



SELLER CLIENT GUIDE

A clear, practical roadmap for preparing, pricing, marketing, negotiating, and closing your home sale.



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1. How to Use This Guide

Purpose

This guide helps sellers understand what happens before, during, and after the home hits the market. It is designed to keep decisions clear, reduce surprises, and help you protect your time, equity, and peace of mind. Apparently humans prefer less chaos when selling major assets. Reasonable.

What This Guide Helps You Do

- Prepare the home before photos and showings.
- Understand how pricing strategy affects buyer interest and negotiation leverage.
- Know what staging, showing access, and marketing can do for the final outcome.
- Read a seller net sheet with more confidence.
- Track the timeline from consultation to closing.
- Prepare for inspection negotiations without overreacting to every repair request.

Your Role and My Role

Party	Primary Responsibility
Seller	Disclose known facts, prepare the property, stay responsive, and make final decisions.
Agent	Guide pricing, marketing, negotiation, contract timelines, communication, and closing coordination.
Buyer Market	Responds to price, condition, location, photos, access, and perceived value.
Lender, Title, HOA, Inspectors	Provide third-party information that can affect deadlines, documents, repairs, and closing.



2. Seller Preparation Checklist

Big Idea

Strong preparation creates stronger first impressions. Buyers compare your home against every other option in their price range. The goal is not perfection. The goal is to remove easy objections before they become negotiation leverage.

Before Photos and Launch

Done	Item	Notes
<input type="checkbox"/>	Declutter main living areas	Clear counters, tabletops, floors, closets, pantry shelves, and garage walkways.
<input type="checkbox"/>	Depersonalize key spaces	Reduce family photos, personal documents, religious or political items, and valuables.
<input type="checkbox"/>	Deep clean	Focus on kitchens, bathrooms, floors, windows, baseboards, appliances, fans, and vents.
<input type="checkbox"/>	Handle small repairs	Touch-up paint, loose handles, squeaky doors, burned-out bulbs, broken blinds, and minor caulking.
<input type="checkbox"/>	Improve curb appeal	Mow, edge, trim shrubs, refresh mulch, sweep porch, clean entry door, and remove yard clutter.
<input type="checkbox"/>	Organize storage areas	Buyers open closets, cabinets, pantries, and garages. Yes, even the places you hoped they would ignore.
<input type="checkbox"/>	Secure valuables and medication	Store jewelry, cash, documents, prescriptions, firearms, and collectibles out of sight.
<input type="checkbox"/>	Gather home documents	Surveys, warranties, invoices, permits, HOA documents, utility averages, and repair receipts.
<input type="checkbox"/>	Confirm showing rules	Decide preferred notice, pet instructions, alarm codes, parking instructions, and restricted times.
<input type="checkbox"/>	Prepare disclosure information	Complete seller disclosure accurately based on known property history and repairs.

Documents to Start Gathering

- Existing survey, if available.
- HOA information and resale certificate details, if applicable.
- Receipts for major repairs and improvements.
- Warranties for roof, windows, HVAC, appliances, foundation, or other systems.
- Utility information, service providers, and transferable contracts.
- Mortgage payoff information for net sheet estimates.



3. Pricing Strategy

Big Idea

Pricing is a strategy, not a wish list with a lockbox. The right price should reflect the market, condition, location, competition, recent sales, and your timing goals.

What Pricing Should Consider

- Comparable sales: Recently sold homes that buyers and appraisers will likely compare against your home.
- Active competition: Homes currently available that buyers can choose instead of yours.
- Pending sales: Homes under contract that may show where buyer demand is moving.
- Condition and updates: Buyers pay attention to kitchens, baths, flooring, roof, HVAC, windows, layout, and yard utility.
- Location and neighborhood fit: Schools, commute, amenities, noise, lot position, and neighborhood demand all matter.
- Market speed: Days on market, showing activity, price reductions, and offer patterns reveal buyer behavior.

Common Pricing Positions

Approach	Best Used When	Possible Risk
Market-aligned	You want strong buyer attention and a realistic path to offers.	Requires honesty about condition and competition.
Slightly aggressive	The home has standout features, low competition, or a strong market.	May reduce showings if buyers see better value elsewhere.
Premium test price	You have time and want to test the market above obvious comps.	Can lead to stale listing perception and later price corrections.
Strategic value price	You want to create urgency, widen buyer interest, or drive multiple offers.	Needs careful offer review so you do not leave money behind.

Price Adjustment Signals

- Low online saves or shares after launch.
- Few showings compared to similar listings.
- Consistent feedback about price, updates, layout, or yard size.
- Competing homes going pending while yours sits.
- No offers after strong exposure during the first few weeks.



4. Home Staging Tips

Big Idea

Staging helps buyers understand the space. It does not need to be expensive. It needs to make rooms feel clean, bright, open, and useful.

Room-by-Room Staging Priorities

Area	Goal	Simple Actions
Entry	Create a strong first impression.	Clean door, fresh mat, simple plant, working light, no clutter.
Kitchen	Show counter space and cleanliness.	Clear counters, remove magnets, clean appliances, stage lightly.
Living Room	Show comfort and flow.	Reduce furniture, open walkways, remove excess decor, balance lighting.
Primary Bedroom	Create calm and space.	Neutral bedding, clear nightstands, reduce furniture, open blinds.
Bathrooms	Show clean and fresh.	Clear products, fresh towels, clean grout, remove rugs if crowded.
Closets	Show storage.	Reduce contents by 30 to 50 percent when possible.
Garage	Show function.	Stack bins neatly, clear walking space, remove trash and chemicals.

