

# The Ultimate Home Selling Toolkit

## Introduction

So, you've decided to sell your home—congratulations! You know your home best. You're smart, good looking, and well-groomed, why can't you do some of this yourself?

If you're like most home sellers, you don't want to hand over **6% of your equity** to a Realtor just to list it on the MLS and handle a few forms. You also don't want to give up all the control over the process.

That's exactly why we put together this guide: to give you everything you need to **sell your home on your terms** while keeping **thousands more dollars in your pocket**.

At the [Ohio Property Group](#), we believe in **empowering sellers** like you with the tools, knowledge, and resources to get your home sold—without the hefty commission. This is why, for years, we've been saying: **"You Can Sell It...We Can Help."**

This guide is our **gift** to home sellers all over Ohio who want to take control of their sale while still having access to professional resources when needed.

We'll walk you through the **entire process** step by step, from **prepping your home** to **closing the deal**—and we'll include **checklists, forms, and strategies** to keep you on track. And if you ever want our complete playbook, [you can get it right here](#).

Either way, use this guide to navigate the entire process from start to finish, or just focus on the sections you need the most. It's designed to be flexible, so you can jump in wherever it makes sense for your situation.

The first thing you'll want to review is the one-page overview of the entire selling process. This gives you a snapshot of what to expect along with a timeline and key points for each phase of your home sale.

The overview is in your checklist bundle, [but you can jump to it by clicking here](#).

And if you ever need additional support, we have even more resources available to help you along the way.

Right now, let's jump in and get this train moving.

 **Ready to prep, list, and get sold?** [Download all checklists & guides](#)

# The Ultimate Home Selling Toolkit

## Step 1: Preparing Your Home (2-4 Weeks Out)

### Getting Ready to Sell

First impressions matter, and, **Truth #4: Buyers look for reasons NOT to buy.** A well-prepped home attracts more buyers and better offers, so let's start with the basics.

We firmly believe that when you prepare your home the right way, you can actually **avoid many of the inspection and appraisal headaches** that derail sales later.

Sellers are often eager to get their house on the market as quickly as possible, but the **prep phase is one of the best investments of time and effort** you can make.

Not only does it help you **sell for top dollar**, but it also makes the rest of the process smoother, with fewer surprises down the road.

This stage is about **setting yourself up for success**. Buyers want to walk into a home and **picture themselves living there**.

If your home feels cluttered, dirty, or in need of repairs, they'll start mentally subtracting dollars from their offer—or worse, they'll move on to the next listing. Why? Because all buyers **know** that how you do **anything** is how you do **everything**.

**Truth #6: More buyers = More offers = More money.** Don't scare off buyers by skipping the most important part of the entire process. Prep it right and avoid offer and inspection issues.

Take the time to get this section right and I promise it will pay off with better and higher offers that have a much better chance of reaching the closing table.

✓ [Complete Prep Checklist Bundle](#)

### Key Tasks:

- **Declutter:** Less is more—create space so buyers can envision their future home.
- **Deep Clean:** Floors, windows, kitchens, bathrooms—get it shining.
- **Fix Minor Repairs:** Touch up paint, fix leaky faucets, and replace burned-out bulbs.
- **Stage Your Home:** A well-placed rug, fresh flowers, and neutral decor make a huge impact.
- **Photography:** Whether you hire a professional or tackle this yourself, we'll show you how.

 **Want a customized strategy?** [Book your free Discovery Call](#)

# The Ultimate Home Selling Toolkit

## Step 2: Setting the Right Price (1 Week Out)

### Price to Sell, Not Sit

Overpricing (and leaving room to negotiate) is BY FAR the #1 mistake home sellers make. Price it right from day one, and you'll attract more buyers and possibly spark a bidding war.

Pricing isn't just about what **you think** your home is worth—it's about what buyers are willing to pay. If you price too high, you will **sit on the market** while buyers snatch up better-priced homes.

**Truth #1: The market never lies...not ever.** That means if you think you priced it perfectly, but you're getting no showings and no offers, you missed. Don't worry. It's not the end of the world.

If you missed, it just means you need to adjust. Sure, you can wait and see what tomorrow's buyers think, but if you want to sell sooner than later, you'll need to lower your price until you get enough showings to generate offers.

Sellers always worry about underpricing their home, but the reality is, if you price too low, the buyer market will spot your undervalued home and will jump on it.

Underpricing is how your home gets attention, multiple offers, and possibly **a sale price higher than you expected. I know...it's crazy. If you overprice, you get less. If you underprice, you get more.**

Do the math and check out your competition before you launch, but if you're tempted to overprice your home, just know this. **Truth #2: If it's not selling, it's overpriced. (period)**

Let's walk through the pricing phase together. Using our checklist, you'll be able to find the sweet spot and get **top dollar** for your home.

### [Pricing Strategy Checklist](#)

### Key Tasks:

- **Do Your Research:** Look at recent sales in your neighborhood.
- **Market Analysis:** Understand what buyers are willing to pay today.
- **Visit the Competition:** Tour nearby homes to compare.
- **Set a Competitive Price:** Pricing **too high** leads to **sitting**, pricing **just under market** leads to **more offers**.

 **Get a real-time valuation.** [Get your free comprehensive pricing report here.](#)

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## Step 3: Launch Day - Marketing Your Home

### The Full Marketing Blitz

It doesn't matter how well prepped or perfectly priced your home is. If no one knows about it, it's never going to sell.

You need great marketing to get the word out about your amazing home. Aside from overpricing, poor marketing is one of the biggest reasons a home doesn't sell.

Just like an auction, if you want to guarantee top dollar for your home, you need as many buyers as possible to know you're selling. That takes great marketing.

Let's face it. The main reason people hire Traditional Realtors is because they want their home in the Multiple Listing Service (MLS) so it will spread to huge sites like Realtor.com, Zillow, Trulia, Home.com, and Redfin.

The problem is that you shouldn't have to pay a huge 6% commission to get on the MLS, but for years you only had two choices. Pay 6% or go the "For Sale By Owner" route, which means you can't get on the MLS.

Now, thanks to a law change allowing "Limited Service" listings, companies like the [Ohio Property Group](#), can offer Flat Fee listings to all home sellers, giving them the best of both worlds. Maximum exposure for a few hundred dollars.

You pay a [Low Flat Fee](#) and we put your home in the MLS and on 200+ Realtor-controlled websites. Then we send all the buyers and agents directly to you.

Your home gets listed with all those 6% listings and nobody can tell them apart. You get the power of Realtor marketing without the huge commission. We like to call that a "Win/Win."

### ✓ [Marketing & Showings Checklist](#)

### Key Tasks:

- **MLS & Public Listings:** Get your home listed on the MLS and syndicated across top real estate websites.
- **Signs & Flyers:** A well-placed yard sign and digital marketing materials go a long way.
- **Showings & Open Houses:** Make your home easy to see—more eyeballs mean more offers.

🚀 **Need MLS access?** [Start your Flat Fee Listing here.](#)

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## Step 4: Showings and Open Houses

### Maximizing Buyer Interest

Once your home is listed, getting buyers inside is the next big step. The more people who see your home, the better your chances of receiving strong offers. Showings and open houses play a critical role in attracting serious buyers and creating a sense of urgency.

First impressions are everything, and buyers decide quickly whether they can see themselves living in your home. A well-prepared showing can be the difference between a buyer making an offer or walking away. Here's how to get your home show-ready every time.

### Key Tasks for Showings:

- **Keep It Spotless:** Before every showing, do a quick clean-up. Dust, vacuum, and make sure bathrooms and kitchens sparkle.
- **Declutter Daily:** Store away personal items, paperwork, and excess décor to make rooms feel bigger and more inviting.
- **Neutralize Odors:** Avoid strong cooking smells, pet odors, or overly perfumed air fresheners. Open windows or use mild, fresh scents.
- **Set the Mood:** Open blinds and curtains to let in natural light. Turn on lamps for a warm, welcoming feel.
- **Temperature Matters:** Cool in the summer and warm in the winter.
- **Be Flexible:** The easier it is for buyers to see your home, the better your chances of getting offers.

### Key Tasks for a Successful Open House:

- **Promote It Widely:** List your open house on the MLS, major real estate websites, and social media. Let your neighbors know—they may have friends looking to buy.
- **Highlight Key Features:** If your home has standout features like a large backyard, updated kitchen, or great location, make sure they are emphasized.
- **Prepare Handouts:** Have printed flyers with high-quality photos, property details, and contact information for interested buyers.
- **Have A Sign-In Sheet:** Capturing buyer and agent contact information allows you to follow up after the open house to get feedback or maybe start an offer.



Need advice on your next Open House? [Book a FREE call with one of our experts](#)

# The Ultimate Home Selling Toolkit

## Step 5: Receiving and Negotiating Offers

### Understanding and Handling Offers

Once your listing is live and you're getting buyer traffic, you should start getting offers. This is where things start getting exciting—but also where careful decision-making is crucial.

