

WYNNMORE REALTY

The Complete Seller's Checklist

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1. Assess Your Goals & Timeline

- ☐ Determine your ideal sale date and reason for selling
- ☐ Research current market conditions
- ☐ Identify your target sale price range
- ☐ Decide whether you'll buy before or after selling
- ☐ Schedule a free home value review with Wynnmore Realty

2. Prepare Your Home

- ☐ Declutter every room
- ☐ Deep clean carpets, windows, grout, and appliances
- ☐ Complete minor repairs: leaky faucets, chipped paint, loose handles
- ☐ Consider staging key rooms
- ☐ Improve curb appeal: fresh mulch, trimmed hedges, power-washed driveway
- ☐ Repaint in neutral, modern tones if colors are dated

3. Pricing Strategy

- ☐ Review your CMA from Wynnmore
- ☐ Factor in recent upgrades and neighborhood trends
- ☐ Price competitively
- ☐ Discuss pricing strategy with your broker
- ☐ Set a review date to reassess if no offers received

4. Marketing & Exposure

- ☐ Professional photography and video walkthrough
- ☐ Create a compelling listing description
- ☐ List on MLS, Zillow, Realtor.com, and social platforms
- ☐ Targeted digital marketing
- ☐ Open house scheduling and private showing logistics

5. Showings & Feedback

- ☐ Keep your home show-ready at all times
- ☐ Remove personal items and valuables during showings
- ☐ Leave during showings
- ☐ Review feedback with your agent
- ☐ Adjust strategy based on consistent feedback

6. Offer & Negotiation

- ☐ Review all offers with your Wynnmore broker
- ☐ Evaluate beyond price: contingencies, timeline, financing
- ☐ Counter strategically
- ☐ Request proof of funds or pre-approval
- ☐ Accept, counter, or decline within the deadline

7. Under Contract to Close

- ☐ Cooperate with the buyer's home inspection
- ☐ Negotiate repair requests reasonably
- ☐ Prepare for the appraisal
- ☐ Gather all warranties, manuals, and HOA documents
- ☐ Schedule final walkthrough
- ☐ Review the closing statement
- ☐ Sign closing documents and hand over the keys

Ready to list? Contact Wynnmore Realty.

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