

The Minnesota Seller's Playbook

7 smart moves to sell with confidence and keep a clear view of your bottom line.



Inside: a practical sequence for pricing, preparing, marketing, reviewing offers, and getting ready to close.

Prepared for Minnesota homeowners by Amy Behning | Amy B's Realty

A sale that fits your goals

The best strategy starts with your timing, your home, and what you need to take away from the sale. Work through the seven moves, then use the last page as your planning sheet.

01 / SET YOUR OUTCOME

Know what success looks like

- Choose a target timeline and decide what flexibility you have for closing or possession.
- Request a mortgage payoff estimate, list known liens or assessments, and identify likely repairs and moving costs.
- Ask for a seller net sheet showing estimated proceeds at several realistic sale prices.

Your move: Write down your ideal closing date, the minimum net amount you would accept, and your next move after selling.

02 / PRICE WITH EVIDENCE

Study the competition buyers can see

- Compare recent closed sales, current listings, and homes that did not sell; adjust for condition, layout, location, and features.
- Set a list price that matches your timing and the buyers likely to search in your price range.
- Decide in advance when you will review showings, feedback, and pricing if response is slow.

Your move: Ask Amy for a property-specific market review and a written launch price recommendation.

Make the first impression count

03 / PREPARE WITH PURPOSE

Spend where buyers will notice

- Start with cleaning, decluttering, brighter lighting, small repairs, and an easy path through each room.
- Get estimates for larger issues before choosing whether to repair, price accordingly, or discuss a concession.
- Collect permits, warranties, association documents, utility details, and known property information for accurate marketing.

Your move: Make three lists: must fix, nice to fix, and disclose or discuss with a qualified professional.

04 / BUILD THE STORY

Show the home clearly and honestly

- Use crisp photography, a useful room sequence, floor-plan or room measurements when available, and specific verified features.
- Lead with the strongest lifestyle and location benefits while letting the images explain the space.
- If images are virtually staged, label them clearly and include unaltered views of the room.

Your move: Walk through the listing draft and approve every factual detail before it goes live.

Turn attention into strong terms

05 / LAUNCH AND ADJUST

Measure response, then make a decision

- Coordinate listing, social posts, agent outreach, and showing access for a consistent opening week.
- Track showings, buyer feedback, competing homes, and inquiries; distinguish a marketing gap from a price or property concern.
- Agree on a review date and any next action: refreshed photos, a different presentation, an open house, a concession, or a price change.

Your move: Choose a review date with Amy before launch, then look at the actual response together.

06 / COMPARE THE WHOLE OFFER

The headline price is only one line

- Compare financing strength, earnest money, inspection and appraisal terms, contingencies, closing date, and possession.
- Calculate the effect of requested repairs, seller credits, and any negotiated buyer-agent compensation.
- Review a revised seller net sheet for each serious offer; ask what could delay or prevent closing.

Your move: Use a side-by-side offer sheet with estimated net proceeds and the major risks.

Protect the path to closing

07 / STAY AHEAD OF DEADLINES

Keep the transaction moving

- Calendar inspection, financing, appraisal, title, and closing milestones from the signed agreement.
- Address inspection requests in writing and confirm how any agreed repairs or credits will be documented.
- Review your closing statement and wire instructions with your title company using a verified phone number.

Your move: Keep a simple deadline checklist and ask questions before signing any change.

What does 1.8% mean?

Amy B's Realty's advertised 1.8% listing fee is a listing-side fee. Buyer-agent compensation, if any, is a separate negotiable decision. Closing costs, concessions, repairs, mortgage payoff, and other charges can also affect proceeds. Review your signed listing agreement and an itemized estimate for your property.

Illustration only: At a \$400,000 sale price, 1.8% equals \$7,200 for the listing-side fee. This is not a total selling-cost quote or a promise of savings.

Get ready for your next conversation

My preferred timeline: _____

My target net proceeds: _____

Three things buyers will love: _____

Three concerns to address: _____

Before listing, I will: _____

Ready for a property-specific plan?

Call or text Amy Behning at 612-325-2210 to discuss pricing, preparation, a seller net sheet, and your next step.

Helpful references

National Association of REALTORS®, Consumer Guides: Pricing Your Home; Preparing to Sell; Marketing Your Home; Offers of Compensation; Seller Concessions; Navigating Multiple Offers.

nar.realtor/the-facts • consumerfinance.gov/owning-a-home/ • revisor.mn.gov/statutes/cite/82.69

This guide is general information for Minnesota sellers. Local requirements, contract terms, and costs vary. Confirm legal and tax questions with qualified professionals.