Not all offers are created equal, and choosing the right one can mean the difference between a smooth closing and a deal falling apart. That means you have to choose the **best offer** from the **strongest buyer**.

Price is important, but it's not everything. You also need to look at all the offer details.

- Does the buyer want inspections?
- Do they want you to pay their agent's commission?
- Are they paying cash or getting a bank loan?
- Have they been pre-approved for financing?
- What title company are they using and what are they charging you?
- Do they have to sell their house to buy yours?
- Do they want the keys at closing?

A higher offer that has cash back and a lot of contingencies **could be riskier** than a slightly lower cash offer with no strings attached. **Consider all the details** of every offer.

**Pro Tip:** If the buyer's agent contacts you before the showing or offer asking if you are offering a commission, tell them, "Yes. We will consider all offers with commissions." If they ask how much, tell them, "We will be happy to discuss that during the offer phase."

### [Offer Review & Negotiation Checklist](#)

### Key Tasks:

- **Review Offers Carefully:** Look beyond price—consider contingencies, financing, and timelines.
- **Compare Multiple Offers:** If you have more than one, use a worksheet to break down the pros and cons.
- **Negotiate Smartly:** Counteroffers are part of the process—know when to push back and when to accept.
- **Accept the Best Offer:** Once you find the right balance of price and terms, it's time to move forward!

 **Want to know how much you'll have at closing?** [Get our free Seller Net Calculator](#)

# The Ultimate Home Selling Toolkit

## Step 6: Inspections and Repairs

### Handling Buyer Inspections

After the contract is signed, the buyer will likely schedule a home inspection. This can be a nerve-wracking step for many sellers, but it doesn't have to be. A home inspection is meant to give the buyer peace of mind—but it can also be used as a negotiation tool to request repairs or credits.

We estimate that, if a deal is going to fall apart, about ⅔ of the time it happens during and because of inspections. Remember, the more you fix and disclose before you put the house on the market, the less of these headaches you'll have to suffer through later.

Prepare well for the inspections and make sure you or someone you trust can be there to keep mole hills from becoming mountains. Trust me on this one.

Once you get the report, make sure it's accurate and then decide whether it's better to fix the issues, negotiate with the buyers to keep the deal alive, or kill the deal and look for a new buyer.

Remember, anything you discover during inspections must be repaired and/or disclosed to any future buyer. Once you know about an issue, you can't ignore it. If the deal dies, update your property disclosures and get back out there, but don't keep issues a secret. They always come back to haunt you later.

Not to worry though. With the right planning and negotiation skills, you'll survive and once you do, the biggest hurdle between here and closing will be out of the way.

✓ [Inspection & Repair Checklist](#)

### Key Tasks:

- **Prepare for Inspection Day:** Make sure everything is clean and accessible.
- **Review the Report:** Understand which issues are common and which could be deal-breakers.
- **Negotiate Repairs or Credits:** Decide whether you'll fix issues or offer a financial credit instead.
- **Keep the Deal on Track:** Work with the buyer's agent to finalize the repair agreement and move forward.

🚀 **Got A Nightmare Inspection Situation?** [Click Here To Learn What To Do](#)

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## Step 7: Contingencies and Appraisals

### Final Steps Before Closing

Once inspections are out of the way, the goal is to knock out any other contract contingencies so you can move to the closing table. A contingency is just a clause in the contract that says something specific has to happen before closing. Here are some examples.

If the buyer is getting a loan, it's almost certain their lender will require an appraisal. Like any other hurdle, you can improve your success rate with proper preparation and a little homework.

If the buyer has a home to sell (aka Home Sale Contingency), you'll need to track their progress. Ask them for weekly updates on how their inspections, appraisal, and so forth are coming along.

If your contract has an HOA (Home Owner's Association) clause or Property Disclosure review clause, you need to get those done as soon as possible. Seriously...the sooner the better.

A buyer who gets cold feet can easily use the HOA or Disclosure review as a quick off ramp from your deal. No bueno. Close those loops fast and put them in the rearview mirror.

If the buyer's lender requires a mortgage survey, it should be uneventful. If the survey reveals any issues, work with the title company to get them resolved quickly. Surveys rarely interrupt the closing process, but it's been known to happen.

The title company will handle the title search and deep preparation, but you should check in with them weekly. Just ask them to confirm that everything is on track for your closing timeline.

### [Contingencies Checklist](#)

### Key Tasks:

- **Prepare for the Appraisal:** Ensure your home is in top shape to maximize its assessed value.
- **Resolve Any Low Appraisal Issues:** Negotiate with the buyer if needed.
- **Ensure All Contingencies Are Met:** Financing, home sale, or other conditions must be cleared before closing.

 Want expert help? [Book a FREE call with one of our experts](#)

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# The Ultimate Home Selling Toolkit

## Step 8: Closing the Sale

### Finalizing the Deal and Getting Paid

This is it—closing day! By now, all major hurdles should be cleared, and the final steps are mostly administrative. But don't let your guard down just yet. You'll need to work with your title company to finalize paperwork and make sure everything goes smoothly.

As you approach closing day, ask the title company to confirm that the buyer has scheduled their signing appointment and get your set up as well.

Tell them you'd also like a copy of the "Preliminary ALTA." This is the 2-3 page document that has all the numbers for closing day. You should have this in your hands NO later than 2 business days before closing day.

If you are signing early, make sure you get the preliminary ALTA the day before you sign so you can ask any questions and clear up any errors ahead of time. The most common ALTA questions are around property taxes and mortgage payoff amounts.

Whatever your questions are, make sure you understand the numbers before you sign anything. After you sign, it's too late. In real estate—all sales are final.

By now you should also have your utilities set up to come out of your name on closing day and the final walkthrough (if there is one) should be scheduled. Keep in mind that about half of all buyers skip the final walkthrough, so if they don't schedule it, don't worry about it.


Finally, ask the title company where and when you will be signing and what you need to bring with you. Most title companies offer remote closings, so you should be able to schedule it anytime/anywhere that works for you.

They should also have your wiring instructions so you can get the proceeds from your home sale wired directly into your account. After all, isn't that the point of this entire exercise?

### [Closing Day Checklist](#)

### Key Tasks:

- **Review Final Paperwork:** Go over the settlement statement and loan payoff.
- **Prepare for Closing Costs:** Know what expenses will be deducted from your proceeds.
- **Sign the Final Documents:** Meet with the title company to sign off and complete the sale.
- **Get Your Proceeds:** Funds will be wired to your account or given via check.

 Questions about the closing process? [Book a FREE call with one of our experts](#)

# The Ultimate Home Selling Toolkit

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## Step 9: Possession and Moving Out

### Transitioning to Your Next Home

As your home sale is finalized, your focus will be moving out and turning the home over to its new owner. Some contracts include a post-closing possession period, meaning you may have extra time to move. Regardless, this is the time to tie up loose ends and make sure everything is in order.

Double check your utilities are transferred and have a plan for passing the baton of possession over to the new buyer.

Sometimes, depending on how well you get along with the new owners, everyone will meet at the house for an instructional walk around.

Encourage the buyers to record the walk around and ask questions.

- Where is the main water shutoff valve?
- How do you operate the security system?
- What does that switch in the garage do?
- How do you access the attic or crawl space?
- Can you introduce us to the neighbors?
- When does the mail usually arrive?

Many times having a recorded walk around tour will save you from fielding dozens of questions after you move. Every home has little quirks, so why not boost your Karma by sharing all the little things you wish you'd known when you moved it.

### [Move-Out & Possession Checklist](#)

### Key Tasks:

- **Complete Your Move:** Pack up and coordinate logistics.
- **Leave the Home in Good Condition:** Clean and make sure all agreed-upon repairs are completed.
- **Transfer Utilities and Services:** Cancel or transfer electric, gas, water, and internet accounts.
- **Hand Over Keys and Documents:** Provide any garage remotes, security codes, and necessary paperwork to the new owner.

 **Questions about possession?** [Book a FREE call with one of our experts](#)

# The Ultimate Home Selling Toolkit

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## Final Thoughts & Next Steps

For nearly a century, Traditional Realtors have had a stranglehold on the real estate market. Through fear tactics and what could be considered monopolistic policies, they have made sure that home sellers just like you are forced into using Realtors to sell.

They have worked hard to keep you believing you have to give away 6% of your hard-earned equity to someone with a few weeks of training and a Realtor logo on their business card. Not any more.

Selling your home without a traditional Realtor **is absolutely possible**—you just need the right tools. That's why we created this guide.

You have everything you need to take charge of your home sale, from **prepping to pricing, from marketing and showing, and negotiating and closing**. If you follow these steps, you'll put yourself in the best position to get **top dollar** and a **smooth transaction**.

The best part is that you are in control. You decide what to ask. You decide the terms you'll accept. You decide how much, if any, to pay a buyer's agent.

Our role at the **Ohio Property Group** is to help you get there with fewer headaches and a LOT more money in your pocket—where it belongs.

If at any point you feel like you need help, [we're here for you](#). Whether it's pricing advice, paperwork guidance, or MLS access, **we've got your back**.





