



Seller's Checklist

1

Gauge your need/want to sell

- Does this move line up with your goals?
- Do you have enough equity in your home to take the next step?
- Have you researched the market to see what it is doing?
- Can simply remodeling your home help?
- Have you considered the pros and cons of renting your home?

2

Calculate your selling expenses

- List the repairs that need to be done to get the home in selling condition.
- Consider updates that can be done to increase the value of the home.
- Factor in that 7-10% of the home's sale price will be paid to closing costs.
- Determine if there will be capital gains taxes to pay. Talk to a tax expert.
- Your moving costs.
- Make sure that the carbon monoxide detectors, smoke detectors are in place and that the water heater is secured in place.

3

Formulate a selling strategy

- **Hire a quality REALTOR® to help you market and sell your home.**
- Determine how quickly you need the house to sell?
- Refer to the **comparative market analysis** put together by your REALTOR® to determine your list price.
- Consider the home's strengths and unique features to be promoted in the advertising.

4

Prepare the home to sell

- Clean and dust everything.
 - Make repairs inside and outside of the house.
 - Declutter/de-personalize the home by pre-packing some items, throwing away items, holding a garage sale, and donating items.
 - Make sure that the beds are made daily, the laundry is out of sight, trash is taken out often, the home is deodorized, light bulbs are changed out, squeaky hinges are taken care of.
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Advertise and market the home

- Your REALTOR® will list your home on the MLS, put up a FOR SALE sign, and create social media ads to advertise the new listing.
- Hold showings and an OPEN HOUSE.

6

Review purchase offers

- Review the purchase offers that have been sent over.
- Consider both the price being offered and the terms of the contract.

7

Make counteroffers and negotiate

- Your REALTOR® should step in to help you make counteroffers and negotiate on your behalf for terms and conditions that are suitable to your needs and wants.

8

Entering in to escrow

- Sign additional paperwork needed to complete the sale
- Complete all inspections that are seller funded
- Prepare the home for the final walk through
- Finally, move and hand off your keys and garage door opener to your REALTOR® to give to the new owners



Real Estate
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