



# THE SELLER'S GUIDE

A 10 STEP PROCESS TO SELLING  
YOUR HOME

# 01 UNDERSTAND THE PROCESS

Before embarking on the home sale process, take time to understand what's involved. Hiring an experienced real estate agent to guide you through the process is a great first step. Along with utilizing your real estate agent's expertise, there are resources online that can provide information and recommendations related to home selling.





# 02

# PREPARE YOUR HOME

## HOME STAGING TIPS

- The way you style your home can be a make-it-or-break-it point for a potential buyer. A Buyer has to be able to picture themselves living in your space, so be mindful of what you leave visible to viewers.
- You can hire or rent professional props and decorators to help stage your home.
- Consider getting professional photos taken as these to determine the first impression the potential buyer will have of your house.



# 03

# ESTABLISH A PRICE

**Establishing the right price for a property is crucial for a successful sale.**

Here's a general outline of the steps involved in determining a property's price:

1. Conduct a Comparative Market Analysis (CMA)
2. Consider Market Conditions
3. Factor in Property Features and Upgrades
4. Account for Market Trends
5. Assess Property Condition





# 04 MARKETING



Determine which resources you will use to let Buyers know that your home is for sale. Make sure that any photos you use to market your home are bright, clear, and capture all angles. Consider hiring a professional photographer for assistance.





# 05 LISTING YOUR HOME FOR SALE

**Congratulations! You have officially listed your home for sale.**

If you are working with a real estate agent, they will use resources to ensure that your listing is as visible as possible to the appropriate audience. Most real estate agents “list” homes for sale on a multi-list service (MLS) which exposes the sale property to other real estate agents who are assisting Buyers looking for homes.





# 06 SHOWINGS

**Provide Information:** Prepare a packet of information about the property, including details such as square footage, recent upgrades, amenities, and neighborhood highlights. Make sure to include any relevant documents, such as inspection reports or HOA rules.

**Offer Refreshments:** Consider offering refreshments such as bottled water or light snacks for potential buyers during the showing. This small gesture can help make them feel comfortable and welcome.

**Allow Privacy:** Give potential buyers space to explore the property on their own and ask questions. Avoid hovering or following them around, as this can make them feel uncomfortable and rushed.

**Highlight Key Features:** During the showing, highlight key features of the property, such as upgraded appliances, spacious closets, or a beautifully landscaped backyard. Point out any recent improvements or unique selling points that set the property apart from others on the market.



# 07 NEGOTIATING & CONTRACTS

Take the time to carefully review each offer received from potential buyers. Consider factors such as the offer price, proposed closing date, contingencies, and any special terms or conditions included in the offer.

Consult with your real estate professional to discuss the details of each offer and weigh the pros and cons. A real estate agent can provide valuable insights and guidance based on their knowledge of the local market and experience with similar transactions.





# 08 PREPARE FOR CLOSING

Once a Buyer presents an offer and the Seller accepts that offer, both parties enter into a contract for the sale of the property. This is done by signing a purchase agreement, which is also referred to as a sales contract. This contract sets forth the terms of the transaction including details such as the closing timeline, how property taxes will be pro-rated, and what type of financing the Buyer intends to procure.

Upon execution of the Purchase Agreement, the buyer provides an earnest money deposit, which is a sum of money deposited into an escrow account to demonstrate a commitment to the transaction.



# 09

# FINAL DETAILS

Before closing, the buyer usually conducts a final walk-through of the property to ensure that it is in the same condition as when the offer was made and that any agreed-upon repairs or conditions have been met.

Both the buyer and seller will receive a Closing Disclosure Statement, which outlines the final terms of the loan and the closing costs associated with the transaction. This document should be carefully reviewed to ensure accuracy and address any questions or concerns.



# POST CLOSING

# 10



After closing, there may be items to follow up on. If funds were held in escrow pending payment of a final bill such as water, sewer, contact your title company for guidance. If applicable, confirm with the Assessor's office that your Property Transfer Affidavit and Homestead Exemption filings have been properly applied. Lastly, make sure that you have a copy of your title insurance policy and closing documents. These documents may prove helpful in the future!