 **Take the next step today!** [Book a FREE call with one of our experts](#)

# The Ultimate Home Selling Toolkit

## Additional Resources

Here are a few more resources for you as you begin your journey. We wish you the absolute best of luck on your home sale and above all, remember that You CAN do this...We can help.

### Social:

-  [@OhioMLSFlatFee](#)
-  [@ohmlsflatfee](#)
-  [Ohio MLS Flat Fee](#)
-  [OhioMLSFlatFee](#)

### Contact Information:

- Podcast: [Talking Realty](#)
- [Ohio Property Group Website](#)
- Email: [Glen@OhioMLSFlatFee.com](mailto:Glen@OhioMLSFlatFee.com)
- [Associates Title Website](#)
- [Glen's Blog](#)
- [Book a Call With Glen](#)
- [Seller Success Library](#)
- [NAR Lawsuit Page](#)
- [Start A New Listing](#)



# Home Selling Overview

## Preparing Your Home

*(2 - 4 Weeks Out)*

- Declutter
- Repair
- Photos
- Clean
- Stage



## Setting the Right Price

*(1 Week Out)*

- Research
- Market Analysis
- Visit Competition
- Set Your Price



## Marketing Your Home

*(Launch Day)*

- MLS/Public Listing
- Signs & Flyers
- Showings & Open Houses



## Showings & Open Houses

*(Maximizing Interest)*

- Promote it
- Prepare Handouts
- Sign-In Sheet



## Negotiating Offers

*(Getting The Best Offer)*

- Review Carefully
- Compare Offers
- Negotiate
- Accept!

# Home Selling Overview

## Inspections & Repairs

*(Handling Requests)*

- Prep
- Negotiate
- Review the Report
- Finalize Agreement



## Contingencies & Appraisals

*(Final Steps To Close)*

- Prep
- Meet All Contract Contingencies
- Resolve Appraisal Issues



## Closing The Sale

*(Finalizing The Deal)*

- Review Paperwork & Closing Costs
- Sign Documents & Get Funds



## Possession & Moving Out

*(Transitioning To Your Next Home)*

- Move Out
- Transfer Utilities
- Broom Clean Home
- Pass The Keys



**CELEBRATE!!**



**You Sold Your Home!**



# Declutter Checklist

## General:

- ☐ Borrow a friend's garage and pay them with gift cards (or get a storage unit).
- ☐ If you don't absolutely need it now, it goes.
- ☐ Think of it as "pre-moving" so you can organize it - You're welcome!
- ☐ If you need boxes go to Dollar General or Old Navy and politely ask
- ☐ If you don't want something, sell it or give it away before you start to pre-move
- ☐ Tone down the personality to give buyers a more neutral canvas
- ☐ All storage areas (closets, pantry, drawers, cabinets, etc.) below 50% capacity
- ☐ Staging companies remove 50% of household furniture before they start
- ☐ Remove any furniture you can do without
- ☐ Open up maximum floor space and wall space
- ☐ Pay particular attention to obvious traffic walkways throughout the house
- ☐ Remove evidence of pets, politics, and religion
- ☐ Use FB marketplace/Craigslist to get rid of any unwanted stuff
- ☐ Donate the rest (Goodwill, Habitat for Humanity)
- ☐ Use old clothes, towels and linens cleaning cloths before you toss them
- ☐ Use old clothes, towels, and linens as padding for packing breakables
- ☐ Consider having your home Staged by a professional (\$2-300)

## Living Room:

- ☐ Take down and pre-move all family photos
- ☐ Thin out bookshelves to under 50% capacity
- ☐ Get rid of excess DVD's and video/audio equipment that's not used
- ☐ Minimal items on coffee tables, side tables

# Declutter Checklist

## Living Room, Cont'd

- ☐ Minimal or no plants - they take up space and block light
- ☐ Keep shoes and coats in the closet during winter
- ☐ A hall tree/coat hook can be used, but has to be below capacity

## Kitchen:

- ☐ Kill the fridge collage
- ☐ Donate unwanted unused food to local food bank or church
- ☐ Clear all counters - lack of counter space is a deal killer
- ☐ Empty cupboards and drawers to below 50%
- ☐ Keep the fridge/freezer clean, organized, and under 50% capacity
- ☐ Empty the top of the fridge and top of cabinets - keep one item if it looks good

## Bathrooms:

- ☐ Take out the 1000 things in the shower and on the vanities
- ☐ All "product" and cosmetics must be eliminated or put away
- ☐ Get rid of or pre-move all products that are out of date or not used
- ☐ Shower: New soap, matching shampoo/conditioner (Like a hotel)
- ☐ Vanity: box of tissues, jars of tastefully organized items like cotton balls/q-tips
- ☐ Cabinets, closets must be below 50% capacity. Eliminate or pre-move the rest
- ☐ Depersonalize entirely - Hotel room!!
- ☐ No fuzzy toilet cover, toilet top of toilet rug
- ☐ Nothing on top of cabinets or cupboards
- ☐ Put away the scale
- ☐ Remove/secure all prescription medications



# Declutter Checklist

## Bedrooms:

- ☐ Bed, lamp, table, dresser and that's it unless you have a sitting area.
- ☐ Toys contained - if it looks out of control it makes the space look smaller
- ☐ Clothes to consignment shops or online services that buy used clothing
- ☐ Remove makeshift offices, unless they really function and look good
- ☐ Closets below 50% capacity - This is a top buyer priority
- ☐ Take down all photos and personal items—box them up and pre-move them
- ☐ Pre-move all extra linens and off-season clothing/shoes
- ☐ Take down all items stuck to windows and doors
- ☐ Remove TV unless mounted to the wall or on a good-looking TV stand
- ☐ Child desk/computer: Keyboard/laptop, monitor, mouse, chair, a few books only
- ☐ Remove/secure all valuables

## Garage:

- ☐ Show people it is possible to park the correct number of cars in your garage
- ☐ Pre-move/sell outdoor equipment you don't need now (snowblower in June)
- ☐ Pre-move all stored items now
- ☐ Attic and wall storage should appear open and clean with lots of room
- ☐ Take down the 10,000 hooks/nails/screws you have in the walls
- ☐ What remains on the walls must look like new/organized
- ☐ Take down items stored overhead, unless you're showing off clever storage ideas
- ☐ Do not store your overflow in your garage or attic - pre-move or offsite only

# Declutter Checklist

## Yard/Outdoor areas:

- ☐ Patio/deck with minimal furniture to make it seem larger and not cramped
- ☐ Remove/pre-move off-season items (sidewalk salt bag/bucket in summer)
- ☐ Remove anything that looks like work (tools, chemicals, equipment, etc.)
- ☐ Remove all personal/family items
- ☐ Remove/secure all valuables
- ☐ Remove all worn furniture/fixtures (old dirty grill, worn cushions or hammock)
- ☐ Pick up any clutter from entire yard
- ☐ Gather and inconspicuously store any tools or chemicals for pool/hot tub
- ☐ Go get some ice cream or have a beer...or both

# Cleaning Checklist

## Outside:

- ☐ Mow and water lawn
- ☐ Trim weeds and sweep concrete of all grass clippings
- ☐ Trim trees & bushes away from the house
- ☐ Clean front entrance/Stoop/Porch
- ☐ Clean all entryways of dirt/cobwebs
- ☐ Polish door handles, address numbers, light fixtures
- ☐ Wash windows, screens, shutters, and eaves
- ☐ Clean gutters if they need it (the inspectors will look)
- ☐ Clean Backyard (trash/leaves/stuff you don't notice any more)
- ☐ Clean outdoor grill, fire pit, and lawn furniture
- ☐ Pressure wash all concrete (sidewalks, driveway, patio) and decks
- ☐ Clean grease and oil spills from driveway, sidewalks, patios
- ☐ Clean filters for swimming pools, hot tubs, etc.
- ☐ Clean ponds and fountains (Make it look easy to maintain)
- ☐ Remove ANY signs of smoking outside (pick up butts, remove ash trays)
- ☐ Weed yard and garden
- ☐ Clean/pressure wash all fencing

## Garage:

- ☐ Wash the overhead and walk-through garage doors
- ☐ Clean air vents
- ☐ Wipe down workbench surfaces
- ☐ Wipe all cabinets/storage units

# Cleaning Checklist

## Garage, Cont'd:

- ☐ Wash all walls
- ☐ Clean all hardware for doors, pulldowns, etc.
- ☐ Clean windows and screens, inside and out
- ☐ Remove all cobwebs
- ☐ Sweep entire floor
- ☐ Hose down/ pressure wash the floor
- ☐ Clean grease and oil spills from the floor

## Entryways and mudroom:

- ☐ Clean the door(s)
- ☐ Clean air vents
- ☐ Clean the glass in the door and sidelights
- ☐ Polish door hardware
- ☐ Sweep/vacuum floor
- ☐ Mop hard surface floor
- ☐ Clean light fixture
- ☐ Wipe switch/outlet plates with cleaning wipe
- ☐ Clean walls
- ☐ Use Magic Eraser to handle any scuff marks
- ☐ Wipe baseboards and all woodwork
- ☐ Use grout cleaner if necessary

