



**SELLER CHECKLIST:
START HERE!**

1. SET EXPECTATIONS

Before I can create a custom pricing and marketing strategy for your property, there are three steps that need to be completed.

1. Answer the questions in the Seller Survey
2. Give me a tour of the property
3. Have a candid discussion of your timeline and motivation for selling

2. PROPERTY VALUATION AND MARKETING STRATEGY

Bottom line: your home needs to be the best value in the neighborhood. Don't give the buyer any leverage to think the home is worth less than the asking price. Don't give the buyer a reason to hesitate putting in a offer.

My property valuation presentation will include your sales price, an estimation of your closing costs, and a comparative market analysis including statistics like average days on market. My marketing strategy will include key selling points to your home and suggestions to get the property marketready such as staging, painting, landscaping, etc

3. SIGN LISTING AGREEMENT AND PRE MLS MARKETING

A listing agreement details the duties and responsibilities the seller and Realtor have to each other. Once this is signed, I can begin marketing the property for sale. Pre-MLS marketing includes getting professional photography, scheduling appointments with brokers and potential buyers, email blasts and social media ads and campaigns. Early feedback is a great resource to gage interest and pricing.



4. GET ORGANIZED

To have an easy and smooth selling process it's important we do the paperwork up front. Here is a list of documents you may need before we list on the MLS.

1. [Seller's Disclosure](#)
2. [Lead based Paint](#) (required if the home is built before 1978)
3. [Survey and T47](#) (not required for a condo)
4. [Listing Agreement](#) and [Condo Addendum](#)
5. [Information about brokerage services](#)
6. Copy of the lease and tenant contact info
7. Energy Audit (required if the home is 10 years or older)
8. HOA Company and Condo Documents
9. List of upgrades
10. [Propane and Septic addendum](#)

5. LIST ON MLS

I will update you with feedback from each appointment. Keep utilities on and maintain a clean property.

6. NEGOTIATE OFFER

You can accept, reject, or counter an offer. We will go over the terms of the offer together so that you are in the best position to have a smooth transaction. A solid loan approval and a motivated buyer are just as important as a good offer price.



7. UNDER CONTRACT

Once you and the buyer have agreed to the same terms the property is officially under contract. A typical closing time frame is 30 days from the executed contract date. As the seller you cannot terminate the contract. However, the buyer has two to three big contingency periods in which they can terminate and earnest money is refunded.

1. Option period
2. Financing period
3. HOA document review period (hence, why I ask for these documents upfront)

CLOSING

Your home is officially sold when the buyer's funds have reached your account. Don't cancel utilities until the property has funded. It's best practice to clean the home before closing



A SIMPLE GUIDE TO SELLING REAL ESTATE

Pre-MLS

1. Set Expectations

- Tour Property
- Discuss motivation & timeline for selling

2. Property Valuation & Marketing Strategy

3. Sign Listing Agreement & Seller's Disclosure

On The Market

4. List on MLS

5. Negotiate Offer

Under-Contract

6. Buyer's Due Diligence Period

- Buyer might request repairs and other concessions from the inspection

7. Buyer's Financing Period

- Lender orders appraisal

Closing

8. Set Up Wire Transfer

9. Transfer Utilities and Mail

10. Celebrate!



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