

An aerial photograph of a coastal town built on a rocky cliffside. The ocean is on the left, with waves crashing against the rocks. Several houses with different roof colors (blue, white, brown) are visible, along with a sandy beach area and a circular paved area. The lighting suggests late afternoon or early morning, with long shadows and warm tones.

Goodbye Home

Your Home Selling Checklist

Barbara
BALOSSI

The logo for Barbara Balossi features the name 'Barbara' in a large, elegant, cursive script. Below it, the name 'BALOSSI' is written in a smaller, clean, sans-serif font. To the right of the name is a stylized graphic element consisting of a yellow semi-circle above a blue wave-like shape.

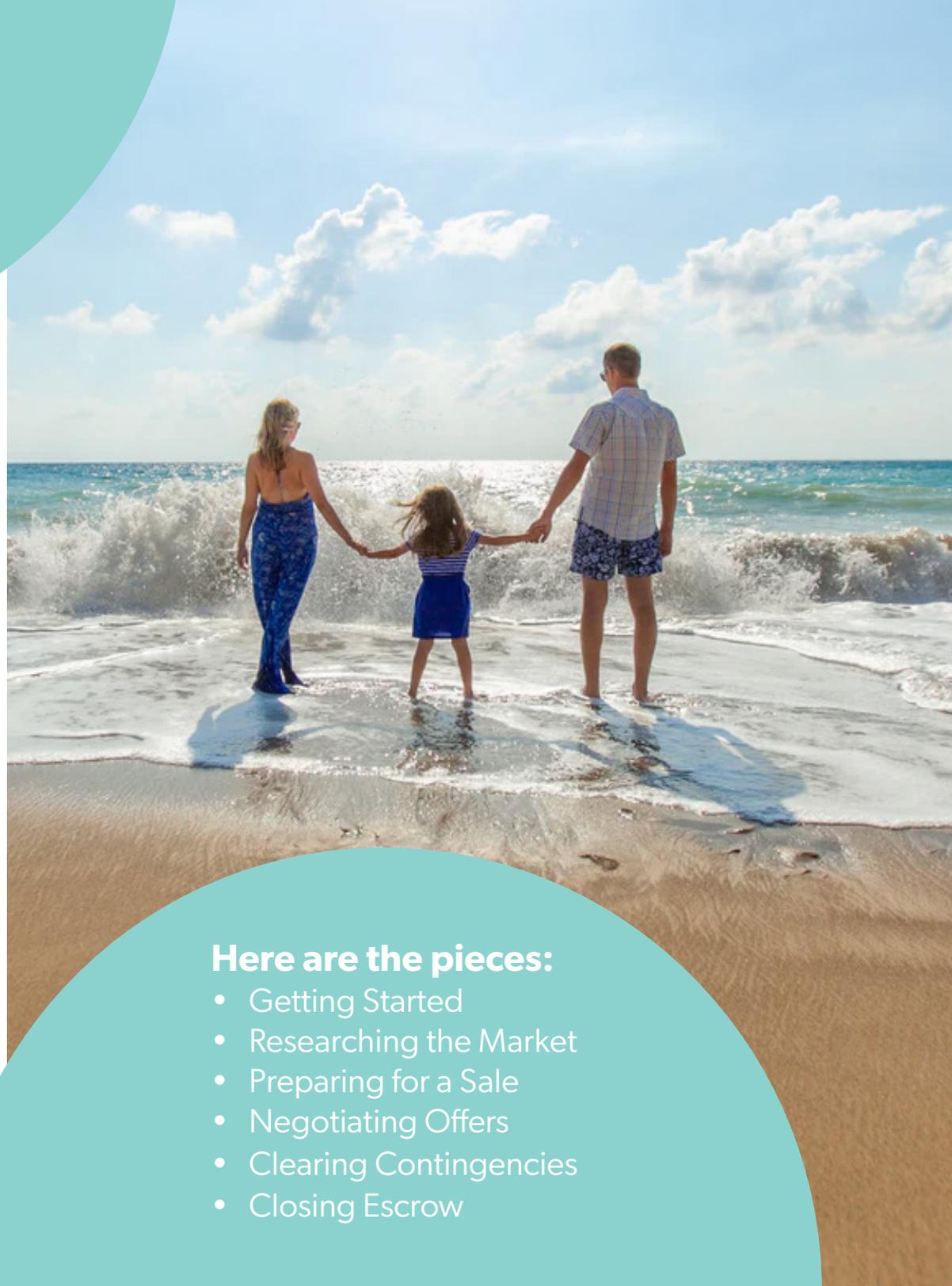
Ready to sell your home?

Deciding when to sell your home is a big decision. While it seems like a complicated process, it doesn't have to be.

This checklist is designed to help you navigate your way through the selling process **with ease**.

Here are the pieces:

- Getting Started
- Researching the Market
- Preparing for a Sale
- Negotiating Offers
- Clearing Contingencies
- Closing Escrow





Step 1: Choose a Real Estate Agent

- Interview agents to see if their energy and expertise match your needs and wants.