# Cleaning Checklist

## Kitchen:

- ☐ Clean all kitchen drawers
- ☐ Clean air vents
- ☐ Clean appliances inside and out (Yes...buyers will look)
- ☐ Stove top
- ☐ Stove hood
- ☐ Oven (including drawers)
- ☐ Refrigerator (remember the top)
- ☐ Microwave
- ☐ Dishwasher
- ☐ Any remaining countertop appliances
- ☐ Polish all fixtures in the sink
- ☐ Polish all drawer and cabinet hardware
- ☐ Clean garbage can
- ☐ Clean all kitchen cabinets, front and inside
- ☐ Clean all baseboards
- ☐ Scrub floor wall to wall
- ☐ Use grout cleaner if necessary
- ☐ Clean all counters, including backsplash
- ☐ Clean sink
- ☐ Put 1/2 cup of baking soda & cup of vinegar in the disposal, run with water
- ☐ Clean all windows and screens, inside and out
- ☐ Remove cobwebs from ceiling corners
- ☐ Clean ceiling fans and light covers (get the bugs/dust out)
- ☐ Wash all light switch plates and outlet covers with cleaning wipes
- ☐ Wipe down all walls, particularly by cooking areas and garbage can areas
- ☐ Clean/dust all window blinds

# Cleaning Checklist

## Bathrooms:

- ☐ Clean all bathroom cabinets, inside and out (Yes...they will look)
- ☐ Clean all bathroom drawers
- ☐ Clean air vents
- ☐ Scrub sink
- ☐ Polish all fixtures in bathroom sink, shower, drawer/cabinet hardware
- ☐ Clean shower top to bottom
- ☐ Scrub toilet, including top, behind/under seat, around the base near the floor
- ☐ Clean and sweep unfinished basement, including utility areas
- ☐ Remove cobwebs from ceiling corners
- ☐ Clean ceiling fans and light covers (get the bugs/dust out)
- ☐ Wash all light switch plates and outlet covers with cleaning wipes
- ☐ Scrub floor wall to wall
- ☐ Use grout cleaner on floor, shower, etc. if necessary
- ☐ Clean/dust all window blinds
- ☐ Clean all windows and screens, inside and out
- ☐ Clean all mirrors
- ☐ Wipe down all walls

# Cleaning Checklist

## All Other Rooms: (Print as needed) \_\_\_\_\_

- ☐ Dust all electronics and clean all screens that are staying
- ☐ Clean air vents
- ☐ Empty trash cans
- ☐ Remove carpet stains and any signs of pet damage
- ☐ Vacuum/sweep all floors
- ☐ Shampoo carpets
- ☐ Clean ceiling fans and light covers (get the bugs/dust out)
- ☐ Clean the floors and walls of all closets
- ☐ Wash all light switch plates and outlet covers with cleaning wipes
- ☐ Clean fireplace
- ☐ Clean or replace drapes
- ☐ Clean/dust all window blinds
- ☐ Clean all windows and screens, inside and out
- ☐ Clean all mirrors
- ☐ Polish woodwork/clean hard surfaces (mantles and such)
- ☐ Wipe down any remaining hard-surface furniture
- ☐ Wash pets and remove during showings if at all possible
- ☐ Clean litter box and remove during showings if at all possible
- ☐ Remove ANY signs of smoking anywhere in the house, including ash trays
- ☐ Remove mildew
- ☐ Dust/clean all lamps and shades
- ☐ Wipe down all walls
- ☐ Consider having a professional cleaning team go over the house again
- ☐ For extra credit, consider hiring someone to vacuum out your ducts
- ☐ Go get more ice cream and/or beer/wine. You've earned it.

# Repair Checklist

## Outside:

- ☐ Plant colorful flowers – or get potted flowers to put around
- ☐ Repair/paint/stain front door
- ☐ Fix broken windows, shutters, screens
- ☐ Replace burnt out bulbs (we love soft white, but make sure they all match)
- ☐ Grease overhead garage door track
- ☐ WD-40 all garage/shed hinges so they don't squeak.
- ☐ Test/repair all sprinklers and hose faucets
- ☐ Repair loose/missing deck boards, screens
- ☐ Seal any concrete patio, driveway, or sidewalk cracks
- ☐ Inspect and clean chimney
- ☐ Repair/replace worn shingles
- ☐ Paint exterior trim, if needed
- ☐ Clean, secure, and align gutters and downspouts
- ☐ Check foundation for cracks and repair
- ☐ Fix any fence holes, missing parts
- ☐ Stabilize fence posts



# Repair Checklist

## Inside:

- ☐ Repair any nail holes in the walls
- ☐ Touch up or repaint walls neutral color
- ☐ Repair and paint any wall/ceiling cracks
- ☐ Caulk windows, tubs, showers and sinks
- ☐ Make sure toilets and faucets work well with no leaks
- ☐ Make sure toilets and toilet seats are not loose
- ☐ Touch up furniture and woodwork with touchup markers
- ☐ Replace caulking:
  - ☐ Razor blade the old and prepare a clean/dry surface before you reapply
  - ☐ Immediately go over with caulking tool or plastic spoon for the perfect look
- ☐ Replace switches and outlets that don't work
- ☐ Replace batteries in garage door remotes/gate remotes
- ☐ Replace all burned out light bulbs with matching soft white bulbs
- ☐ Replace batteries in smoke/CO2 detectors (they will be tested)
- ☐ Kill all wallpaper and repaint after you remove it
- ☐ Optional: Worn or dirty carpet is a HUGE buyer turn off, replace if you can
- ☐ Note: Repair and carpet allowances are a last resort - lower the price instead
- ☐ I hear they have wine-flavored ice cream. You should look into this immediately.

# Replace Checklist

## General ideas:

- ☐ Go to Costco/Sam's for sets of things (spice rack, knife sets, bed in a bag, etc.)
- ☐ Buy new things for your new house and use them to stage your current house—then move it after the sale or after photos

## Exterior:

- ☐ Replace the welcome mat with something colorful/fun
- ☐ Replace any old hoses/reels
- ☐ Wreath and holder for front door
- ☐ Solar lights along the walk to the house and/or driveway
- ☐ Edison or other strings of lights for entertaining areas
- ☐ Grill towel and tools
- ☐ Patio chair cushions
- ☐ Door or mailbox numbers to make the house easy to find
- ☐ Bright flowers/shrubs in front of the house
- ☐ Fresh mulch to make it look new

## All interior:

- ☐ Touchup markers for woodwork/furniture
- ☐ Replace air filters/furnace filters
- ☐ All outlet covers and switch covers must be matching
- ☐ Thank "greige" if you are planning to repaint
- ☐ Coloring: 60% base neutral color, 30% complimentary color, 10% splash

# Replace Checklist

## Kitchen:

- ☐ Kitchen faucet if you can't get it clean
- ☐ Grout stain/paint if you can't get light colored grout evenly clean
- ☐ See if the dishwasher manufacturer offers a replacement front panel if yours is worn or dated
- ☐ Kitchen towels that are matching or seasonal
- ☐ Matching toaster and coffee maker
- ☐ Replace all cabinet/drawer hardware if dated (surprisingly inexpensive)
- ☐ Salt/pepper shaker

## Bathrooms:

- ☐ Tub/shower and sink fixtures if you can't get them clean
- ☐ Grout stain/paint if you can't get light colored grout evenly clean
- ☐ Shower curtain and bath rug for each bathroom
- ☐ Replace toilet seats if worn or dated
- ☐ Replace bathroom fan if it's noisy
- ☐ Fresh soap for all baths

## Bedrooms:

- ☐ "Bed in bag" covers for all beds - matching, simple, and gender-neutral
- ☐ Replace old lampshades with new white drums available at dollar stores

## Living Room:

- ☐ Furniture touchup kit - you finally get to draw on the furniture!!
- ☐ New slipcovers on sofas and chairs instead of replacing or reupholstering
- ☐ A few colorful knick-knacks for the mantle or shelf, ex. candles or vases

# Staging Checklist

## Stages of staging:

- ☐ Declutter/eliminate
- ☐ Clean everything
- ☐ Repair/replace items
- ☐ Paint
- ☐ Replace flooring
- ☐ Stage
- ☐ Photograph

## Key areas to stage:

- ☐ Front of house
- ☐ Living room
- ☐ Kitchen
- ☐ Master bedroom/bath
- ☐ Patio/deck or other outdoor space for relaxing or entertaining
- ☐ Then work all other rooms

