



The Essential Home Seller's Guide

Your roadmap to success in the Dayton, Ohio
real estate market

The Essential Home Sellers Guide

Your Roadmap to Success in the Dayton, Ohio Market

Step 1: Property Evaluation in the Dayton Market

Before listing your home, we'll thoroughly assess:

- **Current market conditions** in your specific neighborhood (because different things are happening in different areas)
- **Competitive properties** including active listings and recent solds
- **Your home's condition** and needed repairs/updates based on Dayton buyer expectations
- **Unique selling features** that differentiate your property in the local market
- **Estimated net proceeds** based on projected sale price and estimated expenses
- **Timing considerations** for the Miami Valley's seasonal market patterns

Step 2: Pre-Listing Preparation

Maximize your home's appeal to Dayton area buyers with:

- **Curb appeal enhancements:**
 - Landscaping refresh
 - Front door/entry improvements
 - Exterior cleaning and seasonal maintenance
- **Interior preparations:**
 - Decluttering (checklist provided)
 - Deep cleaning & minor repairs
 - Strategic updates with proven ROI in the Dayton market
- **Light Stage or Full Staging consultation**
- **Professional photography & Video Tour** highlighting your home's best features

Step 3: Pricing Strategy for the Dayton Market

Together, we'll determine the optimal listing price based on:

- **Comparative market analysis** of recent Dayton sales
- **Current inventory levels** in your specific neighborhood
- **Seasonal timing** in the Miami Valley
- **Your timeline & financial goals**
- **Absorption rates** in your price range and area
- **Current Dayton market trends** (seller's vs. buyer's market)

Step 4: Dayton-Focused Marketing Plan

Your home will be showcased through:

- **Professional photography** that highlights your home's best features
- **Floorplan map** included for accurate layout depiction
- **Video Tour** allowing buyers to preview your home online via social media channels
- **Strategic online presence** on all major real estate platforms
- **Broker/agent network promotion** throughout the Miami Valley
- **Targeted social media marketing** to reach potential Dayton buyers
- **Email campaigns** to qualified buyers actively looking in your area
- **Open houses** (if appropriate for your situation)
- **Neighborhood marketing** to attract buyers specifically interested in your area

Step 5: Showing and Feedback Management

During the active listing period:

- **Showing coordination** that works with your schedule
- **Feedback collection** from agents and potential buyers when provided
- **Weekly market updates** comparing your home to new competitors
- **Activity reports** detailing online and in-person interest
- **Strategy adjustments** based on market response

Step 6: Offer Review and Negotiation

When offers arrive, I'll help you:

- **Analyze each offer** beyond just the price
- **Compare financing terms** and contingencies
- **Assess buyer qualifications** and likelihood of closing
- **Negotiate favorable terms** based on your priorities
- **Secure the best possible outcome** in the current Dayton market

Step 7: Transaction Management

After accepting an offer:

- **Timeline management** of all contingencies
- **Inspection coordination** with access to my network of reliable professionals
- **Appraisal preparation** with comparative market data
- **Repair negotiation** (if applicable)
- **Document review**
- **Final walkthrough scheduling**
- **Closing coordination** with local title companies

What It's Like Working With Me as a Seller

- **Consultative approach** - Recommendations without pressure
- **Proactive communication** - Regular updates without you having to ask
- **Problem solving** - Anticipating and addressing issues before they become problems
- **Marketing expertise** - Creative and collaborative; showcasing your home's best features to the right audience
- **Negotiation skills** - Representing your interests firmly and professionally
- **Transaction management** - Handling details so you don't have to
- **Moving coordination** - Assistance with timing and logistics
- **Local knowledge** - Deep understanding of what makes each neighborhood unique
- **Relocation & Post-sale support** - Seamlessly coordinate your next local purchase or connect you with a fantastic agent in your desired area/out of state

Preparing for Your Move

As you prepare to sell, consider:

- **Timeline coordination** between your sale and next purchase
- **Storage solutions** if needed during transition
- **Local moving companies** I can recommend
- **Address change notifications & Utility transfer planning**

Ready to Sell Your Dayton Home?

Let's meet for coffee to discuss your specific situation and create a customized selling strategy for your property. Consultations are completely complementary; let's see what your home might be worth in today's market.

Let's chat!

Giselle Rodriguez

Reign Realty

937-305-6492

giselle@reignohio.com

www.gisellemymhouse.com

This guide is provided for informational purposes and does not constitute financial or legal advice. Dayton market conditions and processes may vary.