Successful real estate agents have these qualifications:

- Market Evaluation Expertise
 - Negotiation Skills
 - Financial Knowledge
 - Creative Marketing Strategies
 - Client Reviews and Testimonials
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- Avoid “hobby agents” – choose an experienced agent who works full time!
 - Great agents are punctual and responsive.
 - Did your agent show up on time & prepared?
 - Ask about their marketing processes: How do they market homes for sale?
 - Are they utilizing social media?
 - Do they have marketing plan for their listings?
 - Create a list of 10 things you **LOVE** about your home, and share this with your agent.

Getting Started

Step 2: Plan Your Timeline

- Together with your agent, discuss the best listing strategy based on the current local market.
- Determine when would be the best time to put your house on the market.
- Determine if you will sell first, then buy. Buy first, then sell. Or whether you will design a plan to sell and buy concurrently.
- Have an idea of where you’d like to move before you put your home on the market.



Understanding the Market

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, and many others.

Step 3: Walkthrough

- Walk through your home with your agent.
- Show them the 10 things you love about your home.
- Ask your agent for advice on repairs, upgrades, and staging.
- If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.

Step 4: Determine the Listing Price & Sign the Agreement

- Work with your agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances to get top dollar for your home.
- Review a comparative market analysis with your agent to determine the listing price range based on the sale price of similar homes in your neighborhood.
- Review the listing agreement with your agent. Understand the commission fee and length of the agreement and any special terms.
- When you're comfortable, sign the paperwork to put your agent to work for you.



Preparing

For a Sale

Step 5: Get Ready for Buyers

- **Declutter & Pack:** You're moving right? You'll be smart to make showing appointments easy on your family and pack up any nonessentials from the get-go. You can tuck boxes to the side in a garage, rent a POD, or use off-site storage. This makes keeping your home tidy so much easier.
- **Pack or give away** (if you're ready to part with a few things) anything that might be considered "clutter."
- **Keep decorations as neutral as possible** - you want potential buyers to be able to imagine themselves in this space.
- **Deep clean forgotten places** (baseboards, light switches, fan blades etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!
- **Improve Curb Appeal.**
- **Maintain landscaping.** Add seasonal pots of flowers.
- **Clear out the side yard area.**
- **Hide eyesores** like trash cans or compost bins.
- **Hire a professional stager** or ask your real estate agent for suggestions.

Step 6: Marketing Your Home

- **Ask your agent to schedule high-quality real estate photography, videography and drone photographs** for your home. Professional photography can get you thousands more in a sale!
- **Floorplans** are also very helpful to today's buyers.
- **Schedule a time with your agent to do the pre-listing marketing** they need - video walkthroughs, social media blasts, etc.
- **Your agent will prepare the listing to launch to the market live online.**

Step 7: Showing Your Home

- **Prepare for open houses and private showings.**
- **Store important financial documents, prescription medicines, and valuables** in a safe place away from the public eye.
- **Keep extra frozen dinners available** for busy showing days.
- **Treat yourself to weekly house cleaning** if you're able.
- **Have an extra set of keys available** for your agent.



Step 8: Negotiate the Purchase Offer

- Evaluate the offer with your real estate agent.
- If you have multiple offers to review, ask your agent for a side by side comparison of price and terms.
- Give to receive. When negotiating, determine what you can give the buyer for something you want in the sale.

Negotiating

Offers



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.

MYTH BUSTING

*The buyer is your enemy. **FALSE.** The buyer is not your enemy. Selling a home can be a meaningful and enjoyable experience when you work to make it so.*

Step 9: Sign a Purchase Sale Agreement

- After selecting the strongest offer, sign the residential purchase agreement and any additional paperwork.
- Buyers will make an initial financial deposit with the escrow company.

Step 10: Open Escrow and Order Title

- Your real estate agent will open escrow on your behalf and have a title representative pull the property's title report.
- Discuss the timeline of the transaction with your agent based on the accepted purchase agreement.
- The escrow company will prepare escrow instructions for you to review and sign.