# Staging Checklist

## General rules for staging:

- ☐ If you purchase things to stage your old home, take them to the new house.
- ☐ Fresh soap, empty trash in all baths, bedrooms, offices, and kitchen
- ☐ Paint a picture of what life could be like in this house.
- ☐ Staging is about showcasing your homes best features
- ☐ Just like fashion or makeup, staging is about accentuating the positive features in a home and de-emphasizing the not-so-great
- ☐ Avoid empty tables, desks, or counters using a few small items or flowers
- ☐ Cast a widen neutral net to appeal to as many potential buyers as possible
- ☐ If it looks like work, it will be a subconscious turnoff to buyers
- ☐ Help buyers see their future - not your past
- ☐ Assume people will look in every drawer, every closet, and every cabinet
- ☐ Get rid of all "fun colors" and quirky decor. Put that energy in the new house.
- ☐ Lighting: 100W of light for every 50 square feet of space
- ☐ All bulbs should match - led 100W soft white or tasteful Edison bulbs
- ☐ Turning on all lights helps make the house look bigger and brighter and keeps buyers from fumbling around looking for switches - confusion is bad
- ☐ Each room should look homey and inviting, not cluttered and personal
- ☐ You can accent any room with one or two items. Bright throw pillows, a bowl of fruit, vase with fresh colorful flowers
- ☐ Every room must have a defined purpose, but preferably not multiple uses unless they are clearly defined and easy to visually separate.
- ☐ If you have an odd space, find a creative use for it - Google, YouTube, or Pinterest are great places to get ideas for these nooks and crannies
- ☐ Having a purpose for every room and every available space in the house increases the perceived value per square foot
- ☐ Help buyers see their future - not your past

# Staging Checklist

## Rule of 3 to create stories or scenes:

- ☐ 3 vases of different sizes or color
- ☐ 3 different sizes or colors of pillows
- ☐ 3 paintings together that are themed
- ☐ 3 piles of books
- ☐ 3 jars or themed candles
- ☐ 3 shades of the same color
- ☐ 3 like items in different sizes

## Space for walkways:

- ☐ Don't block doorways and leave walkways so people can naturally flow through the house
- ☐ 30-48" in heavy main paths
- ☐ 24" in areas of lighter traffic
- ☐ 14-18" between couch and coffee table

## Pets:

- ☐ Must remove or significantly reduce all evidence of pets for photos and showings
- ☐ Even pet lovers hate pet hair, pet prints and pet smells so keep all evidence to a minimum

# Staging Checklist

## Exterior:

- ☐ Start at the curb
- ☐ Most people drive by the home first to see if it's worth their time to schedule a showing
- ☐ Create an image of a relaxed life where you can enjoy quiet and "get away from it all"
- ☐ For larger yards, create a space that would be ideal for entertaining.
- ☐ Small outdoor area can be staged with a cafe table, 2 chairs, tray with coffee cup, and newspaper folded - perfect scene. Imagine a little cafe for breakfast
- ☐ Relaxing outdoors - swing, fire pit, cafe table, hammock
- ☐ Edison bulbs and specialty lighting outside are wow at night and for night photos
- ☐ Create a "grill station"
- ☐ Keep outside lights on at night so anyone driving by can see the house lit up

## Kitchen:

- ☐ Keep counters nearly empty except for a few newer appliances like toaster and coffee maker
- ☐ Fresh flowers in a vase
- ☐ Basket of fruit, etc for some minimal decor
- ☐ Cookie jars, flowers in vase, bowl of real fruit, new soap, new clean spice rack, butcher block with
- ☐ Create a coffee station
- ☐ Show how part of the kitchen can easily be a small work contained area to bounce between working, homework, and cooking

# Staging Checklist

## Bathrooms:

- ☐ Towel and Hand towel for each bathroom (for fancy bonus points, hang a smaller towel over a matching larger towel)
- ☐ Only essentials in the shower/tub. Needs to look like a hotel shower/bath when you walk in—nice, clean and basic items only
- ☐ Consider an apothecary look: clear jars of items like cotton balls, q-tips, etc.
- ☐ Laundry pods look nice in jars

## Bedrooms:

- ☐ Lay one folded blanket at the end of a made bed if it matches or compliments
- ☐ Gender neutral master (cast a wide net)
- ☐ If you use bins to organize, use opaque or colored bins. Clear bins look cluttered and messy

## Living room/Family room:

- ☐ Set up a “conversation area” by arranging furniture in groups like a furniture store—only smaller and without the price tags
- ☐ Get furniture pulled away from the walls - this is called “floating furniture”
- ☐ Incorporate a separate and definite work area for kids or parents since so many are working remotely
- ☐ Put away all DVD, video games, equipment
- ☐ Furniture can be rented by the week. Rental centers will deliver and pick up as well.



# Staging Checklist

## Office:

- ☐ If you have a temporary or permanent office in a room that makes sense—accentuate it with a “zoom” friendly look
- ☐ So many people and kids are working from home - show potential buyers how you solved it for them
- ☐ Home offices and school work spaces are absolutely huge right now - show that you have that space (not both together)
- ☐ If you have weird space and can't find a use, just paint it with chalkboard paint and use it for a family message center

## Vacant homes:

- ☐ Rent furniture if you need to show a vacant home or your furniture is unattractive—even if it's just for the photography
- ☐ Furniture can be rented by the week. Rental centers will deliver and pick up as well.
- ☐ Look for “pop up furniture” (Google it) if you can't find anything suitable
- ☐ Focus on condition of the house and only need to stage the Front, LR, Kitchen, master bed/bath
- ☐ Vacant homes take longer to sell and sell for less - study after study
- ☐ Throw in a small item here and there to break up a large empty area
- ☐ Bowl of fruit on the counter
- ☐ Chair and a small table in a room
- ☐ Cafe table on a deck or patio
- ☐ Try some wine or beer "slushies". Our friends at White Shutter Winery sell this stuff and it's amazing!

# Photo Checklist

## General:

- ☐ Get a tripod that extends several feet so you can look down on a room
- ☐ Take ALL photos in "landscape" mode (sideways)
- ☐ Get a second opinion from a picky/detailed friend before uploading - look at the photos with fresh eyes to point out anything unflattering
- ☐ Photos saved in JPG/JPEG format (phones automatically do this)

## Lighting:

- ☐ No cloudy or rainy day weather pictures- we want natural light!
- ☐ Open all blinds/curtains and turn on all the lights in the house
- ☐ Shoot east-facing rooms in the morning, west-facing rooms in the afternoon, and north/south facing rooms from 10a.m.-4p.m.
- ☐ Experiment with different filters on your phone/camera

## Angles:

- ☐ Shoot each room from the doorway
- ☐ Shoot each room from high up in one corner
- ☐ Get more floor than ceiling in photos when possible

## Other:

- ☐ Floor plans if you have them- no napkin drawings, please
- ☐ Overhead or drone photos showing the house from above
- ☐ Map of Home if it's close to a major attraction (mountain, lake, famous landmark, etc.)

# Photo Checklist

## Photo Prep - Exterior:

- ☐ Mow/weed/sweep away grass
- ☐ Trim bushes/hedges
- ☐ Pick up sticks/ Rake leaves
- ☐ Remove all toys/tools/bikes/etc.
- ☐ Clean the pool and get all pool toys out
- ☐ Hide worn out lawn furniture
- ☐ Move all cars out of view
- ☐ Hide all evidence of pets

## Photo Prep - Interior:

- ☐ Declutter every room- Be Ruthless
- ☐ Organize everything you don't need and store in bins or out of site
- ☐ Vacuum/mop and clean everything... again
- ☐ Remove all seasonal items
- ☐ Clean windows
- ☐ Turn off all ceiling fans
- ☐ Remove any signs of pets including actual pets, pawprints on floors/doors/walls, pet toys, water/food bowls, pet beds, litter box, birdcage, food bags, etc.
- ☐ If you have children, hide the following for your photos: -toys, arts, and craft supplies, highchairs, playpens, strollers, changing stations, childproof items like gates and door/cabinet handles, etc.
- ☐ -EXCEPTION: if you have a room that screams nursery, these can be left
- ☐ Make sure the furniture matches the room (remove the card table from the living room)
- ☐ Remove all exercise equipment (unless you have a really nice home gym room)
- ☐ Remove all trash cans

# Photo Checklist

## Kitchen:

- ☐ Clear and clean all counters
- ☐ Clear and clean fridge- no magnets/artwork/photos on it
- ☐ Empty and clean sink

## Bathrooms:

- ☐ Clear and Clean counters and vanity shelves
- ☐ Clean Mirrors
- ☐ Close toilet lids
- ☐ Remove/hide shampoo/toothbrushes/sponges/razors/hair products
- ☐ Clean all toilets, tubs, and showers

## Bedrooms:

- ☐ Make Beds
- ☐ Clear off dressers, nightstands, and desks to an organized minimum
- ☐ Closets should be empty to be half full or less (buyers want to see the space, not your stuff)

## Laundry:

- ☐ Remove or Empty hampers and baskets
- ☐ Remove hangers and clothes
- ☐ Clear off counters/folding areas
- ☐ Remove/hide laundry supplies (detergent, softeners, etc.)
- ☐ Close washer and dryer and clear anything off them

