

I've found that sharing a home selling checklist with my clients is helpful in giving them a full picture of what they can expect in the home selling process. This process is exciting, but it takes dedication, planning, and a whole lot of patience.

This checklist is a compilation of my experience mixed with relevant information I use from several sites (realtor.com, soldnest.com, realestatewitch.com, and others). This is a short but comprehensive overview of the home selling process- my aim is to give you a brief overview before we get into the details!

Home Selling Guide

1. **Find a great real estate agent-** Hire someone who knows the market. Know that agents can negotiate more than just the price- they can negotiate the sticking points that keep transactions from closing- including repairs, closing costs, timelines, rent-backs, inspection issues, and more. When it comes to costs, market knowledge, and negotiation strategy, the benefits of working with a real estate agent are plentiful.
2. **Sign a California listing agreement and seller disclosures-** Once you've decided to work with an agent (hopefully me!), it's time to read and sign a California listing agreement to get your house on the market.
3. **Price your home-** The next step is to determine a competitive listing price for your home. Note that home value websites (like Zillow) provide a rough estimate of your home's potential value and can be off by tens of thousands of dollars. This is where I come in. I will provide you with a competitive market analysis report. This report is an estimate of your home's fair value based on its condition, upgrades, and what similar homes have recently sold for in the area. We will review this report in detail and discuss ways to increase the value of the home before listing. Once we are aligned on a price, it's go time!
4. **Prepare your home for sale-** This piece is crucial to the sale of your home and involves getting everything in order.
 - a. **Gather up those important documents-** i.e., your mortgage statement, natural hazard disclosures, homeowners association (HOA) documents, property taxes, gather utility bills, and any home warranties or appliance manuals you might have.
 - b. **Consider home repairs, improvements and touch-ups-** Consider your curb appeal- yes, for better or worse, buyers do tend to judge a book by its cover. Declutter living areas and depersonalize your space. Touch up paint, scuff marks & fixtures- Help the house be in its best shape. It might seem like a small thing, but you'd be surprised by the negative effect a loose handle, dirty floorboards, loud walls or missing lightbulbs can have on a buyer. Clean, clean, clean & do a smell test- I always get professional photos taken of your house when I put it on the market. When selling your home, it's important to keep everything tidy for buyers- you never know when a buyer is going to want to schedule a last-minute tour.
5. **Market and show your home to buyers-** this is when we pound a for sale sign in your front lawn, and let the magic happen! I have several ways to market your home, but the number one way to get your home sold is listing it on the multiple listing service (MLS), which is a database most real estate agents use to market and sell properties. Your home will also be listed on all popular real estate sites (like Zillow, Trulia, and Realtor). We will hold an open house(s) to drum up more interest, and utilize social media, my website, my newsletters, and word of mouth. Once your home is listed, expect people to want to come and see it. This is why #4 above is so crucial and sets us up for the open market. This stage is exciting, but also can be exhausting. Depending on the interest, we will be scheduling weekly showings for people to view your home. This means that you will need to leave the premises.

6. **Review and negotiate offers-** The offer should contain the buyer's offer price, if they're asking you to pay for any of their closing costs, the type of financing used, an estimated closing date, and an offer expiry date (typically 24-48 hours after submission). We will have a plan for this phase, but essentially, we can accept the offer, counter the offer or ignore the offer- we take price, timing, closing costs, contingencies all into consideration. To note, according to Realtor.com, San Diego listings spent an average of 30-38 days on the market in June of 2023.
7. **Review paperwork and sign an offer-** we will talk through this part at length to make sure everything is clear and aligned with your needs. This isn't where it ends- once in contract, the buyer has time to review what they are buying.
8. **Conduct inspections, appraisals, and closing walk-through-** there is a lot that happens during this phase. The buyer's appraisal happens- lenders require homebuyers to get an appraisal so they can ensure that a seller's home is worth the price being paid. Inspections happen- the inspector's job is to note every flaw. This does not mean that everything on the list is a cause of concern, but it does help buyers discern what may be hazardous or a red flag. Inspectors look at the roof, plumbing, heating and air conditioning, termites, mold or asbestos, insufficient grade sloping, code violations, etc. The buyers final walk through happens a day or two before closing, to make sure the home is in the same condition since their last viewing.
9. **Close the sale-** The final step to selling your house starts after the buyer releases their contingencies. We will sign more paperwork, you will move everything out of your home, hand the keys over to me, and get ready for your fat paycheck!