# THE HOME BUYING TIMELINE



## *Step One*

### **Assess Finances**

Evaluate savings, credit, and budget to determine affordability.



## *Step Two*

### **Select an Agent**

Choose an experienced agent who understands your needs and market.



## *Step Three*

### **Pre-Approval**

Secure pre-approval to understand borrowing capacity and show seller readiness.



## *Step Four*

### **Start Home Search**

Begin viewing homes that meet your criteria and budget.



## *Step Five*

### **Evaluate Properties**

Carefully assess each property's condition, location, and value.



## *Step Six*

### **Make an Offer**

Submit a competitive offer with terms aligned with your interests.



## *Step Seven*

### **Home Inspection**

Have a professional inspect the home for any hidden issues.



## *Step Eight*

### **Closing Day**

Sign paperwork, complete the transaction, and receive the keys.



# BUYER'S PROPERTY EVALUATION CHECKLIST

When viewing a prospective home, it's essential to evaluate various aspects of the property. This checklist focuses on key elements to consider:

## GENERAL CONDITION

- ☐ Assess overall maintenance and condition of the property.

## STRUCTURAL INTEGRITY

- ☐ Check for signs of structural issues, like cracks in walls or uneven floors.

## AGE AND CONDITION OF ROOF

- ☐ Note the condition and apparent age of the roof.

## PLUMBING AND ELECTRICAL SYSTEMS

- ☐ Test taps, showers, and lights; look for leaks or outdated wiring.

## HEATING AND COOLING SYSTEMS

- ☐ Check the functionality and age of HVAC systems.

## WINDOWS AND DOORS

- ☐ Ensure windows and doors open smoothly and check for drafts.

## STORAGE SPACE

- ☐ Evaluate closets and storage areas for adequacy.

## YARD AND EXTERIOR

- ☐ Consider the condition and size of the yard and external structures.

## NEIGHBORHOOD VIBE

- ☐ Take note of the neighborhood's atmosphere during your visit.





# BUYER'S NEIGHBORHOOD Preference Survey

## Type of Neighborhood

*What type of neighborhood are you looking for?*

- ☐ Urban: bustling city life
- ☐ Suburban: balanced urban and residential
- ☐ Rural: peaceful, spacious countryside

## Commute Preferences

*What is your preferred commute time to work?*

- ☐ Less than 15 minutes
- ☐ 15-30 minutes
- ☐ Over 30 minutes

## School Quality

*How important is the quality of local schools?*

- ☐ Very Important
- ☐ Somewhat Important
- ☐ Not a Priority

## Community Amenities

*Which amenities are important to you? (Select all that apply)*

- ☐ Parks and green spaces
- ☐ Shopping centers/malls
- ☐ Restaurants and cafes
- ☐ Public transportation access
- ☐ Fitness centers or sports facilities

## Safety & Crime Rate

*Rate the importance of low crime rates and safety.*

- ☐ Very Important
- ☐ Somewhat Important
- ☐ Neutral

## Noise Level

*Do you prefer a quiet neighborhood or don't mind some noise?*

- ☐ Prefer quiet
- ☐ Don't mind noise
- ☐ Indifferent

## Community Engagement

*How important is a sense of community and neighborhood events?*

- ☐ Very Important
- ☐ Somewhat Important
- ☐ Not Important

## Recreational Activities

*Are cultural and recreational activities important to you?*

- ☐ Yes, very much
- ☐ Somewhat
- ☐ Not much



# BUYER'S MUST HAVE HOME FEATURES CHECKLIST

## Kitchen

- ☐ Updated appliances
- ☐ Modern countertops
- ☐ Spacious pantry for storage
- ☐ Island or breakfast bar

## Living Area

- ☐ Open floor plan
- ☐ Hardwood flooring
- ☐ Built-in shelves or storage
- ☐ Large windows

## Bedroom

- ☐ Split floor plan
- ☐ Master on ground floor
- ☐ Walk-in closets
- ☐ En suite bathrooms

## Bathroom

- ☐ Double vanities
- ☐ Updated countertops
- ☐ Modern fixtures and lighting
- ☐ Large soaking tub

## Outdoor Spaces

- ☐ Well-maintained landscaping
- ☐ Functional patio or deck area
- ☐ Outdoor kitchen or barbecue
- ☐ Swimming pool or hot tub

## Additional Features

- ☐ Home office or study
- ☐ Dedicated laundry room
- ☐ Two-car (or larger) garage
- ☐ Smart home technology





# Home Inspection & Appraisal Guide

Understanding the home inspection and appraisal processes is crucial in your home-buying journey. This guide provides insights into what to expect and how to interpret the findings.

