




The Seller Checklist

ROYAL LEPAGE
NFC Realty, Brokerage, Independently Owned & Operated

Stop Waitin' Call Layton
AMY LAYTON
REALTOR®

—Your guide to selling your home—



Deciding whether or not to sell your home
is one of the biggest decisions you'll ever make.



While it seems like a complicated process, it doesn't have to be. In fact, the key to a smooth home sale is in Step 1, finding an REALTOR® who understands your needs and wants and has a system to ensure the process is catered to you.

This checklist is designed to help you navigate your way through the selling process without any trouble.

Here are the key pillars:

- Getting Started
- Researching the Market
- Preparing for a Sale
- Negotiating Offers
- Closing an Offer
- The Final Stages

Getting Started



Step 1: Find a REALTOR®

- Interview a few REALTORS® and see if their personality matches your needs/wants. You want to “click”!
- Qualifications they should have:
 1. Ask about their process (or system) for selling your home
 2. Local market knowledge
 3. Good reviews or testimonials
 4. Financial Knowledge – they can walk you through the numbers!
 5. Works full time in the industry
 6. Great time management and communication skills (ie. did they show up on time & prepared? Do they communicate with you in a way that you understand and feel comfortable with?)
 7. Network connections (Effective REALTORS® rely on their relationships. Do they work with other REALTORS® regularly?)
 8. They should ask about your Housing Goals and future vision
 9. Ask about their marketing strategies (ie. preparing your home for the market, photography, advertising, pricing the home)
- 10. Create a list of 10 things you LOVE about your home to share with them.



Step 2: Plan Your Timeline

- Determine when would be the best time to put your house on the market with your REALTOR®
- Meet with your REALTOR® to discuss the best listing strategy based on the local market
- Have an idea of where you'd like to move before you put your home on the market



Researching the market



Step 3: Walkthrough

- Walkthrough your home with your REALTOR®
- Show them the 10 things you love about your home
- Point out any repairs or renovations you've done to the home
- Ask your REALTOR® for advice on repairs, upgrades, and staging
- If you are unsure, ask your REALTOR® if a general pre-inspection should be scheduled before the sale

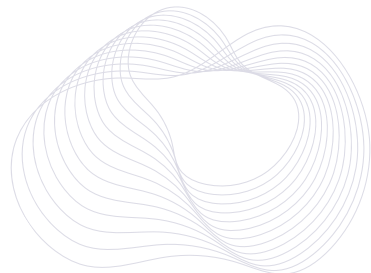


Step 4: Determine the Listing Price & Marketing Plan

- Work with your REALTOR® to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home
- Review a comparative market analysis with your REALTOR®, which determines price point based on the sale price of similar homes in your neighborhood
- Determine if any renovations could increase the value of your home

DID YOU KNOW...?

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, the current market and so on.



Preparing for a sale



Step 5: Prepare Your House for Viewings

- Declutter
- While we love the memories that your home represents, I suggest hiding anything that might be considered "clutter"
- Clean
- Deep clean forgotten places (base boards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!
- Neutral / Properly-sized decor and furnishings
- I want potential buyers to be able to imagine themselves in this space.
- Improve Curb Appeal
- Maintain landscaping
- Keep sidewalks clear of snow and/or debris
- Hide eyesores like trash cans or compost bins
- Clean up the front entrance way (consider adding a pop of color to the front door)
- Hire a professional stager or ask your REALTOR® for suggestions



Preparing for a sale (cont'd)



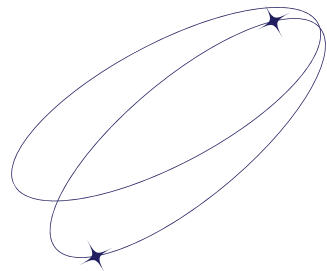
Step 6: Market Your Home

- Discuss your REALTORS® marketing plan with them to create the best strategy for your unique home
- Have your REALTOR® schedule high-quality real estate photography and/or videography for your home. (Buyers look online before anything else and first impressions are often digital these days, resulting in more traffic and qualified buyers)
- Schedule a time with your REALTOR® to do the pre-listing marketing they need – video walkthroughs, social media blasts, etc.

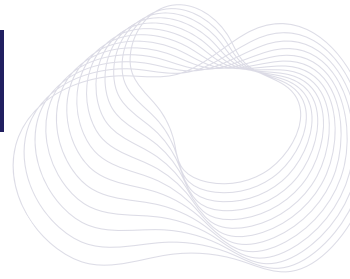


Step 7: Showing Your Home

- I will call you for schedule appointments
- Have a plan to tidy, clean and leave the house for showings
- Store important financial documents and valuables in a safe place away from the public eye



Negotiating Offers



Step 8: Negotiate Purchase Offers

- Discuss the offers with your REALTOR®
- Prepare a strategy for multiple offers based on market conditions

PRO TIP:

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.



Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the Purchase of Sale Agreement and any additional paperwork
- Buyers will submit the deposit as described in the offer



Step 10: Call the Lawyer

- Discuss the timeline of the transaction with your REALTOR® based on the accepted offer
- Your REALTORS® brokerage will send the lawyer all the offer paperwork on your behalf and you will call them yourself to arrange your signing appointment



Closing an Offer



Step 11: Buyer's Due Diligence Period

- Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections
- After the home inspection, do not be alarmed if the buyer requests to schedule specialists like electricians or plumbers to come in and inspect certain things.
- If the buyer submits a request for repairs, work with your REALTOR® to negotiate a solution between both parties
- If any reports or documents were required in the accepted offer, provide the buyer with them



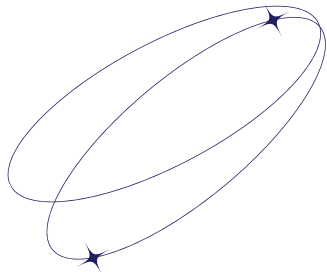
Step 12: Bank Ordered Appraisal

- The buyer's lender may conduct an appraisal to verify that the market value of the home supports the contract price



Step 13: The Home Stretch

- Once the buyer has lifted conditions and their deposit is locked in, complete any agreed requests before closing
- Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is the same as when they made the offer. This also allows the buyer to ensure that any agreed upon repairs have been completed



The Final Stages



Step 14: Closing a Deal

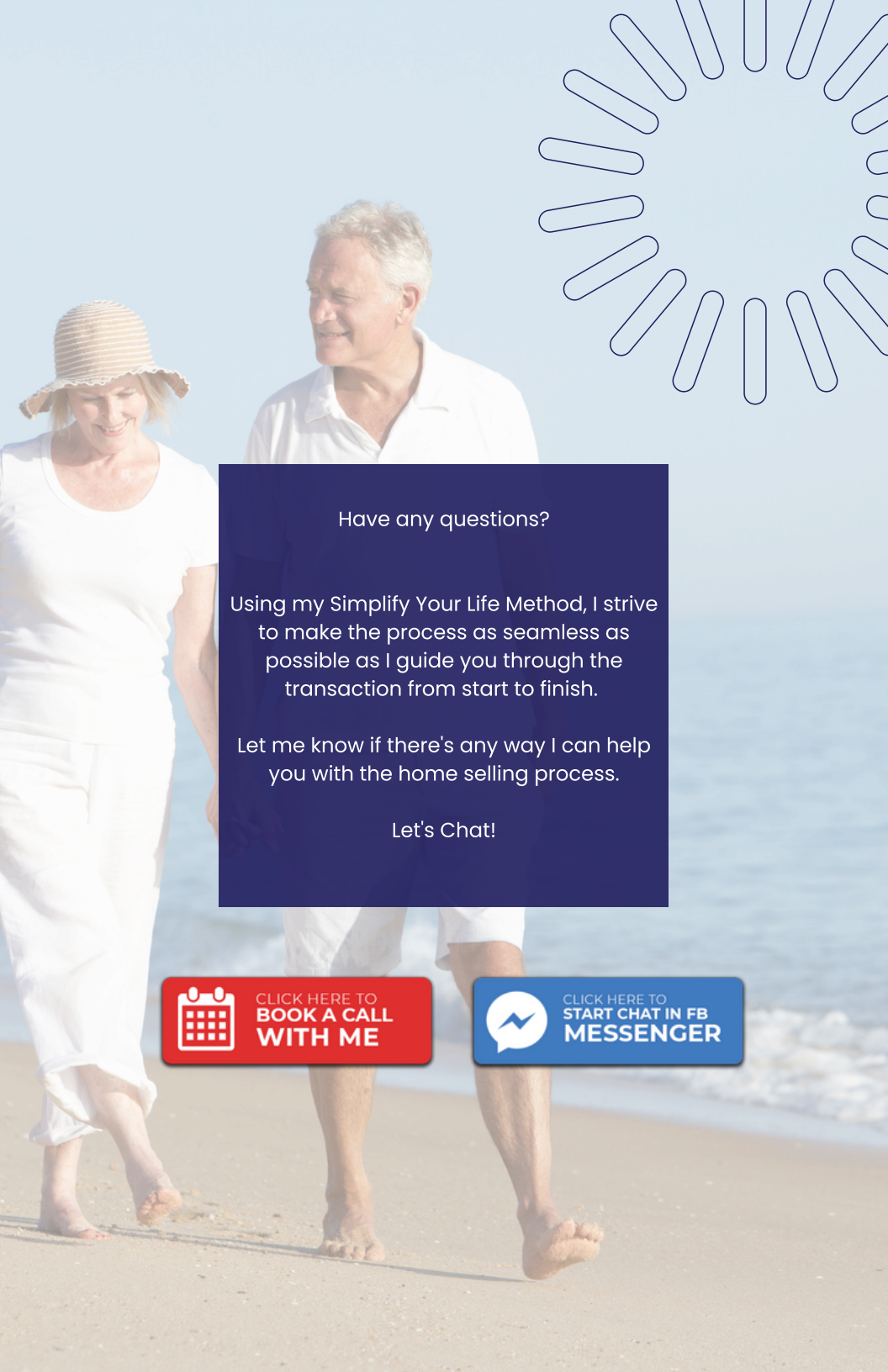
- Both parties will pay any settlement or adjustment fees and documents are recorded
- Titles are officially transferred to the new owners



Step 15: CELEBRATE!

- Congratulations! You sold your home!





Have any questions?

Using my Simplify Your Life Method, I strive to make the process as seamless as possible as I guide you through the transaction from start to finish.

Let me know if there's any way I can help you with the home selling process.

Let's Chat!



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