Clearing

Contingencies

Step 11: Buyer Inspection and Disclosure Review Period

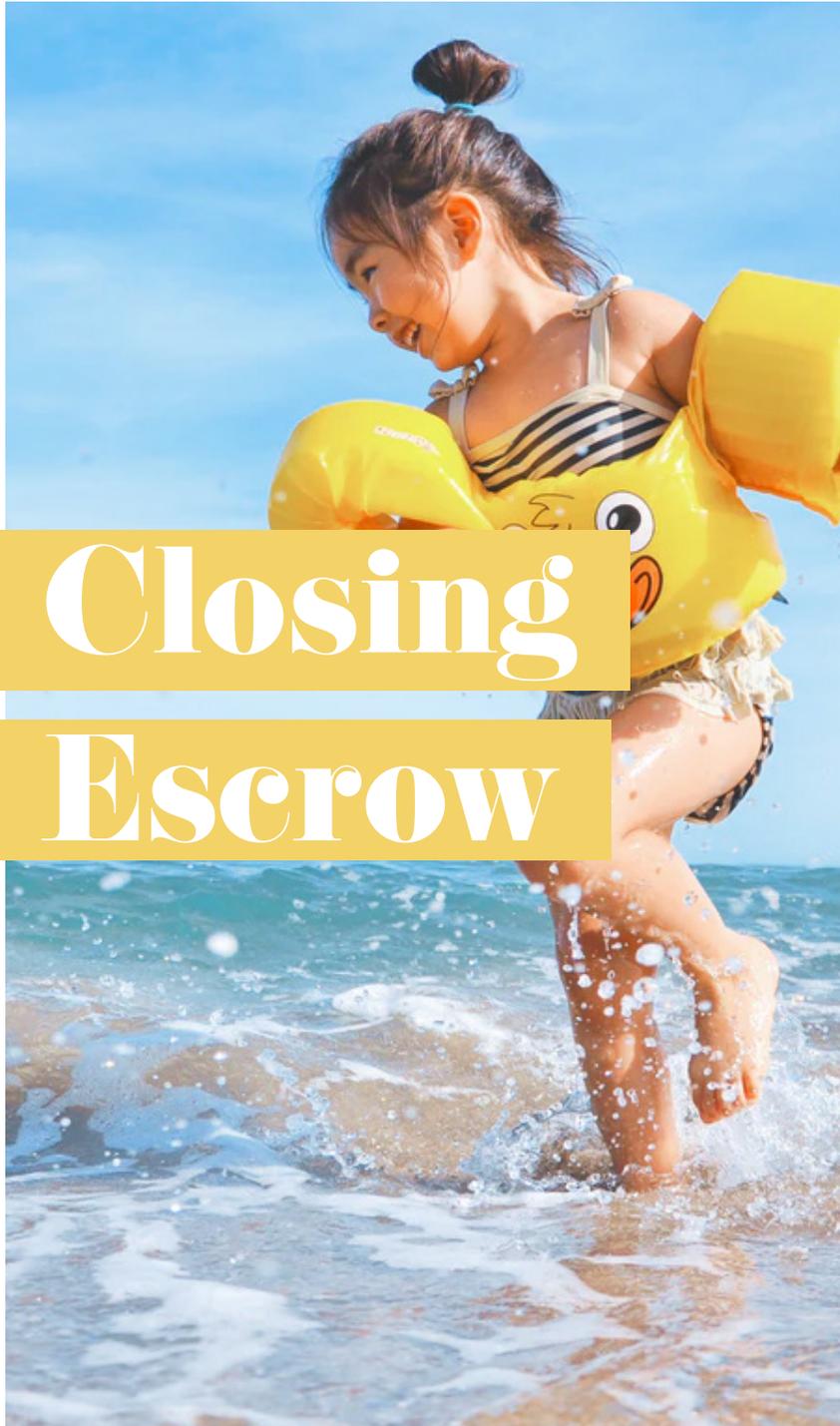
- Complete the required seller disclosures. Submit these, together with any required statutory disclosures and local reports, to the buyer for review.
- Be prepared to allow the buyer reasonable access to your home and property to conduct inspections. (Home inspections can take 1.5 - 4+ hours depending on the size of the home.)
- After the home inspection, the buyer may want to schedule specialists like electricians or plumbers to come in and also inspect the home. This is common.
- If the buyer submits a request for repairs, work with your agent to negotiate an agreement for repairs for you and the buyer.

Step 12: Financing and Appraisal Contingencies

- If the buyer is obtaining mortgage financing, the buyer's lender usually orders a property appraisal to verify the market value of the home supports the contract price. The appraiser will visit your home, and prepare a written report for the lender.
- If a buyer is paying cash for the home, the buyer may still have elected in the purchase agreement to have a property appraisal completed.

Step 13: Removing Contingencies

- When the buyer is satisfied with the disclosures and reports, the buyer and seller are agreed on repairs, and the buyer's financing is in place, the buyer removes their contingencies. At this point, the buyer commits to move forward to close the purchase.



Closing

Escrow

Step 14: The Home Stretch

- Plan and complete any agreed repairs before the buyer's final walk through.
- Schedule movers and pack up.
- Keep utilities active through the close of escrow, but call to make arrangements for your final bill.
- Expect the buyer to schedule a final walk-through 1 - 4 days before the close of escrow. The buyer will verify the condition of the property is the same as when they made the offer. This walkthrough allows the buyer to ensure that any agreed-upon repairs have been completed.
- Have the home professionally cleaned top to bottom after your movers pack up the last box.

Step 15: Closing a Deal

- Both parties pay their own settlement fees and the closing documents are recorded.
- Title is officially transferred to the new owners.

Step 16: *CELEBRATE!*

- **Congratulations!** You sold your home!

Have any questions?

The home selling process can be confusing and stressful, but I'm here to help!

I strive to make the process as seamless as possible and to guide you through each step of the sale of your home from start to finish.

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

Let's Talk!



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