

# SELLING *checklist*

## GAUGE YOUR NEED TO SELL

- Weigh the pros and cons of selling your house.
- Figure out if you can afford to sell, move and buy a new home.
- Calculate your home equity.

## CALCULATE YOUR SELLING EXPENSES

- List the repairs and projects you'll have to do to get your home in selling condition and estimate the costs of hiring supplies and contractors.
- See what projects you can afford and adjust how much you expect to get for selling your home.
- To get top dollar, consider remodeling projects and "green" upgrades that increase your home value.
- Professional home inspection.
- Mortgage payoff penalties.
- Staging expenses if applicable.
- Moving expenses.
- Cost of living in new city or neighborhood.
- Costs related to getting a mortgage for new home.

## PLAN YOUR SELLING STRATEGY

- Determine how fast you need to sell your house and how much money you want to get from the sale.
- Determine your home's strengths and unique features and promote them in the sale.
- Browse listings for homes for sale in your area to get a sense of what is on the market and current home prices.
- Ask your agent to prepare a Comparative Market Analysis (CMA) report.
- Evaluate market trends, including whether it's a buyer's or seller's market.

## ADVERTISE & MARKET THE HOME

- MLS Listing.
- For Sale Signs.
- Share your home on social media and tell real estate agents, friends, family, coworkers, everyone.
- Use photos to showcase your home.



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## PREPARE AND STAGE THE HOME.

- Make necessary repairs.
- Have a yard sale. Sell, donate or trash everything you don't need.
- Make necessary repairs.
- Make improvements to increase your curb appeal, i.e. the home's external attractiveness when viewed from the street.
- Hire a professional home stager if applicable.
- Declutter, depersonalize and decorate every room and outdoor areas so buyers can imagine themselves living in the home.
- Paint interior rooms neutral colors.
- Replace outdated lighting fixtures and window treatments.

## REVIEW PURCHASE OFFERS.

- Keep emotions in check if you receive lowball offers.
- Approach each offer as an opportunity to negotiate.
- Have a process in place if you expect to get multiple offers.
- Double check closing/possession date to make sure it fits with your timeline.



## Why Pay More?

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# What's Your Home Worth?

[Click Here for a FREE Home Evaluation](#)