# Photo Checklist

## Living/Family/Rec Rooms:

- ☐ Turn off all TV's and computer monitors
- ☐ Put Away all hobby items
- ☐ Arrange furniture to make the room feel open and large
- ☐ Keep table tops clear and organized

## Photo List - Exterior:

- ☐ Street Front Photo during the day
- ☐ Street Front Photo at night with all lights on
- ☐ Back of House
- ☐ Porches, patios, or decks
- ☐ Swimming Pools and hot tubs if staying with the house
- ☐ Any spectacular views from your home (mountains, beaches, etc.)
- ☐ If you house is way off the road get one from the driveway entrance

## Photo List - Interior:

- ☐ Entryway
- ☐ Kitchen
- ☐ Dining Room
- ☐ Living/Family/Great Room
- ☐ Master Bedroom and Bathroom
- ☐ All Other Bedrooms and Bathrooms
- ☐ All Other Rooms
- ☐ Basement (whether finished or unfinished)

# Pricing Checklist

## Understanding Your Market:

- ☐ Research recent sales in your neighborhood (last 6 months)
- ☐ Look at homes similar in size, condition, and location
- ☐ Compare active listings (your competition)

## Analyze the Data Like a Pro:

- ☐ Identify the highest and lowest sale prices in your area
- ☐ Calculate price per square foot for comparable homes
- ☐ Factor in market conditions (seller's market vs. buyer's market)

## Avoid These Common Pricing Mistakes:

- ☐ Don't price based on what you want--buyers set the market price
- ☐ Don't ignore expired listings (homes that failed to sell were overpriced)
- ☐ Don't set odd prices (\$402,738)--Round to key search amounts (\$399,900)

## Create a Pricing Strategy:

- ☐ Price at or just below market value to attract more buyers (Truth #6)
- ☐ Consider price banding (position your price between crowded price points)
- ☐ Adjust for home condition--updates, renovations, and curb appeal

## Watch the Market Response:

- ☐ Lots of web views but no showings? >> Price is too high (Truth #2)
- ☐ Lots of showings but no offers? >> Photos don't tell the true story
- ☐ Lowball offers? >> The market is speaking and the market doesn't lie

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# Flyer Box

Flyer Box Example





# Showing Checklist

## Interior:

- ☐ Turn on all lights - even during the day
- ☐ Open all curtains and blinds to flood the house with light
- ☐ Empty all garbage cans - take to main trash outside or in the garage
- ☐ All appliances cleared and wiped down
- ☐ All dirty dishes into the dishwasher and not in the sink or on the tables
- ☐ Check all bathrooms: Flush, lids down, all meds gone, sink/tub/shower clean
- ☐ All pets should be kenneled or not at home for the showing
- ☐ Empty litter box and put away any other pet clutter
- ☐ Put away all toys and projects (plastic bins are wonderful for this use)
- ☐ Grab a laundry basket and walk the entire house picking up any items that need to be removed. If you like, put the laundry basket in your car before the showing so it's out of the way.
- ☐ Set your temperature to 72°
- ☐ If it's winter, turn on the gas/electric fireplace for warmth and effect
- ☐ Put out some grab/go snacks and water bottles. Many buyers and agents are running from house to house with no time. They will remember and appreciate the gesture, even if they don't take them.
- ☐ In case they have time to stop and eat, leave a single page with a list of nearby restaurants, coffee shops, and ice cream places. Sell the neighborhood.
- ☐ Put out a copy of your flyer along with any other documents you want them to have in case they make an offer
- ☐ Put away all valuables and medications

# Showing Checklist

## Exterior:

- ☐ All lawn care done and/or snow cleared
- ☐ In winter, salt/sand sidewalks and driveways for safety
- ☐ Put away any trash or recycling bins to their proper place
- ☐ Check the yard for any clutter/debris/pet droppings
- ☐ If showing is with an agent, make sure the lockbox is in place with a key
- ☐ Doublecheck any doors that should be locked or unlocked
- ☐ Pick up any packages/mail/newspapers and put away
- ☐ Make sure the buyers have a close and easy place to park
- ☐ Turn on outside light

# Open House Checklist

## 5 Days Before:

- ☐ Remind listing agent to add open house to the MLS
- ☐ Double-check public websites to make sure open house is showing
- ☐ Place "open house" yard sign in your yard with day/time clearly posted
- ☐ Post on all social media with 3-5 photos, link to your site, day/time of open house

## 4 Days Before:

- ☐ Contact anyone who mentioned they might be interested to invite them
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again--ASK FRIENDS TO SHARE
- ☐ Prepare copies of any documents to hand out (flyer, offer instructions, disclosures, floorplan, HOA docs, list of improvements, neighborhood features)

## 3 Days Before:

- ☐ Pick up balloons and any other supplies needed for the open house
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again, include unique feature--ASK FRIENDS TO SHARE
- ☐ Confirm day/time of open house with whoever is hosting with you--never host an open house by yourself. If your agent is hosting, confirm with them.

## 2 Days Before:

- ☐ Check the weather and be prepared for any possible issues (extra doormat, snow removal, cut grass early, etc.)
- ☐ New post on social media with 1-2 new pictures, a link to your site, mention the day/time of open house again, mention the tons of calls you are getting--ASK FRIENDS TO SHARE

# Open House Checklist

## Day Before:

- ☐ Remind co-host or listing agent of open house time tomorrow
- ☐ Doublecheck all documents are organized and ready to hand out
- ☐ Set up your registration table/area and your work area
- ☐ Go LIVE on social media for a few minutes about the open house tomorrow. Live/video gets 6-8x the eyeballs of a standard post
- ☐ Final lawn care/exterior preparations completed
- ☐ Put out your directional signs for the open house around your neighborhood
- ☐ Test any technology (laptop, tablet, music, etc.)

## Morning of:

- ☐ All interior cleaning, prep, staging is finalized
- ☐ If house is occupied, walk through every room--no surprises
- ☐ Open all blinds/curtains and turn on all lights
- ☐ New social post announcing the start and end time of your open house along with a link to your website and mention easy directions.
- ☐ Gather offer forms, gum, tide pen, etc so you're ready for whatever
- ☐ Put balloons on your yard sign and directional signs (weather permitting)
- ☐ Doublecheck your registration area and your work area with all documents
- ☐ Doublecheck all bathrooms (flushed, clean, lids down, lights on)
- ☐ Doublecheck all bedrooms (beds made, TVs off, valuables gone)
- ☐ Walk the entire house to pick up any misc items - make sure all lights are on
- ☐ Turn on your music and unlock the doors
- ☐ Last-minute coordination with your co-host
- ☐ Put on your game face - you are about to sell your house!!

# Welcome To

---

Please Sign In:

NAME:

EMAIL:

PHONE:

# Offer Instructions

**When a buyer looks at your home, give them your version of this so they can make an offer.**

Thank you for your interest in our home! We're excited to help you with the next steps We know that this process can be tricky and you may have some questions.

If you want us to clear up any questions or your just want to know more about the house or the area, email us anytime at [1357Maple@gmail.com](mailto:1357Maple@gmail.com) or call/text us at (123) 456-7890.

Now...on to the good stuff: To initiate the offer process, please email us your answers to the questions here:

1. The price you wish to offer.
2. Type of financing you will be using (Conventional, FHA, VA, Cash).
3. Where are you in the financing process (Applied, pre-approved, etc.)?
4. What inspections would you like to do if any?
5. What appliances would you like to stay with the home?
6. What date would you like to close?
7. When would you like to take possession of the property?
8. Do you have a property to sell before you can buy this one?
9. If so, have you sold your home yet?
10. Anything else you think we should know?

Once we have this information, we can decide together how to take the next steps.

We look forward to working with you and as always, any questions you have—just ask.

Thanks!

(Your signature)

---

## NOTES:

- If you have a listing agent helping you with the offer process, this is still a great idea, but you'll want to forward any emails you get with any offer terms to your agent. Then you and your agent can determine the best way to move forward with any buyers.
- Have your version of this document in paper form for the open house/showings and a PDF form to email anyone who looks at the property. People like and need clear instructions so don't be shy.
- If there are other questions you'd like to know before moving ahead with a buyer, feel free to include them, but know that what we listed above should be enough to help you sift through buyers, but not too much for potential buyers to share with you.
- Your feedback is welcome if you see ways to improve this form. Head to [OhioMLSFlatFee.com](http://OhioMLSFlatFee.com) and shout it out!!

