



EXPERT GUIDANCE
LOCAL KNOWLEDGE
REAL RESULTS

HOME SELLER'S GUIDE

A STEP-BY-STEP GUIDE
TO SELLING YOUR HOME
WITH CONFIDENCE



PREPARE
YOUR HOME



PRICE
STRATEGICALLY



MARKET
EFFECTIVELY



CLOSE
WITH CONFIDENCE



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1. Do I Really Need to Fix Everything First?

One of the most common assumptions sellers make is that they need to spend thousands of dollars getting a home “market ready” before they can sell. That is not always the case.

The right approach depends on the property, the local market, the likely buyer, the cost of the work, and the difference the improvements are expected to make.

- **Move-in ready:** A traditional listing may make sense if the home is already in good condition.
- **Needs updating:** Cosmetic changes can sometimes improve presentation, but they should be weighed against cost and time.
- **Needs major repairs:** A seller may want to compare an as-is sale, a cash offer, or other options before committing to a large renovation.
- **Inherited or rental property:** Convenience, timing, tenant issues, and the seller’s goals can matter as much as price.

Before spending \$10,000 on repairs...

Ask what the repair is expected to accomplish, what it will actually cost, how long it will take, and whether it is likely to improve your net proceeds enough to justify the expense.

2. What Should I Fix — and What Should I Leave Alone?

Not every repair has the same return. Start with safety, material defects, and issues that are likely to affect financing or a buyer’s ability to use the property.

- Address obvious safety concerns and active leaks or water intrusion.
- Correct inexpensive issues that make the home look poorly maintained.
- Consider paint, deep cleaning, landscaping, or decluttering when the cost is modest and the visual benefit is significant.
- Be cautious about major renovations solely because you think buyers will expect them.
- Keep receipts and documentation for significant work.

3. Traditional Listing vs. Cash Offer

There is no single selling method that fits every homeowner. Two common paths are a traditional listing and a direct cash sale.

Traditional Listing	Cash / As-Is Sale
Often exposes the property to a broader pool of buyers.	May provide a simpler path for properties that need work.

Can involve preparation, showings, inspections, appraisal and a longer marketing process.	May reduce or eliminate the need for repairs, cleaning and repeated showings.
Potential sale price is influenced by market exposure and property condition.	Offer amount should be evaluated against convenience, timing, costs and terms—not just the headline price.

Important: A cash offer is not automatically better or worse than a traditional sale. Compare the complete terms and estimated net proceeds for your situation.

4. How Much Is My Home Worth?

Online estimates can be useful as a starting point, but they do not replace a property-specific market analysis. Condition, updates, location, lot characteristics, layout, recent comparable sales and current competition can all affect value.

A useful analysis should look at recent comparable sales and current competing listings—not just a single automated estimate.

- Recent sold properties with similar characteristics
- Current listings competing for the same buyers
- Property condition and needed repairs
- Location, lot, views, access and other property-specific features
- How quickly you want or need to sell

5. What Buyers May Notice First

- Exterior condition and first impression
- Odors, moisture or visible water damage
- Roof, HVAC, electrical, plumbing and other major systems
- Kitchen and bathroom condition
- Flooring, paint and general cleanliness
- Unusual layouts or deferred maintenance
- Items that could affect financing, insurance or use of the property

6. Selling an Inherited Property

Inherited properties often involve decisions beyond the property itself. Before making repairs or moving personal belongings, determine who has authority to sell and whether there are estate, title, tax or probate issues that need to be addressed.

If multiple heirs are involved, make sure everyone who needs to participate understands the proposed selling process and timing.

7. Selling a Rental Property

If the property is tenant occupied, review the lease and applicable notice requirements before planning showings or possession. The condition of the property, remaining lease term, rent level and tenant relationship can all affect the selling strategy.

For a vacant or problem rental, compare the cost of continued ownership with the cost and potential benefit of selling now.

8. What Happens Before You Accept an Offer?

- Review the purchase price.
- Look at the buyer's financing or proof of funds.
- Review requested repairs, due diligence terms and contingencies.
- Check the proposed closing date and possession terms.
- Consider seller-paid costs, concessions and other financial terms.
- Compare the estimated net proceeds—not just the offer price.

9. Questions to Ask Before You Sell

- What is my home realistically worth in its current condition?
- Which repairs, if any, are actually worth doing?
- What would I likely net from a traditional sale?
- What would an as-is or cash sale look like?
- How long might each option take?
- What costs would I have to pay before closing?
- What happens if the property has title, estate, tenant or repair issues?

10. YOUR SELLER READINESS CHECKLIST

- I know why I want to sell.
- I know my preferred timeline.
- I have an idea of the property's current condition.
- I know whether there are mortgages, liens or other obligations that may affect the sale.
- I have considered whether I want to make repairs before selling.
- I understand the difference between a traditional sale and an as-is/cash option.
- I have thought about my desired closing and move-out timing.
- I am ready to compare my options before making a decision.

YOU DON'T HAVE TO DECIDE HOW TO SELL BEFORE YOU UNDERSTAND YOUR OPTIONS.

If you're considering selling in the next 30–90 days, a conversation can help you understand what may make sense for your property and your goals.

HOWARD SONS

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This guide is for general informational purposes and is not legal, tax, accounting, appraisal, or financial advice. Property-specific questions should be reviewed with the appropriate licensed professional.