A THOUGHTFUL PATH TO SOLD

Home Seller's Guide

Preparation, positioning, and a clear plan from first conversation to closing day.

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REAL ESTATE BROKER

YOUR MOVE, THOUGHTFULLY PLANNED

A successful sale should support what comes next.

Selling is more than placing a sign in the yard. It is a sequence of decisions about timing, preparation, value, access, negotiation, and risk.

This guide gives you a practical framework. Your property-specific plan should reflect the home, the market, and the life you are moving toward.

— Ally

INSIDE THIS GUIDE

Begin with four priorities

Rank these before making tactical decisions. The best strategy is the one that protects what matters most to you.

Price	Timing	Ease	Certainty
Maximize expected net	Coordinate the next move	Limit disruption	Reduce closing risk

DEFINE THE WIN

Clarity comes before the checklist.

The first conversation should uncover the decisions that shape every part of the sale.

1

Your ideal outcome

What would make the sale feel successful beyond the headline price? Consider net proceeds, pace, convenience, privacy, and certainty.

2

Your timing

Identify your preferred launch, closing window, possession needs, and any dates tied to work, school, travel, or another purchase.

3

Your next move

Plan for the overlap. You may need a sale contingency, temporary housing, rent-back, bridge strategy, or flexible possession.

4

Your decision team

Know who needs to approve repairs, pricing, offer terms, and signatures. Bring in legal, tax, estate, or lending guidance when appropriate.

Documents worth gathering early

- ☐ Mortgage and lien information
- ☐ Title, trust, estate, or power-of-attorney documents
- ☐ HOA or condominium records
- ☐ Permits, plans, and major improvement receipts
- ☐ Warranties, manuals, and service records
- ☐ Utility and maintenance information
- ☐ Keys, remotes, and access instructions
- ☐ Seller disclosure information required for the property

One question to answer now

“If we had to choose, which matters more: the last dollar, the cleanest terms, or the timing?”

PREPARE WITH PURPOSE

Make the home easy to understand and easy to choose.

Preparation is not about making the home perfect. It is about removing distractions, resolving avoidable concerns, and presenting every space with intention.

PROTECT VALUE

Repair

Address active leaks, safety concerns, damaged surfaces, broken fixtures, and unfinished projects. Keep permits and receipts when relevant.

CREATE SPACE

Edit

Reduce excess furniture and personal items. Clear pathways, counters, closets, and storage areas so proportions read accurately.

ELEVATE FEELING

Refresh

Deep clean, touch up visible wear, use consistent warm bulbs, and make the arrival feel cared for from curb to entry.

Room-by-room ready list

Exterior & entry

Trim landscaping, wash hard surfaces, clean glass, hide bins and hoses, and make the front door feel polished.

Kitchen

Clear counters, organize the pantry, remove magnets and excess appliances, and clean cabinet fronts and hardware.

Living spaces

Simplify furniture, conceal cords, balance lighting, and style with a few calm, purposeful layers.

Bedrooms & closets

Use simple bedding, clear floors and nightstands, and leave visible breathing room in storage.

Bathrooms

Remove daily products, brighten grout and caulk, display fresh towels, and close toilet lids.

Garage & utility

Create clear access to systems, labels, panels, water heater, and any features buyers may inspect.

Before a major renovation

Compare likely buyer impact with cost, timing, disruption, and permitting. Strategic repairs, presentation, and pricing may create a better outcome than a large pre-sale project.

PRICE FOR THE MARKET YOU HAVE

Value is a range. Strategy chooses the position.

A thoughtful list price reflects recent local evidence, the home's condition, current alternatives, market pace, and your priorities.

Recent comparable sales

They show what buyers recently paid, adjusted for meaningful differences such as size, condition, lot, location, layout, updates, and timing.

Active competition

Buyers compare your home with what they can purchase now. Your price and presentation should make the value clear within that set.

Pending signals

Pending activity can reveal where demand is moving, even when the final price is not yet public.

Your sale priorities

A strategy built for maximum exposure may differ from one designed around speed, a specific closing date, or minimal disruption.

Net

Look beyond list price

Estimate loan payoff, commissions, Washington real estate excise tax, title and escrow charges, prorations, repairs, credits, moving costs, and other transaction-specific items. Ask for a preliminary net sheet and update it when terms change.

Agree on the response plan before launch

Watch

Showing activity, buyer questions, agent feedback, online engagement, and competing inventory.

Interpret

Separate a presentation issue, access problem, market shift, and price resistance.

Respond

Set a review point and decide which signals would support holding, improving presentation, or repositioning.

LAUNCH WITH INTENTION

Every detail should tell the same story.

The goal is not simply to make the home look beautiful. It is to help qualified buyers recognize the home's value, lifestyle, and fit.

1. **Define the audience**
   Identify the home's strongest buyer-relevant qualities and the questions likely to shape a decision.
2. **Stage the experience**
   Use furniture, lighting, styling, and room purpose to clarify scale and draw attention to the home's best features.
3. **Create the assets**
   Coordinate professional photography and, when appropriate, floor plans, video, aerial imagery, feature details, and property information.
4. **Build a clear listing**
   Lead with the most compelling story, present essential facts accurately, and make the property's differentiators easy to find.
5. **Coordinate the debut**
   Align listing activation, brokerage outreach, buyer communication, showing access, open-house plans, and social content.
6. **Read the response**
   Gather feedback, monitor activity, compare new competition, and make deliberate adjustments rather than reactive ones.

