



## Seller's Checklist Use these checklists to follow along through the process.

### Before Listing:

- Walk through home with owner
- Market Analysis
- Discuss marketing strategy
- Discuss time-frame of listing
- Complete listing paperwork
- Truth in Housing City Inspection (when applicable)
- Design consultation
- Declutter/Prep home for listing (we have handyman/contractor referrals if needed)
- Staging (when needed)
- Professional photographer
- Lockbox placed at home

### Pre-List Networking

- Promote listing on Edina Realty's NetworkOne database
- Advertise "Coming Soon" on Zillow
- Edina Realty Tuesday networking (reaches all Edina Realty offices)
- Email campaign to Top 200 Realtors in your area

### When Listed:

- Live on MLS and every public website possible (i.e. Edina Realty, Zillow, Realtor.com, etc.)
- Narrative underneath photos



- Brochures to the house within 1-2 days of listing
- For Sale sign in yard within 1-2 days of listing (Or a Coming Soon sign prior to listing)
- Showings. You will receive text alerts when showings are requested from buyer's realtor. Text back Y to accept showing or N to decline, if you cannot make the showing request work.
- Make sure home is clean and all lights are turned on prior to showings
- We will follow up with buyer's Realtor promptly and offer you feedback from showings
- Open house 1st weekend (and every 2-3 weeks after, if you would like)
- Broker open 1st Tuesday
- MLS email alert search showing you any nearby homes that hit the market while you are listed (so we can keep an eye on the competition)
- We will continue to refresh the listing online to keep it showing up at the top of buyers' MLS search

#### When An Offer Comes In:

- Contact all buyer's agents that have previously shown your home to determine if their buyer has further interest
- Require a pre-qualification letter from the mortgage officer
- We will call buyer's lender to verify buyer's financial situation and capability to purchase
- Negotiate terms of offer and execute purchase agreement
- Work diligently to provide you with maximum proceeds
- Review all offers and contingencies
- Discuss your options



## Seller's Checklist continued

- Prepare a net sheet showing you your selling costs
- Explain the ramifications of all decisions related to the offer
- Collect earnest money
- Buyer's home inspection
- Title company will begin preparing documents for closing
- Appraisal (when a buyer is applying for a mortgage)
- Discuss any furniture or personal property that you may want to offer for sale or to leave for free
- Schedule final meter reading and update utility accounts
- The Title department will reach out to schedule your closing time and location
- Review Settlement Statement from Title to ensure net proceeds are accurate
- Move everything out and clean house for the new owner(s)
- Buyer's agent will schedule a final walk-through, most often within 24 hours of closing

At Closing (Takes about 45-60 minutes):

- Bring your ID to closing
- Sign paperwork and receive copies of all documents
- Congratulations! You just sold a house!