

Preparation Phase

- 1. Understand Your Motivation**
 - ☐ Determine reasons for selling.
 - ☐ Set goals (timeline, price, etc.).
- 2. Market Research**
 - ☐ Analyze current market trends.
 - ☐ Research comparable homes (comps) in your area.
 - ☐ Determine a competitive listing price.
- 3. Property Evaluation**
 - ☐ Get a pre-sale home inspection.
 - ☐ Identify necessary repairs and improvements.
 - ☐ Estimate costs for repairs and renovations.
- 4. Legal and Financial Preparation**
 - ☐ Review your mortgage payoff amount.
 - ☐ Gather necessary documents (title, mortgage, property tax records, etc.).
 - ☐ Understand your tax implications and exemptions.

Getting the House Ready

- 1. Repairs and Improvements**
 - ☐ Complete necessary repairs.
 - ☐ Make cost-effective upgrades (paint, landscaping, etc.).
 - ☐ Stage your home for potential buyers.
- 2. Decluttering and Cleaning**
 - ☐ Remove personal items and clutter.
 - ☐ Deep clean every room.
 - ☐ Consider hiring a professional cleaning service.
- 3. Home Staging**
 - ☐ Arrange furniture to highlight the home's best features.
 - ☐ Use neutral decor to appeal to a broader audience.
 - ☐ Enhance curb appeal (landscaping, exterior cleaning, etc.).

Marketing Your Home

- 1. Photography and Videography**
 - ☐ Hire a professional photographer.
 - ☐ Take high-quality photos and videos.
 - ☐ Create a virtual tour.
- 2. Listing Creation**
 - ☐ Write a compelling listing description.
 - ☐ Highlight key features and upgrades.
 - ☐ Set a competitive listing price.
- 3. Advertising Your Listing**
 - ☐ List on popular real estate websites (Zillow, Redfin, FSBO.com).
 - ☐ Utilize social media platforms.
 - ☐ Create flyers and yard signs.
- 4. Open Houses and Showings**
 - ☐ Schedule open houses.
 - ☐ Be prepared for private showings.
 - ☐ Provide property information sheets to visitors.

Handling Inquiries and Offers

- 1. Managing Inquiries**
 - ☐ Respond promptly to inquiries.
 - ☐ Provide additional information as needed.
 - ☐ Schedule and conduct showings.
- 2. Evaluating Offers**
 - ☐ Review all offers thoroughly.
 - ☐ Compare offers beyond just the price (contingencies, financing, etc.).
 - ☐ Be prepared to negotiate terms.
- 3. Negotiating Offers**
 - ☐ Counteroffer if necessary.
 - ☐ Work to reach a mutually beneficial agreement.
 - ☐ Keep communication clear and professional.

Closing the Sale

- 1. Hire a Real Estate Attorney**
 - ☐ Ensure legal compliance.
 - ☐ Review all contracts and documents.
- 2. Open Escrow**
 - ☐ Choose an escrow company.
 - ☐ Deposit the buyer's earnest money.
- 3. Home Inspection and Appraisal**
 - ☐ Cooperate with the buyer's home inspection.
 - ☐ Address any issues that arise.
 - ☐ Allow access for the appraisal.
- 4. Title and Closing**
 - ☐ Conduct a title search.
 - ☐ Resolve any title issues.
 - ☐ Review the closing statement.
 - ☐ Sign the closing documents.
- 5. Final Walkthrough**
 - ☐ Ensure all agreed-upon repairs are completed.
 - ☐ Verify the home's condition.
- 6. Closing Day**
 - ☐ Meet at the escrow office.
 - ☐ Sign final paperwork.
 - ☐ Transfer keys and possession to the buyer.
- 7. Post-Sale Tasks**
 - ☐ Cancel homeowners insurance.
 - ☐ Notify utility companies of the transfer.
 - ☐ Keep records of the sale for tax purposes.

Additional Checklist Items

- 1. Stay Organized**
 - ☐ Keep all documents in a dedicated file.
 - ☐ Maintain a timeline and checklist.
- 2. Be Prepared for Setbacks**
 - ☐ Be flexible with your timeline.
 - ☐ Have a backup plan for any potential issues.
- 3. Utilize Resources**
 - ☐ Consult online resources and forums.
 - ☐ Seek advice from professionals if needed.