



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.



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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.



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ESTABLISH A PRICE

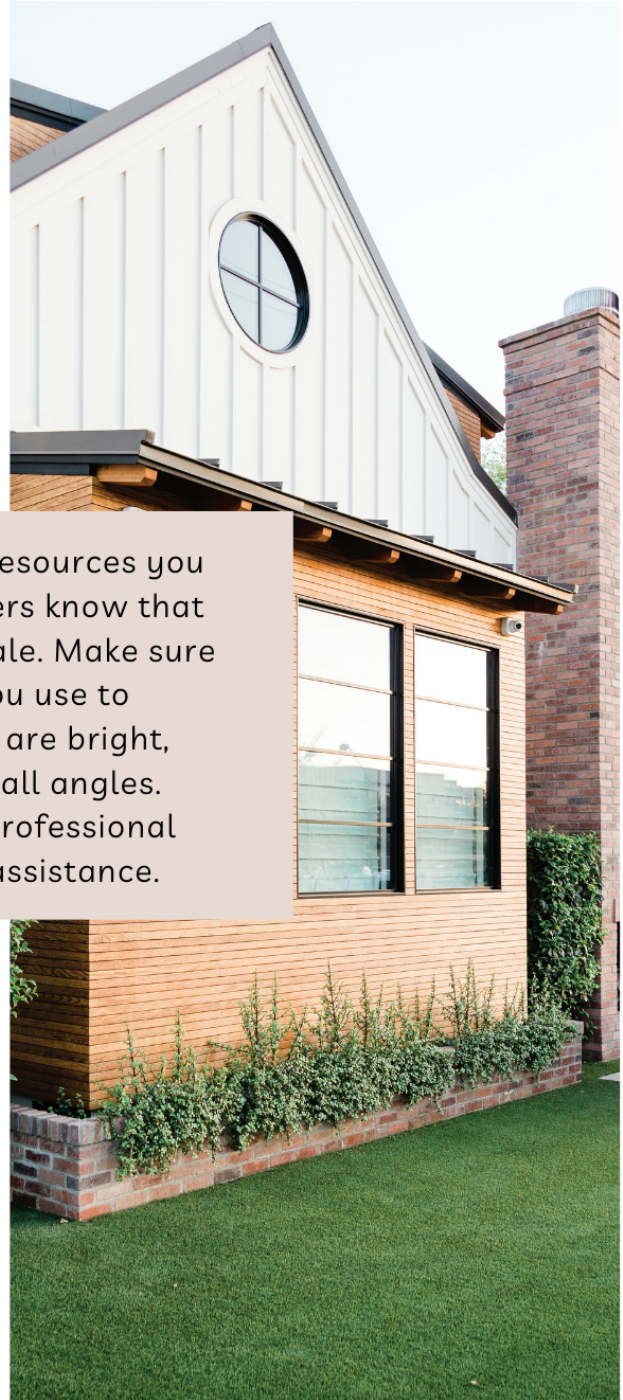
Establishing the right price for a property is crucial for a successful sale.

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.



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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

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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!

HOME SELLER'S ROADMAP



10 STEPS TO SELLING YOUR HOME



SELLER'S PROPERTY EVALUATION CHECKLIST

Before a prospective Buyer views your home, it's essential to evaluate various aspects of your home. 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.





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

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
- ☐ Check all windows and doors for cracks
 - ☐ Tighten any loose screws or bolts on deck
- ☐ Inspect window sill weather and weather stripping
 - ☐ Clean ceiling fans and light fixtures





FOR MORE INFORMATION

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