

THE ULTIMATE “Let’s Sell This House!” CHECKLIST

Instructions:

1. Answer the questions with your significant other. (Not selling together? Skip to #3.)
2. Discuss, deliberate, question your place in the world and everything, then calmly come to an agreement.
3. Take these answers to your selling agent, who will be overjoyed you aren’t a hot mess!

Remember: There are no right answers. Only your answers.

Section #1 | Hopes and Dreams

Objective: Let’s talk about your big reasons for wanting to sell your home.

Why are you selling your home?

Check all that apply. If there’s one reason you feel speaks especially to you, circle it with some hearts. If you want.

- | | | |
|--|---|--|
| <input type="checkbox"/> I want to downsize | <input type="checkbox"/> I’m looking for a bigger place | <input type="checkbox"/> New job/I’m being transferred |
| <input type="checkbox"/> It’s time for a lifestyle change | <input type="checkbox"/> I want a home in a good school district | <input type="checkbox"/> Family is growing |
| <input type="checkbox"/> I’m looking for more features/functionality | <input type="checkbox"/> I feel like I made a mistake buying this place | <input type="checkbox"/> It was an investment property |

Any other reasons?

In your own words, what’s the most important thing to you about selling your home?

Getting the best value? Finding a bigger/better next home?



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Section #2 | Your Support Network

Objective: Your friends and family can help, and so can the expert partners (agent, lawyer, etc.) you may work with along the way.

Name specific friends, family, and expert partners who will fill these roles.

Co-Buyer Will anybody be selling your home with you? Your significant other? Your parents?	Adviser Who will be guiding you along the way?	Emotional/Texting Support Who will always be there when you need them?

When it comes to choosing a listing agent, what's most important to you?

Rate the importance of the following in selling your home, on a scale of "Very" to "Not."

	Very	Kinda	Not
That they're 100% focused on selling real estate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Been in the business for several years	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has sold homes in my neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has a sales team, so I have lots of support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sells homes in my home's price range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will help me sell my next home, too	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section #3 | Research and Pricing

Objective: Get a handle on what you want from the transaction.

Often times, your listing agent will compare similar homes to yours in order to understand how to price your home. Have you researched prices in your neighborhood to help you understand the market?

Yes A little bit No

Rate the importance of the following in selling your home.

This will help you – and your agent – determine your negotiating strategy, among other things.

	Very	Kinda	Meh
Getting top dollar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selling quickly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Selling to people who will love my home as much as I did	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would rather move to a place with more features/that's already been upgraded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sell before I buy my next home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Turn my current home into an investment property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Need to meet a specific closing date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section #4 | Your Outlook

Objective: Help your agent know how you're feeling, what you're confident about, and where you could use a little bit of help.

Which parts of the selling process are you particularly excited or nervous about?

	Nervous	Neutral	Excited
Research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with an agent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing my home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepping my home for sale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Showings and open houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving offers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Negotiating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The inspection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making repairs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Moving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

And we're done!

Now that you have a handle on what you're looking for and what you expect, it's time to interview and select a real estate agent who will help you create outstanding results.



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