

21 Questions Worth Asking Before You Decide to Sell

NOT ANOTHER CHECKLIST.

Every home has something worth understanding. This guide will help you uncover the decisions that matter before your property ever reaches the market.

Each question comes with a practical observation and a takeaway. You do not need every answer today - but you should know which answers to find.

FIVE AREAS WORTH UNDERSTANDING

The decision. The property. The money. The timing. The representation.

The Decision

A successful sale begins with knowing what matters most.

1

What would selling make possible that staying would not?

A change in address should support a larger goal, whether that is being closer to family, less upkeep, or something entirely different.

Takeaway: Identify the outcome first. The selling plan should support it.

2

If you stayed another year, what would change - and what would not?

Waiting can be a sound choice, but it helps to understand whether the conditions prompting a move are temporary or ongoing.

Takeaway: Compare the cost and benefit of waiting, not just the inconvenience of moving.

3

What matters most: net proceeds, timing, privacy, or simplicity?

A sale involves tradeoffs. A higher offer may come with a longer timeline or more uncertainty.

Takeaway: Rank your priorities before an offer puts them to the test.

4

Who needs to be involved before a decision is made?

A co-owner, family member, trustee, or attorney may have an important role in authorizing the sale or making decisions.

Takeaway: Bring the right decision-makers into the process early.

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Know what the sale needs to accomplish before choosing how to sell.

The Property

What buyers see is only part of what matters.

5

What makes your home worth remembering?

Views, light, layout, setting, workmanship, and thoughtful improvements may create interest that square footage cannot explain.

Takeaway: Identify the details the right buyer is likely to value.

6

Which improvements have permits or final approvals?

A finished room or addition does not automatically mean municipal records reflect the work. Unresolved items can complicate a transaction.

Takeaway: Review available permit and approval records before marketing.

7

Do official records match how the property is used?

Room descriptions, bedroom approvals, and applicable health-department records may not tell the same story as an online listing.

Takeaway: Confirm what can be represented, rather than assuming.

8

Which repairs matter to buyers - and which do not?

A dated kitchen is not the same as a material defect. Spending on the wrong project can reduce the money you keep.

Takeaway: Prioritize condition, safety, buyer expectations, and likely return.

9

What do you know about the home's systems and history?

Roof age, heating, drainage, well or septic documentation, maintenance, and prior repairs often become important buyer questions.

Takeaway: Gather what you know and identify the gaps.

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The goal is not perfection. It is knowing the property accurately.

The Money

The selling price and the money you keep are different numbers.

10

What might you actually keep after selling expenses?

The asking price is not your net. Commission, closing costs, mortgages, concessions, and other expenses may affect proceeds.

Takeaway: Start with an estimated net sheet, not a headline price.

11

Which recent sales are truly comparable?

Buyers respond to condition, location, land, layout, approved space, and competition - not only bedroom counts.

Takeaway: Look at what made each comparable sell at its price.

12

What work is worth paying for before listing?

Not every improvement adds enough value to cover its cost. Some minor projects help; others create unnecessary expense and delay.

Takeaway: Spend where it matters, not simply where something looks dated.

13

How will you evaluate offers beyond their price?

Financing, appraisal exposure, contingencies, deposits, and closing terms can be just as important as the dollar amount.

Takeaway: Choose the strongest overall outcome, not just the biggest number.

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The best offer on paper is not always the best result.

The Timing

A launch date should be a decision, not a default.

14

When do you need to move - and why?

A preferred date offers flexibility. A firm deadline requires a different preparation and negotiation strategy.
Takeaway: Put your real calendar into the plan from the beginning.

15

What must be done before photography and launch?

An endless improvement list can delay a sale. A short list of necessary steps can keep the process moving.
Takeaway: Separate the essential work from the optional work.

16

What approach to showings fits your life and the property?

Private appointments, controlled access, and open houses are choices, not automatic requirements for every home.
Takeaway: Decide how buyers will experience the property while respecting your preferences.

17

What if a buyer wants to close earlier or later?

Closing flexibility, home-purchase plans, and contract terms can influence which offer actually works for you.
Takeaway: Discuss acceptable timing options before negotiations begin.

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The first week matters - and the work before it matters too.

The Representation

The person you hire shapes what happens next.

18

Who will research the property before it goes live?

Municipal files and available property records can reveal issues worth addressing before buyers begin asking questions.

Takeaway: Ask what will be checked, by whom, and when.

19

Who will coordinate the issues that come up?

An out-of-state owner and an owner living on the property may need very different levels of assistance.

Takeaway: Agree on responsibilities and the scope of help in advance.

20

Who will attend showings and hear the buyers firsthand?

Buyer questions and hesitations can reveal valuable information about presentation, pricing, and negotiations.

Takeaway: Know who will represent your property in those conversations.

21

How will your home reach buyers most likely to appreciate it?

Exposure alone is not a plan. Presentation, positioning, launch timing, and buyer expectations need to work together.

Takeaway: Expect a strategy specific to your home, not a standard checklist.

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A home deserves both a story worth telling and a strategy that sells.

A clearer path forward.

You do not need to have everything figured out before you call.

A first conversation can help identify which property details need verifying, what the local market supports, where preparation is worthwhile, and what a realistic selling plan might involve.

BRING THREE THINGS

01. Your top priority: proceeds, timing, privacy, or ease.
02. The biggest unanswered question about your property.
03. Any records you already have: surveys, approvals, repair history, or permits.

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Every home has something worth understanding. Finding it is part of what I love doing. And turning that love into SOLD? That's what I do.