# Dream Offer:

Date: \_\_\_\_\_

OFFER TERM:

DREAM:

RANK:

# Offer Worksheet

Offer Designation:\_\_\_\_\_

Term	Notes	Agreed	Counter	Final
Price				
Escalation Info				
Appraisal Gap				
Closing Costs				
Earnest Money				
Appliances, etc.				
Financing Info				
Lender Info				
Inspection Info				
Title Company				
Closing / Possession				
Commission				
Estimated Net				
Offer Expiration				



## Offer Worksheet

### Notes:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Multiple Offer Worksheet

Term	Offer 1	Offer 2	Offer 3	Offer 4	Offer 5	Offer 6	Offer 7
Buyer/Agent							
Expiration							
Price							
Escalated Price							
Appraisal Gap \$							
Earnest \$							
Concessions							
Commission							
Our Net \$							
Finance Type							
Finance Status							
House to sell?							
Inspections?							
Personal Prop							
Closing							
Possession							

## Multiple Offer Worksheet

## Notes:

[illegible]

# Offer Review

**Complete an Offer Worksheet for each offer you receive. Next, run through the list of review notes on this page. Make any notes on your Offer Worksheet to keep track of issues to resolve.**

## Price:

- **Offer is above list price.** This clause is commonly known as "Appraisal Gap Coverage". This situation increases the likelihood of the appraisal coming in lower than the contract price. Strongly recommend you ask your buyers to agree to make up any difference in value from a short appraisal by bringing additional cash to closing to avoid having to lower the price to match a low appraisal.
- **Appraisal Gap Coverage offered.** If your buyer is offering appraisal gap coverage, you must verify they can cover any appraisal shortage with cash funds available. If the buyer is financing, require proof of funds in addition to the buyer's down payment funds. If the buyer is cash, this normally isn't an issue since they likely provided you with proof of funds when they submitted the offer.
- **Buyer walk-through requested.** This is fairly new in the price-affecting arena. Many corporations are buying up homes and condos to rent out long-term. These companies make aggressive initial offers to win the "bidding war" in a hot market. They include a seemingly harmless "buyer walkthrough verification" upon acceptance. After their offer is accepted, they send one of their company reps in to "verify" condition and then use that clause to renegotiate the price since the property needed more work than they thought.
- **Escalation clause, not triggered.** This means that your buyer is willing to pay more than they are offering. However, they are only willing to pay more if someone else is willing to pay more. If you have no other offers that are higher than this one, this clause is not applicable. It does however let you know that there is room to negotiate up. Strongly advise you simply counter this offer higher and skip the escalation.
- **Escalation clause, triggered.** When you receive an offer with an escalation clause AND you have another offer high enough to trigger the escalation, you need to follow the language in the escalation clause. If you use the other offer to escalate this offer, you will need to provide this buyer with a copy of the triggering offer to prove you did in fact have a higher offer. Again, strongly recommend that you counter instead of getting hung up in the often confusing escalation clause language.
- **Offer is very low.** You may be tempted to ignore it, but our advice is to at least engage the buyer. You can do this with a sensible counter offer. To do that, send the buyer a price that is not the list price but is a price you would be willing to accept. If they reject your counteroffer, so be it and you are no worse off.
- **Earnest money deposit.** The amount of money the buyer will place in a trust with this offer. While this doesn't directly affect the price, we recommend a minimum of 1-2% of the offer be placed on deposit. Sometimes the earnest money is the only that keeps a buyer from walking away over small issues.

# Offer Review

## Cost: (Common clauses that affect your bottom line)

- **Commission:** Although you may be offering a certain commission, agents will include in a clause somewhere in the offer. This clause will state that the seller irrevocably agrees to pay the buyer's agent certain commission percentages or sometimes a flat dollar amount. Once you sign the offer, the clause is there and you won't notice until the day of closing. No bueno. Edit it now so you aren't surprised later.
- **Seller concessions requested.** This is commonly known as "buyer closing costs" requested. Your buyers are asking you to pay part of their closing costs. This amount is in addition to your regular closing costs. This means the buyer is conserving cash by financing a portion of their closing costs. The only way to legally do that is to "have the seller" pay them. Focus on your bottom line. If you run into an appraisal issue or inspection issue, just know that this buyer is likely unable to use any cash to solve it.
- **Title insurance requested.** This clause tells the title company to order an expensive title insurance policy and charge it to the seller at closing. This policy does nothing for you--it's for the buyer. These policies can run into the thousands of dollars and the language in the contract is fairly harmless looking.
- **Utility hold clause.** This clause tells the title company to hold back a portion of your proceeds at closing to pay any outstanding water, electric, or other utility bills. This can range anywhere from \$100 to several thousand, depending on the property and the region. You will get any leftover money later, but it may take you several phone calls/emails and several months to collect. Recommend getting this struck in favor of providing proof of final utility payment at closing.
- **Home warranty requested.** The buyer wants you to pay for a one to two-year home warranty. It's not a bad idea, but the buyer's agent usually gets a kickback from the warranty company. The buyer gets the benefit of the warranty and you pay the bill at closing. Usually between \$500-1500, depending on the property and the area.
- **County transfer tax.** Also known as a "conveyance" tax. This is a small percentage of the sales price collected by your county recorder and paid for by you. The money will be deducted at closing. These taxes vary by county so do an internet search for "conveyance tax (county, state)" to find the rate in your area.
- **VA termite inspection.** If your buyer is using VA financing, there is a little-known clause stating that "the veteran shall not pay for any required inspections." VA only requires a termite inspection and since the veteran isn't paying for it, that leaves the seller. Usually runs about \$100-150 and can be paid for at the time of the inspection or at closing.
- **Property tax proration.** Property taxes are almost always billed a year behind (called "in arrears"). Therefore at closing, the title company will estimate the taxes for the time you owned the property but have not yet been billed. This money will be withheld from your proceeds and given to the buyer at closing.
- **Settlement/Title fee.** These are the expenses you pay to the title/escrow company to run the closing, prepare and record the deed, order and handle mortgage payoffs, conduct the title search, and so forth. Can run anywhere from a few hundred to a few thousand dollars. By the way, it pays to shop around.

# Offer Review

## Off-ramps: (Clauses that allow the buyer to escape the deal)

- **Attorney/CPA review:** Clause that says either party may rescind the offer with written notice. This is a practical "get out of this offer" clause. There is no changing it if it's in there, but in a competitive market, you can ask the buyer to waive this "upon acceptance". Otherwise, if the buyer gets remorse later, they can simply cite this clause and they are gone with their earnest money deposit.
- **Seller disclosures not reviewed.** Many states require the sellers to fill out a disclosure form detailing the history of the property and any maintenance. Most contracts contain a clause stating whether or not the buyer has reviewed the disclosures. If they have not, the buyer will have an easy off-ramp until this term is satisfied. We recommend presenting the buyers with your disclosures and having them sign off this clause before accepting their offer.
- **HOA documents not reviewed.** If your property is governed by an HOA (homeowner's association), the buyer is entitled to review the HOA rules/financials as part of the purchase. Most contracts contain a clause stating whether or not the buyer has reviewed the HOA documents. If they have not, the buyer will have an easy off-ramp until this term is satisfied. We recommend presenting the buyers with your disclosures and having them sign off this clause before accepting their offer.
- **Home sale contingency.** Your offer is contingent upon the sale and closing of the buyer's home. This presents a number of challenges; chiefly that you must now contend with two sets of inspections, two appraisals, etc. Unless you see no other offers, we recommend you consider this offer only as a backup offer until the home sale contingency is removed. If you proceed with this offer, request a right of first refusal, allowing you to escape this contract if another offer shows up without a home sale contingency.
- **Inspections waived.** Your buyer has waived inspections. This clause significantly increases the strength of this offer. 70% of all deals that fall apart, happen during the inspection process. As a seller, it would be difficult to overlook this offer, assuming other factors.
- **Remedy waived.** Your buyer has waived the inspection remedy period. This means the buyer will only be giving a simple "Yes" or "No" on whether or not they will be moving forward after inspections. They will not ask for repairs, but they can still cancel the contract if they are unhappy with the inspection results. Keep in mind, the buyer can still ask for repairs. You don't have to agree to them and can simply say "no" so in essence, this clause is more about the buyer's mindset. It doesn't really enhance the offer much, in our humble opinion, since the buyer can still walk away.
- **Final walkthrough requested.** Your buyer is requesting a final walkthrough of the property a few days before closing to ensure the property condition has not materially changed. They cannot raise any new issues, but they can inspect any work that was done to satisfy the inspection remedies.
- **Long closing date.** Extended time between now and closing is not unheard of but could be a way for the buyers to hide the fact that they have a home to sell. To be on the safe side, we recommend asking their lender to confirm either way in writing that the buyer does not have to close on any other property prior to closing on your home. Do not take the buyer or buyer agent's word for this--get it right from the lender.

# Backup Pitch Email

Here is an email template I use to fish for backup offers in multiple offer situations.

Adjust this based on whether there was a buyer's agent or you were dealing directly with the buyer.

Hi (name),

Thank you and thank your buyer for a very strong offer. It was a tough decision we ultimately chose to go with a different offer. That said, we would be happy to entertain a backup offer if your clients are interested. While we don't anticipate any issues with the first offer, we've been around long enough to know that you just never know. No doubt—you know what I mean.

Please update the offer and resubmit if you wish to pursue a backup spot, but either way—thank you for the offer. Best of luck to you and your buyers and we really appreciate your professionalism. It would have been great to work with you. Hopefully we cross paths again.

