of what's worth doing and what you can leave as-is.

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### **What does it cost to sell my home?**

Typical seller costs in New York include real estate commission, attorney fees, transfer taxes, and any credits negotiated with the buyer. I'll give you a full net sheet so you know exactly what to expect.

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### **Should I be home during showings?**

It's actually better if you're not! Buyers feel more comfortable exploring and talking openly when sellers aren't present. I'll coordinate all showings and give you feedback afterward.

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### **What if the appraisal comes in low?**

This happens occasionally. When it does, we have options: renegotiate the price, require the buyer to cover the difference, or in some cases, dispute the appraisal. I'll guide you through the best path.

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### **Can I sell if I still have a mortgage?**

Absolutely. In most cases, the proceeds from the sale are used to pay off your existing mortgage at closing. I'll help you understand what your net proceeds will look like.

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## Ready to Get Started?

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Selling your home doesn't have to be stressful. With the right preparation, the right price, and the right agent in your corner, it can be a smooth and rewarding experience.

I'd love to sit down with you, walk through your home, and put together a personalized plan to get it sold for top dollar. Let's talk!

### **Seth Hanneken**

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*Thank you for trusting me with your home. I look forward to working with you!*