## HOME INSPECTION TIPS:

- ☐ Focus on major issues like structural integrity, roof condition, electrical and plumbing systems.
- ☐ Attend the inspection to see firsthand any concerns.
- ☐ Ask questions and take notes during the inspection.

## UNDERSTANDING THE APPRAISAL:

- ☐ Know that appraisals determine the home's market value for the mortgage lender.
- ☐ Review the appraisal report to ensure the agreed price is in line with the home's value.
- ☐ Be prepared to renegotiate or make decisions if the appraisal comes in lower than the offer price.

## POST-INSPECTION ACTIONS:

- ☐ Discuss significant issues with your agent for potential renegotiation.
- ☐ Decide if any discovered issues are deal-breakers.

## USING APPRAISAL RESULTS:

- ☐ Use the appraisal to confirm you're making a sound investment.
- ☐ Understand that a higher-than-offer appraisal gives you instant equity.



# CLOSING PROCESS

## CHECKLIST

Closing on your new home is the final and most exciting step. This checklist will help you ensure that everything is in order for a smooth closing experience.

### REVIEW CLOSING DISCLOSURE:

- ☐ Confirm all financial details are accurate a few days before closing.

### FINAL WALKTHROUGH:

- ☐ Inspect the property one last time, ideally 24 hours before closing.

### CLOSING COSTS:

- ☐ Prepare to pay closing costs, typically 2-5% of the home's purchase price.

### REQUIRED DOCUMENTATION:

- ☐ Bring all necessary documents, including photo ID and proof of insurance.

### PAYMENT METHOD:

- ☐ Arrange for a cashier's check or wire transfer to cover closing costs.

### UNDERSTAND THE PAPERWORK:

- ☐ Familiarize yourself with the documents you'll be signing, like the mortgage agreement and deed.

### ASK QUESTIONS:

- ☐ Don't hesitate to ask your agent or attorney any last-minute questions.

### KEYS AND ACCESS:

- ☐ Ensure you receive all keys, codes, and access devices for the property.

### RECORD KEEPING:

- ☐ Keep copies of all closing documents for your records.





# HOME SELLER'S ROADMAP



# 10 STEPS TO SELLING YOUR HOME





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# PREPARING CHECKLIST FOR SELLERS

## Outside The Home:

- ☐ Take care of the landscaping (Cut the grass, water the flowers, trim the trees and bushes)
- ☐ Remove weeds
- ☐ Repaint or re-stain any porches, entryways, and doorways
- ☐ Clean out the gutters of any leaves or twigs
- ☐ Test all lighting fixtures and motion sensors
- ☐ Remove insect nests

- ☐ Check all windows and doors for cracks
- ☐ Tighten any loose screws or bolts on deck

## Inside The Home:

- ☐ Repaint the home in a neutral color (Preferably white)
- ☐ Remove and replace any personal artifacts
- ☐ Find arrangements for pets and children, and remove toys and clutter from main spaces
- ☐ Make sure that walkways are clear
- ☐ Steam clean or shampoo carpets
- ☐ Clean and wax wood floors
- ☐ Inspect window sill weather and weather stripping
- ☐ Clean ceiling fans and light fixtures





# RESOURCES

## Landscaping & Outdoor

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Electrical & Plumbing

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Home Inspector

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Professional Photography

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Professional Video and Photo Editing

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Professional Movers

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890

## Carpet cleaning services

John 's Pro Clean ..... 517-394 -1313

Company Name ..... 123-456-7890

## House Cleaning Services

Company Name ..... 123-456-7890

Company Name ..... 123-456-7890





# FOR MORE INFORMATION

## CONTACT US:

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## VISIT US:

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