Respectfully,

(Your signature)

# Inspection Checklist

## Interior:

- ☐ Open all access areas that may be hard to find (Attic, crawl, etc.)
- ☐ Clear areas around furnace and under all sinks
- ☐ Conduct a "pre-showing" tidying up in case things have gotten lax
- ☐ Replace any light bulbs that are burned out, including appliance bulbs
- ☐ Make sure toilets all flush properly and do not run too long; adjust if needed
- ☐ Check all bathrooms: Flush, lids down, all meds gone, sink/tub/shower clean
- ☐ Change all furnace filters
- ☐ Turn on all pilot light, if they are off for seasonal timing
- ☐ Put away all toys and projects (plastic bins are wonderful for this use)
- ☐ Test run all non-seasonal appliances (fireplace, A/C, built-in space heaters)
- ☐ Ensure breaker box is clearly and fully labeled
- ☐ Doublecheck all doors, latches, and locks are functioning (WD-40 helps)
- ☐ Check all cabinet hinges to make sure all screws are tight and doors work
- ☐ Check all sinks, toilets, showers, and tubs for signs of leaks you can fix
- ☐ Take care of any spiders, ants, etc. that may have set up house in your house
- ☐ Contain all pets and clean any areas with pet evidence
- ☐ All utilities must be on
- ☐ Put out some grab/go snacks and water bottles. Inspectors are people and people appreciate the kindness. You never know when that kindness may help you in a tough situation.
- ☐ Put away all valuables and medications



# Inspection Checklist

## Exterior:

- ☐ All lawn care done and/or snow cleared
- ☐ In winter, salt/sand sidewalks and driveways for safety
- ☐ Put away any trash or recycling bins to their proper place
- ☐ Check the yard for any clutter/debris/pet droppings
- ☐ If you can't be there, make sure the lockbox is in place with a key
- ☐ Make sure all exterior doors have keys or are unlocked for the inspection
- ☐ Replace any burned out light bulbs
- ☐ Check the perimeter of the house for any loose siding, trim, or easy fixes
- ☐ Safely check the roof for debris and anything causing gutters to clog
- ☐ Take care of any bugs, wasp/bee nests, etc. Nothing worse than having your inspector get stung.

# Appraisal Checklist

- ☐ Have a list printed out showing any improvements by month/year. For example: "New roof 10/21, New furnace 8/21, New carpet 3/21, New appliances 11/20."
- ☐ Have a list of comparable sales that support your sale price. These comps should be within a mile of your property (the closer the better) and less than a year old (the more recent the better). This may seem presumptuous, but humans tend to take the path of least resistance. There's no harm in suggesting comps that make their job easier and support your goal.
- ☐ Pull the car out of the garage and make sure things are easy to see and photograph.
- ☐ Open all access areas that may be hard to find (Attic, crawl, etc.).
- ☐ Keep pets contained and children occupied.
- ☐ Make sure the house is clean, decluttered, at a comfortable temperature, and well lit.
- ☐ Be nice. No brainer, but you'd be surprised how far this one will go toward helping your cause. Appraisers are people and people like it when they are treated with respect. Offering cookies or a snack has never hurt anyone's cause. Connecting with the appraiser on a human level may be the difference. Appraisals are subjective--to a point--so let that work in your favor.
- ☐ Before the appraiser leaves, ask, "I know you are really busy, but do you have any feel for the usual amount of time before we hear anything?" This is a great non-threatening or pressuring way to get a realistic time frame. It also tells you when to really start bugging the lender for the results.

# Closing Worksheet

Property Address \_\_\_\_\_

## People

Contract Status:	___ Primary	___ Backup 1	___ Backup 2		
People					
Role:	Name	Phone	Email	Company	Notes
Seller 1:					
Seller 2:					
Buyer 1:					
Buyer 2:					
Listing Agent:					
Listing Agent Assistant:					
Title/Escrow Officer:					
Buyer Agent Name:					
Buyer Agent Assistant:					
Loan Officer:					
Loan Officer Assistant:					
Appraiser:					
Inspector:					
Inspector:					
Inspector:					

# Closing Worksheet

## Dollars

Item:	Amount	Notes
Contract Price:		
Seller Concessions:		
Earnest Money:		
Home Warranty:		
Title Insurance:		
Appraisal Amount:		
Appraisal Gap Coverage:		
Financing Type:		
Estimated Seller Net:		

## Dates

Event:	Deadline	Completed	Notes
Contract Date:			
Acceptance Date:			
Initial Buyer Walkthrough:			
Loan Application:			
Earnest Money Deposit:			
Inspection Period:			
Insp Reporting Period:			
Inspection Resolution:			
Seller Disclosure Delivery:			
Seller Disclosure Objection:			
Title Document Delivery:			
Title Review/Objection:			
HOA Document Delivery:			
HOA Document Objection:			
Appraisal:			
Appraisal Objection:			
Appraisal Resolution:			
Contingent Sale Update:			
Contingent Sale Closing:			
Loan Approval:			
Final Buyer Walkthrough:			
Closing:			
Buyers Possession:			

## Closing Worksheet

### Notes:

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# ALTA Breakdown

## Information on the Parties and Dates Involved:

- ☐ Names of all people and companies attached to this transaction
- ☐ Address of the subject property and closing location
- ☐ Key dates such as closing date and recording/transfer date

## Financial:

- ☐ Sale price and any personal property value
- ☐ Earnest money and other deposits
- ☐ Loan amounts, if applicable and any buyer/seller credits

## Prorations / Adjustments:

- ☐ Property taxes, School taxes
- ☐ HOA fees, etc.
- ☐ Prorated amounts to the day of closing

## Loan Charges to (lender co.):

- ☐ Costs paid to the lender for the buyer
- ☐ Usually all on the buyer side
- ☐ Can be on the seller side if the seller agreed to pay some of these expenses

## Other Loan Charges:

- ☐ Costs paid to 3rd parties for the buyer's loan
- ☐ Usually for prepaid items, but not always
- ☐ Typically for the appraisal, but there are other uses.

# ALTA Breakdown

## Impounds:

- ☐ Initial money taken from the buyer to set up their escrow account
- ☐ Almost always blank for the sellers

## Title Charges & Escrow / Settlement Charges:

- ☐ Charges to the buyer and seller for any services by the title company
- ☐ Title insurance is the big one
- ☐ The rest are fees to the title company for the many services they provide

## Commission:

- ☐ Usually on the seller side, but not always
- ☐ This will show the entire amount of all commissions and fees to agents
- ☐ These can be paid at closing or referenced as paid outside of closing

## Government Recording and Transfer Charges:

- ☐ Charges from the county to record a new deed and update county records
- ☐ Many counties charge a "transfer" or "conveyance" fee (tax) to the seller
- ☐ This is usually a small percentage of the total value of the sale

## Payoff(s):

- ☐ This is where all seller payoffs are noted
- ☐ Usually the seller's mortgage, but can also be lines of credit
- ☐ Any liens attached to the property will also be listed here
- ☐ Everything in this section will be paid in full at closing

## Miscellaneous:

- ☐ Sometimes a charge has no natural home on the form, but must be disclosed
- ☐ Usually for inspections or a home warranty
- ☐ Can be for either buyer or seller, depending on the situation

# ALTA Breakdown

## Subtotal:

- ☐ For buyers, how much cash they need to close
- ☐ For sellers, how much is left over after all the expenses
- ☐ Referred to as "Cash to Seller"

## Acknowledgment:

- ☐ This is where all the principle parties would sign to acknowledge the accuracy
- ☐ Do not sign if you don't understand or agree with these charges
- ☐ You are to receive a complete copy of all seller charges, but not the buyer side.
- ☐ The buyer doesn't receive your side either.
- ☐ Each agent only receives the side for their client, so if the agent represents both, they will see the entire document.



# Possession Checklist

- ☐ Hand over a broom clean house. No need to scrub top to bottom, but get rid of all trash, mop/vacuum the floors, wipe the counters and drawers. This is as much about Karma as anything.
- ☐ Leave all keys (labeled!), remotes, owner's manuals, and warranty paperwork.
- ☐ Leave a list of all codes for any items that require them to access or change.
- ☐ List of solutions to mysteries. Every home has quirks and special ways to do certain things. Be kind and don't make them figure things out the hard way. This will also save you a lot of potential follow up calls later.
- ☐ List of where to find all seasonal items and how to switch things out as the weather changes.
- ☐ List of neighborhood schedules: garbage/recycling day, leaf pick up, etc.
- ☐ List of places that are great and useful around the area: coffee shops, good restaurants, ice cream places, library, playgrounds, pools, etc.
- ☐ List of local contractors for any type of work. If you have leftover receipts showing how much things cost, so much the better: plumber, roofer, electrician, landscaper, or general handy person.
- ☐ Collection of additional materials from your projects: paint, tiles, fabric, flooring, roofing, siding, specialty bulbs, etc.
- ☐ Consider a baton pass visit or making a baton pass video--or both. Walk around and just brain dump as you criss cross the house and the yard: let them know what each switch does, where to find the access for the attic, how you took such good care of this or that--you get the idea.