



DOC'S HOME SELLER

CHECKLIST - 11 PHASES

PHASE 1: DECISION & GOAL SETTING

- Confirm reason for selling (upgrade, downsizing, relocation, investment)
- Set desired timeline for sale
- Determine target net proceeds
- Understand local market conditions
- Decide whether to buy another home before or after selling
- Review tax implications (capital gains, exemptions)

PHASE 2: FINANCIAL & PROPERTY REVIEW

- Review current mortgage balance
- Estimate total selling costs (agent fees, taxes, repairs, staging)
- Request preliminary net sheet estimate
- Gather property documents (title, survey, permits, HOA info)
- Review utility costs and property tax records
- Confirm HOA rules and resale requirements

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PHASE 3: BUILD YOUR SELLING TEAM

- Connect Dr. David Reis to connect you with the top local listing agent
- Choose a market expert familiar with your neighborhood
- Identify a real estate attorney or escrow company (if required)
- Select a home stager or contractor (if needed)
- Understand listing agreement terms and compensation

PHASE 4: PRE-LISTING PREPARATION

- Complete pre-listing home inspection (optional)
- Address health, safety, and major repair issues
- Declutter all rooms, closets, and storage areas
- Deep clean the entire home
- Complete minor repairs and touch-ups
- Enhance curb appeal (landscaping, paint, lighting)
- Neutralize décor for broad buyer appeal

PHASE 5: PRICING & LISTING STRATEGY

- Review comparable sales (comps)
- Set a competitive listing price
- Decide on pricing strategy (market value, aggressive, aspirational)
- Prepare property disclosures
- Review marketing plan and listing timeline
- Schedule professional photography and video
- Prepare listing description and highlights

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PHASE 6: GOING LIVE & SHOWINGS

- Activate listing on MLS and major platforms
- Schedule open houses or private showings
- Maintain show-ready condition
- Secure valuables and personal items
- Make plans for pets during showings
- Track buyer feedback and activity

PHASE 7: OFFERS & NEGOTIATION

- Review all offers carefully
- Compare price, terms, contingencies, and timelines
- Evaluate buyer financing strength
- Consider counteroffers
- Understand concessions and credits
- Accept the best overall offer—not just highest price
- Sign purchase agreement

PHASE 8: UNDER CONTRACT

- Review contract deadlines
- Cooperate with buyer inspections
- Respond to repair requests
- Complete agreed-upon repairs
- Prepare for appraisal
- Provide requested documentation
- Avoid major changes to property condition

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PHASE 9: CLOSING PREPARATION

- Review settlement statement
- Confirm payoff amounts
- Schedule move-out date
- Transfer or cancel utilities
- Complete final cleaning
- Gather keys, remotes, manuals, warranties
- Prepare for final walkthrough

PHASE 10: CLOSING DAY

- Sign closing documents
- Confirm funds distribution
- Deliver possession as agreed
- Record deed transfer
- Close utilities and services
- Celebrate a successful sale 🎉

PHASE 11: AFTER CLOSING

- Retain closing documents
- Update mailing address
- Cancel homeowner's insurance
- Consult tax advisor for reporting requirements
- Plan next housing move or investment
- Stay connected for future referrals

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**OPTIONAL BONUS SECTION:
Common Seller Mistakes to Avoid**

- Overpricing the home
- Skipping repairs or cleaning
- Poor listing photos
- Limiting showing availability
- Ignoring market feedback

Congratulations

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