

@MONTSERRATTHEREALTORR

HOME SELLER'S RESOURCE GUIDE

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REAL ESTATE
CHICAGO

BY: MONTSERRAT FERNANDEZ

#1 PREPARE YOUR HOME

DECLUTTER & DEPERSONALIZE

REMOVE EXCESS ITEMS, FAMILY PHOTOS, AND ANYTHING THAT DISTRACTS FROM THE HOME ITSELF. BUYERS NEED TO PICTURE THEIR LIFE THERE.

DEEP CLEAN & REPAIR

FRESH PAINT, CLEAN CARPETS, AND FIXING SMALL ISSUES (LIKE LEAKY FAUCETS) GO A LONG WAY.

BOOST CURB APPEAL

FIRST IMPRESSIONS MATTER. TRIM LANDSCAPING, ADD FRESH MULCH, AND ENSURE THE FRONT DOOR FEELS WELCOMING.

#2 PRICE STRATEGICALLY

STUDY COMPARABLE SALES

LOOK AT HOMES SOLD RECENTLY IN YOUR
NEIGHBORHOOD.

WORK WITH YOUR AGENT

PRICING TOO HIGH CAN SCARE BUYERS AWAY, WHILE
PRICING TOO LOW CAN LEAVE MONEY ON THE TABLE.

STAY FLEXIBLE

BE PREPARED TO ADJUST IF THE MARKET SHIFTS OR
BUYER FEEDBACK SUGGESTS CHANGES.

#3 MARKET LIKE A PRO

PROFESSIONAL PHOTOS & VIDEO

NEARLY ALL BUYERS START ONLINE, SO YOUR
LISTING MUST SHINE.

VIRTUAL TOURS

MANY BUYERS WANT TO PREVIEW FROM HOME
BEFORE BOOKING A SHOWING.

SOCIAL MEDIA & MLS EXPOSURE

A WIDE NET ENSURES YOUR HOME GETS IN FRONT OF
THE RIGHT BUYERS.

#4 WELCOME BUYERS IN

STAGING MATTERS

HIGHLIGHT YOUR HOME'S BEST FEATURES AND
CREATE AN INVITING ATMOSPHERE.

BE SHOWING-READY

KEEP THE HOME CLEAN AND FLEXIBLE FOR
APPOINTMENTS.

HIGHLIGHT LIFESTYLE

SHOWCASE SCHOOLS, PARKS, OR AMENITIES NEARBY
THAT BUYERS CARE ABOUT.

#5 NEGOTIATE SMARTLY

EXPECT INSPECTION REQUESTS

MOST BUYERS ASK FOR REPAIRS OR CREDITS

UNDERSTAND BUYER MOTIVATION

SOME NEED SPEED, OTHERS FLEXIBILITY. LEVERAGE

THAT IN NEGOTIATIONS

LEAN ON YOUR AGENT

THEY'LL HELP YOU WEIGH OFFERS, COUNTER, AND

PROTECT YOUR BOTTOM LINE.

#6 CLOSE WITH CONFIDENCE

STAY ORGANIZED

KEEP PAPERWORK READY AND RESPOND QUICKLY TO
REQUESTS.

PLAN YOUR MOVE

KNOW YOUR TIMELINE FOR RELOCATING TO AVOID
LAST-MINUTE STRESS.

CELEBRATE!

YOU'VE SUCCESSFULLY SOLD YOUR HOME AND MOVED ON TO
YOUR NEXT CHAPTER.