

THE ULTIMATE “Let’s Sell This House!” CHECKLIST

Instructions:

1. Answer the questions with your significant other. (Not selling together? Skip to #3.)
2. Discuss, deliberate, have a brief existential crisis, question your place in the world and everything, then calmly come to an agreement. No seriously: You’re going to disagree about some things. This worksheet is a chance to talk those differences out.
3. Take these answers to your selling agent, who will be overjoyed you aren’t a hot mess!

Remember: There are no right answers. Only your answers.

Section #1 | Hopes and Dreams

Objective: Let’s talk about your big reasons for wanting to sell your home.

Why are you selling your home?

Check all that apply. If there’s one reason you feel speaks especially to you, circle it with some hearts. Y’know. If you want.

- | | | |
|--|---|--|
| ☐ I want to downsize | ☐ I’m looking for a bigger place | ☐ New job/I’m being transferred |
| ☐ It’s time for a lifestyle change | ☐ I want a home in a good school district | ☐ Family is growing |
| ☐ I’m looking for more features/functionality | ☐ I feel like I made a mistake buying this place | ☐ It was an investment property |

Any other reasons?

In your own words, what’s the most important thing to you about selling your home?

Getting the best value? Finding a bigger/better next home?

Section #2 | Your Support Network

Objective: Your friends and family can help, and so can the expert partners (agent, lawyer, etc.) you may work with along the way.

Name specific friends, family, and expert partners who will fill these roles.

Co-Buyer Will anybody be selling your home with you? Your significant other? Your parents?	Adviser Who will be guiding you along the way?	Emotional/Texting Support Who will always be there when you need them?

When it comes to choosing a listing agent, what's most important to you?

Rate the importance of the following in selling your home, on a scale of "Very" to "Meh."

	Very	Kinda	Meh
That they're 100% focused on selling real estate	☐	☐	☐
Been in the business for several years	☐	☐	☐
Has sold homes in my neighborhood	☐	☐	☐
Has a sales team, so I have lots of support	☐	☐	☐
Works solo, so I have a single contact	☐	☐	☐
Sells homes in my home's price range	☐	☐	☐
Will help me sell my next home, too	☐	☐	☐
Other	☐	☐	☐

Section #3 | Research and Pricing

Objective: Get a handle on what you want from the transaction.

Often times, your listing agent will compare similar homes to yours in order to understand how to price your home. Have you researched prices in your neighborhood to help you understand the market?

☐ Yes ☐ A little bit ☐ No

Rate the importance of the following in selling your home.

This will help you – and your agent – suss out your negotiating strategy, among other things.

	Very	Kinda	Meh
Getting top dollar	☐	☐	☐
Selling quickly	☐	☐	☐
Selling to people who will love my home as much as I did	☐	☐	☐
Would rather move to a place with more features/that's already been upgraded	☐	☐	☐
Sell before I buy my next home	☐	☐	☐
Turn my current home into an investment property	☐	☐	☐
Need to meet a specific closing date	☐	☐	☐
Other _____	☐	☐	☐

Section #4 | Your Outlook

Objective: Help your agent know how you're feeling, what you're confident about, and where you could use a little bit of help.

Which parts of the selling process are you particularly excited or nervous about?

Only the charmingly overzealous are excited about home repairs. Just sayin'.

	Nervous	Neutral	Excited
Research	☐	☐	☐
Working with an agent	☐	☐	☐
Pricing my home	☐	☐	☐
Prepping my home for sale	☐	☐	☐
Showings and open houses	☐	☐	☐
Receiving offers	☐	☐	☐
Negotiating	☐	☐	☐
The inspection	☐	☐	☐
Making repairs	☐	☐	☐
Moving	☐	☐	☐

And we're done!

Now that you have a handle on what you're looking for and what you expect, it's time to interview and select a real estate agent who will help you get the home you want. Find out how at www.HouseLogic.com/sellstepbystep.