

## Home Sellers' Checklist

Property Address: \_\_\_\_\_

Sellers: \_\_\_\_\_

Home Seller's Checklist (GF# \_\_\_\_\_)

### Pre-Listing Preparation:

#### 1. Initial Client Meeting/Prelisting Interview:

- Discuss seller's goals, timeline, and motivation.
- Explain the selling process and your marketing strategy.
- Provide a Comparative Market Analysis (CMA) to determine pricing.
- Review the seller's net sheet and estimate closing costs.

#### 2. Property Evaluation:

- Walk through the home and identify needed repairs or improvements.
- Recommend staging tips or professional staging services.
- Identify unique selling points and potential challenges.

#### 3. Gather Necessary Documentation:

- Signed listing agreement (Texas REALTORS® Exclusive Right to Sell Agreement).
- Seller's Disclosure Notice (Texas Property Code requirement).
- HOA documents (if applicable).
- Utility information, recent tax bills, and any warranties.
- Mortgage payoff information (if applicable).



## **Pre-Marketing Checklist:**

### **4. Property Preparation:**

- Ensure repairs and improvements are completed.
- Schedule professional photography and virtual tours.
- Create floor plans (optional but helpful).

### **5. Marketing Materials:**

- Write a compelling property description.
- Prepare flyers, brochures, and digital assets.
- Develop a social media and online marketing plan.

### **6. MLS & Online Listing:**

- Input accurate information into the MLS (Multiple Listing Service).
- Ensure all required fields and disclosures are included.
- Syndicate the listing to major real estate platforms (Zillow, Realtor.com, etc.).

## **Active Listing Period:**

### **7. Marketing Execution:**

- Host open houses and broker tours.
- Implement online and offline marketing campaigns.
- Monitor online engagement and adjust strategy if needed.

### **8. Communication & Feedback:**

- Provide regular updates to the seller.
- Collect feedback from showings and adjust as necessary.

## **Offer & Negotiation:**

### **9. Receiving Offers:**

- Review and present all offers to the seller.
- Explain terms, contingencies, and timelines.
- Assist in counter offers and negotiations.



**10. Contract Management:**

- Ensure all parties sign the purchase agreement (TREC-approved forms).
- Manage deadlines for inspections, appraisals, and option periods.

**Closing Process**

**11. Pre-Closing Coordination:**

- Ensure the title company has all required documents.
- Earnest / Option Money Receipt
- Send Title the Commission Disbursement Authorization Form
- Coordinate with the buyer's agent, lender, and title company.
- Remind Buyers to transfer utilities to their name.
- Schedule final walkthrough and closing appointment.

**12. Closing Day:**

- Ensure the seller brings required identification, keys, garage door opener ect.
- Confirm final settlement statement accuracy.
- Celebrate a successful closing and maintain post-sale follow-up.

**Post-Closing:**

**13. Client Care & Follow-Up:**

- Deliver a closing gift and thank-you note.
- Request a client review or testimonial.
- Stay in touch for future referrals or services.