Your launch-day quality check

- [ ] Price and property facts are correct
- [ ] Photos are ordered to create a strong first impression
- [ ] Showing instructions are clear and workable
- [ ] Disclosures and supporting documents are ready
- [ ] Home is clean, lit, secure, and photo-ready
- [ ] Feedback and offer communication plans are set

SHOW BEAUTIFULLY

Make access simple without giving up security.

A calm, consistent ready-state helps buyers focus on the home and helps you avoid re-staging from scratch for every appointment.

The 15-minute reset

- [ ] Open blinds and turn on key lights
- [ ] Clear counters, sinks, and visible daily items
- [ ] Make beds and straighten pillows
- [ ] Remove dishes, trash, laundry, and pet items
- [ ] Set a comfortable temperature
- [ ] Leave the home when possible

Protect the household

- [ ] Secure jewelry, medication, documents, mail, and valuables
- [ ] Remove firearms or secure them properly
- [ ] Plan for pets before appointments
- [ ] Protect private schedules and identifying information
- [ ] Confirm access, lock-up, and alarm instructions
- [ ] Keep cameras and recording devices compliant with applicable law

Feedback is a signal, not a verdict.

Look for patterns across several showings. One buyer's taste is personal; repeated comments about condition, layout, access, or value may point to a decision worth considering.

Before approving the showing plan

Notice

Choose a minimum notice window that works for your household while supporting buyer access.

Boundaries

Set blocked times, pet instructions, occupancy details, and any rooms or systems requiring special care.

Communication

Decide who confirms appointments, how changes are handled, and when feedback will be shared.

COMPARE OFFERS CLEARLY

The strongest offer is the one most likely to reach your finish line.

Price matters. So do expected net, financing strength, contingencies, credits, dates, and the buyer's ability to perform.

TERM	WHAT TO EXAMINE
Price & net	Purchase price, requested credits, included personal property, and likely seller costs.
Financing	Loan type, down payment, lender evidence, cash verification, and financing contingency.
Earnest money	Amount, delivery timing, and the circumstances that may affect return or forfeiture.
Inspection	Scope, timing, waiver language, and the likelihood of later negotiations.
Appraisal	Contingency terms, gap language, and the buyer's capacity if value is questioned.
Timing	Closing date, possession, rent-back, and alignment with your next move.
Other terms	Sale contingency, title requests, included items, repair commitments, and special conditions.

Four questions

1. What is the expected net?
2. What could change after acceptance?
3. What could delay or end the transaction?
4. Which terms best support our priorities?

Ask for a side-by-side review

Compare material terms in one place, discuss uncertainty openly, and avoid selecting an offer by price alone.

Offer notes

MOVE FROM CONTRACT TO CLOSE

Once you accept an offer, the work becomes a managed sequence.

Dates and obligations vary by contract. Your transaction plan should translate the agreement into clear actions, owners, and deadlines.

1. ### Mutual acceptance

   Distribute the signed agreement, calendar deadlines, deliver required documents, and confirm earnest-money instructions.

2. ### Title and escrow

   Review title information, respond to requests, confirm names and vesting details, and follow verified escrow wiring instructions only.

3. ### Inspection and negotiations

   Provide access, evaluate any buyer requests, document agreements, and complete only the work required by the final contract.

4. ### Financing and appraisal

   Support access and requested property information while the buyer's lender completes underwriting and any appraisal.

5. ### Pre-closing preparation

   Complete agreed work, gather receipts, confirm moving plans, review estimated seller figures, and prepare for signing.

6. ### Final walk-through and recording

   Leave the property in the agreed condition, transfer keys as instructed, and wait for confirmation that the sale has recorded.

Wire-fraud safety

Never rely on changed wiring instructions received only by email or text. Verify instructions through a trusted phone number you independently confirm with the escrow company before sending funds.

Your contract and closing professionals control the actual requirements. Ask questions whenever a deadline, document, charge, or instruction is unclear.

FINISH WELL

A calm closing week begins before the boxes are packed.

Settle the practical details early so the final walk-through, signing, recording, and possession can stay on track.

Property handoff

- [ ] Complete agreed repairs and keep receipts
- [ ] Remove belongings, trash, and any items not included in the sale
- [ ] Clean the home to the agreed standard
- [ ] Keep utilities active through the required date
- [ ] Collect keys, remotes, codes, manuals, and warranties
- [ ] Photograph the property's condition after move-out
- [ ] Confirm possession and key-transfer instructions

Your personal move

- [ ] Confirm movers, storage, and travel details
- [ ] Transfer or cancel household services
- [ ] Update mailing and delivery addresses
- [ ] Secure medications, documents, jewelry, and valuables
- [ ] Keep closing identification and banking details accessible
- [ ] Retain the settlement statement and improvement records
- [ ] Wait for recording confirmation before treating the sale as final

Keep one closing folder

Save the final contract, amendments, disclosure documents, repair receipts, title and escrow records, settlement statement, loan payoff confirmation, and tax-related records in one secure place.

Final walk-through mindset

The buyer is generally confirming that the property remains in the expected condition and agreed work is complete. Leave the home secure, orderly, and ready for the transition described in the contract.

A PROPERTY-SPECIFIC PLAN

Ready when you are.

Let's map your timing, preparation, pricing position, and next move around what matters most to you.

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