



Diandra
JOHNSON
REAL ESTATE PROFESSIONAL

Step-Up
SYSTEM

THE
Home Selling
CHECKLIST

diandrajohnson.com



Ready to Sell?

Buying a new house is one of the most (if not the biggest) investments that a person can make in their life. This can be extremely stressful.

We've compiled this checklist for you so that you can be in control every step of the way and feel confident in the process.

Here's a brief look at the steps you'll find in this guide:

Step 1: Getting Started

Step 2: Researching the Market

Step 3: Preparing for a Sale

Step 4: Negotiating Offers

Step 5: Closing an Offer

Step 6: The Final Stages

Getting Started

Step 1: Find a Real Estate Agent

- ☐ Interview several agents to see if their personality and expertise match your needs and wants.
- ☐ Qualifications your agent should have:
 - Local market knowledge
 - Good reviews or testimonials
 - Financial Knowledge - they can walk you through the numbers!
 - Works full-time in the industry and has a track record.
- ☐ Great agents are punctual and communicative
 - Did your agent show up on time & prepared?
 - Do they communicate in a way that you understand and that you feel comfortable with?
 - Does your agent have network connections? Great agents work with other agents on a regular basis.
- ☐ Ask about their marketing processes: How are they marketing other properties?
 - Are they utilizing social media?
 - Do they have a marketing plan for their listings?
 - Create a list of 10 things you LOVE about your home, and share this with your agent.

Getting Started ...continued

Step 2: Plan Your Timeline

- ☐ Determine when would be the best time to put your house on the market with your agent.
- ☐ Meet with an agent to discuss the best listing strategy based on the local market.
- ☐ Have an idea of where you'd like to move before you put your home on the market.



Researching the Market

Step 3: Walkthrough

- ☐ Walkthrough your home with your agent.
- ☐ Show them the 10 things you love about your home.
- ☐ Ask your agent for advice on repairs, upgrades, and staging.
- ☐ If you are unsure, ask your agent if a general pre-inspection should be scheduled before the sale.



Step 4: Determine the Listing Price & Marketing Plan

- ☐ Work with your real estate agent to determine the best listing price - every home is different! If you overprice a property, it could potentially hurt your chances of getting top dollar for your home.
- ☐ Review a comparative market analysis with your agent, which determines price point based on the sale price of similar homes in your neighborhood.

Did you know...

The listing price of your home is based on many factors. This includes the lot size, the square footage, location, home's condition, the year the home was built, and many others.

Preparing for a Sale

Step 5: Prepare Your House for Viewing

- ☐ Clean & Declutter
 - While we love the memories that your home represents, we suggest hiding anything that might be considered "clutter".
 - Try to keep decorations as neutral as possible - we want potential buyers to be able to imagine themselves in this space.
- ☐ Deep clean forgotten places (baseboards, light switches, etc.) OR hire a cleaning crew - a few hundred dollars on cleaners can help get you thousands in the sale!
- ☐ Improve Curb Appeal
- ☐ Maintain Landscaping
- ☐ Clear out the sideyard area
- ☐ Hide eyesores like trash cans or compost bins
- ☐ Hire a professional stager or ask your real estate agent for suggestions

Step 6: Market Your Home

- ☐ Discuss your agent's marketing plan with them to create the best strategy for your unique home.
- ☐ Have your agent schedule high-quality real estate photography for your home. Professional photography can get you thousands more in a sale!
- ☐ Schedule a time with your agent to do the pre-listing marketing they need - video walkthroughs, social media blasts, etc.

Step 7: Showing Your Home

- ☐ Discuss lockbox and any showing restrictions and access logistics.
- ☐ Prepare for open houses.
- ☐ Store important financial documents and valuables in a safe place away from the public eye.

Negotiating Offers

Step 8: Negotiate Purchase Offers

- ☐ Discuss the offers with your real estate agent.
- ☐ Prepare for multiple offers.

PRO TIP:

Don't get hung up on only the offer price! There are many terms within an offer that should be taken into consideration.

Step 9: Sign a Purchase Agreement

- ☐ After selecting the strongest offer, sign the purchase agreement and any additional paperwork. Buyers will put down a deposit.

Closing an Offer

Step 10: Buyer's Due Diligence Period

- ☐ Be prepared to allow the buyer reasonable access to your home and property for them to conduct inspections.
- ☐ After the home inspection, do not be alarmed if the buyer wants to schedule specialists like electricians or plumbers to come in and inspect the home.
- ☐ If the buyer submits a request for repairs, work with your agent to negotiate a solution between both parties. If any receipts or reports were required in the accepted offer, provide the buyer with them by the timeline indicated.

Step 11: Bank-Ordered Appraisal

- ☐ The buyer's lender may conduct an appraisal to verify that the market value of the home supports the contract price.

Step 12: The Home Stretch

- ☐ Once the buyer has lifted all conditions and their deposit is locked in, complete any requested repairs before closing.
- ☐ Expect the buyer to schedule a final walk-through, where they will verify that the condition of the property is in substantially the same as when the offer was accepted. This also allows the buyer to ensure that any agreedupon repairs have been completed.

The Final Stages

Step 13: Closing a Deal

- ☐ Both parties will meet with their lawyers to complete the transfer documents.
- ☐ On the Completion Date, the lawyer will notify your agent once the keys are releasable to the buyer. You should have all your keys, codes, mailbox info, and any information important to the buyer left on the kitchen counter and have the property vacant by 11 am. The key release is typically by noon, however, it depends on when funds are released. Sometimes it is a bit sooner and sometimes there could be unforeseen delays.



Step 14: CELEBRATE!
Congratulations!
You sold your home!

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Have any questions?

The home selling process can be confusing and stressful, but we're here to help! We strive to make the process as seamless as possible as we guide you through the transaction from start to finish.

Let us know if there's any way we can help you with the home selling process.



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Diandra Johnson
REAL ESTATE PROFESSIONAL

Airdrie to Olds and the Counties in between
403-660-8608

diandra@diandrajohnson.com

www.diandrajohnson.com