



# Seller Packet





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This guide was designed to simplify the complicated process of selling a home.

Whether this is your first home or hundredth home, I want to make the process as stress free as possible!



*Sarah Hohwald* | REALTOR®



# Steps to Selling your Home

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**1**

- ☒ MEET WITH AGENT TO DISCUSS ANY MAINTENANCE OR REPAIRS, STAGING AND PRICING
- ☒ PREPARE HOME FOR LISTING

**2**

- ☒ TAKE LISTING PHOTOS
- ☒ INSTALL YARD SIGN
- ☒ PREPARE FOR OPEN HOUSES

**3**

- ☒ LIST HOME FOR SALE!
- ☒ RECEIVE AND ACCEPT OFFER

**4**

- ☒ COMPLETE ANY NEGOTIATED REPAIRS
- ☒ FINAL MOVE OUT AND CLEANING
- ☒ CLOSING

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## **MEET WITH SOHOME REAL ESTATE**

WE WILL MAKE SUGGESTIONS FOR MAINTENANCE AND REPAIRS THAT WE THINK YOU SHOULD PRIOR TO YOUR HOME BEING LISTED. WE WILL ALSO GO OVER A COMPARABLE MARKET ANALYSIS TO DETERMINE THE BEST LISTING PRICE FOR YOUR HOME.

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## **GET YOUR HOME READY FOR LISTING!**

YOU WILL NEED TO SET TIME ASIDE TO COMPLETE ANY MAINTENANCE AND/OR UPGRADES THAT YOU'VE AGREED NEEDS TO BE DONE PRIOR TO LISTING. SEE SUGGESTIONS ABOUT COMMON REPAIR ITEMS. MAKE SURE YOU BUDGET FOR THESE AND UNDERSTAND THE COSTS SO THAT THEY ARE FACTORED INTO THE COST OF SELLING YOUR HOME.

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### **COMMON REPAIRS**

PAINTING  
CARPET REPLACEMENT  
DEEP CLEANING  
CLEAN AND REPAIR GUTTERS  
REFRESH LANDSCAPING  
UPDATE LIGHT FIXTURES  
SERVICE EQUIPMENT LIKE YOUR HVAC



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## **TIME FOR PHOTOS!**

PROFESSIONAL PHOTOS WILL ENSURE THAT YOUR HOME MAKES THE BEST FIRST IMPRESSION POSSIBLE. WE MAY ALSO RECOMMEND VIRTUAL TOURS AND DRONE VIDEOS.

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## **YARD SIGNS**

YARD SIGNS WILL BE INSTALLED OUT FRONT TO ATTRACT PASSING CARS AND FOOT TRAFFICE

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## **OPEN HOUSES**

WE WILL THROW OPEN HOUSES THAT ARE SURE TO ATTRACT THE PERFECT BUYER FOR YOUR HOME. SARAH HAS A HISTORY IN EVENT PLANNING, AND UNIQUE TOUCHES LIKE SPECIALIZED COCKTAILS AND HORS D'OEUVRES, QR CODES DIRECT TO YOUR LISTING, AND UNIQUE HOME FACTS PLACED THROUGHOUT ARE SURE TO HIGHLIGHT YOUR HOME WHILE CREATING A FUN EXPERIENCE FOR THE POTENTIAL BUYER.



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## **LISTING YOUR HOME**

WE PREFER TO LIST THE HOME ON A WEDNESDAY OR THURSDAY BECAUSE THOSE DAYS HAVE BEEN PROVEN TO DRIVE THE MOST TRAFFIC TO THE HOUSE DURING THE WEEKEND.

WE WILL COMMUNICATE WITH YOU ABOUT ALL SCHEDULED SHOWINGS. YOU CAN HAVE THE AUTHORITY TO ACCEPT OR DENY REQUESTS, OR HAVE US HANDLE THAT FOR YOU!

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## **KEEP YOUR HOME IN SHOWING ORDER**

ONCE YOUR HOME IS LIVE, WE ANTICIPATE LOTS OF SHOWINGS! TO ENSURE YOUR HOME ALWAYS HAS THE BEST FIRST IMPRESSION POSSIBLE ITS CRITICAL TO KEEP CLUTTER AT BAY AND EVERYTHING CLEAN.

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## **WHAT HAPPENS WHEN YOU GET AN OFFER?**

WE WILL HELP YOU REVIEW ALL OFFERS RECEIVED TO MAKE SURE YOU UNDERSTAND EACH ASPECT OF THE OFFER. ALTHOUGH SALES PRICE IS A BIG FACTOR, THERE ARE MANY OTHER ASPECTS OF A SALES CONTRACT THAT ARE IMPORTANT. WE WILL HELP SIMPLIFY IT FOR YOU SO THAT YOU GET THE BEST PRICE AND THE BEST TERMS.



# Step

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## PRE-CLOSING

- ENSURE ALL NEGOTIATED REPAIRS ARE COMPLETED A MINIMUM OF ONE (1) WEEK PRIOR TO CLOSING
  - SCHEDULE THE DISCONNECTIONS OF UTILITIES. IT IS TYPICAL TO GIVE THE BUYER A GRACE PERIOD OF 2 DAYS.
  - SCHEDULE THE HOUSE CLEANED
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## CLOSING DAY!

CLOSING FINALIZED THE SALE OF YOUR HOME AND MAKES EVERYTHING OFFICIAL. THIS IS OFTEN REFERRED TO AS THE SETTLEMENT, AND IS TYPICALLY WHEN YOU TRANSFER POSSESSION TO THE BUYER.