Staging Principles That Matter Most

- Light beats dark. Open blinds and replace dim bulbs with consistent warm or daylight bulbs.
- Less beats crowded. Remove items that make rooms look smaller.
- Neutral beats distracting. Buyers should remember the house, not the collection of novelty mugs.
- Clean beats expensive. A spotless average home often shows better than an updated but messy one.
- Function beats confusion. Every room should have an obvious purpose.



5. Showing Preparation

Big Idea

Showings create access. Access creates opportunity. The easier the home is to show, the more buyers can consider it. The market rarely rewards sellers for making showings feel like a scheduling hostage negotiation.

Before Each Showing

Done	Item	Notes
<input type="checkbox"/>	Open blinds and turn on lights	Make the home feel bright and welcoming.
<input type="checkbox"/>	Clear kitchen and bathroom counters	Remove dishes, towels, toiletries, trash, and laundry.
<input type="checkbox"/>	Secure pets	Take pets with you when possible or provide clear instructions.
<input type="checkbox"/>	Set temperature comfortably	Keep the home comfortable so buyers stay longer.
<input type="checkbox"/>	Remove odors	Avoid heavy fragrance. Clean air is better than perfume warfare.
<input type="checkbox"/>	Check floors and entry	Sweep, vacuum, and remove shoes or clutter near doors.
<input type="checkbox"/>	Leave the property	Buyers speak more freely when sellers are not present.
<input type="checkbox"/>	Lock valuables away	Secure anything personal, financial, or irreplaceable.

Showing Feedback: How to Use It

- One comment is information. Repeated comments are a pattern.
- Feedback about price, condition, smell, lighting, yard, or layout should be reviewed against market activity.
- Not all feedback requires action. Some buyers simply want a different home. Astonishing, but true.
- If feedback repeats and showings slow, it may be time to adjust pricing, staging, repairs, or access strategy.



6. Net Sheet Explanation

Big Idea

A seller net sheet estimates what you may receive after the sale price and selling costs are applied. It is not the final closing statement, but it helps you make smarter pricing and offer decisions.

Common Items on a Seller Net Sheet

Item	What it Means
Sales Price	The accepted contract price before credits and expenses.
Mortgage Payoff	Amount needed to pay off existing loan balances, including interest through payoff date.
Seller Concessions	Credits or costs the seller agrees to pay for the buyer, if negotiated.
Brokerage Compensation	Real estate compensation agreed to in the listing agreement and contract terms.
Title Fees	Title policy, escrow fees, tax certificates, recording, courier, and related settlement charges.
HOA Fees	Resale certificate, transfer fees, document fees, or prorated assessments, if applicable.
Taxes and Prorations	Property taxes and other prorated items split by ownership period.
Repair Credits	Credits negotiated after inspections, when applicable.
Estimated Net Proceeds	Estimated amount left after payoff, costs, credits, and prorations.

How to Read the Net Sheet

- Start with the sale price.
- Subtract mortgage payoff and seller-paid costs.
- Review any buyer credits, repair credits, or concessions separately.
- Compare estimated net proceeds across different offer scenarios.
- Use the net sheet to evaluate the true strength of an offer, not just the headline price.

Important Note

Net Sheet Reminder

Net sheets are estimates. Final numbers can change based on payoff timing, tax prorations, HOA fees, title fees, negotiated credits, and closing date changes.



7. Seller Timeline

Big Idea

Selling a home involves several moving parts. The timeline below gives you a practical view of what typically happens from preparation through closing.

Typical Seller Timeline

Phase	Typical Timing	Key Actions
Initial Consultation	Before listing	Review goals, timing, equity, condition, and market strategy.
Pricing and Prep	1 to 3 weeks before launch	Review comps, prep checklist, repairs, decluttering, staging, and documents.
Photography and Marketing	Days before launch	Photos, listing copy, disclosures, MLS prep, and marketing.
Active Listing	Launch week and beyond	Showings, feedback, open house strategy, and market monitoring.
Offer Review	When offer received	Review price, financing, deadlines, concessions, and estimated net.
Option / Inspection Period	Early contract period	Inspections, repair requests, negotiation, and amendments.
Appraisal and Loan Processing	After contract	Appraisal, underwriting, title work, and buyer loan updates.
Closing Preparation	Final week	Review statement, complete repairs, pack, and prepare keys.
Closing Day	Contract closing date	Sign, buyer funds, title records, and proceeds disburse.

Timeline Variables

- Cash offers can move faster than financed offers.
- HOA resale documents can add timing requirements.
- Repairs, appraisal conditions, title issues, or buyer financing delays can affect timing.
- Seller leasebacks or possession agreements should be discussed early if you need time after closing.



8. Inspection Negotiation Basics

Big Idea

Inspections help the buyer understand the home. They do not automatically mean the seller must repair everything. The goal is to separate legitimate concerns from preference items and negotiate with the full deal in mind.

Common Inspection Categories

Category	Examples	Negotiation Lens
Safety or Function	Electrical concerns, plumbing leaks, HVAC issues, roof leaks, active moisture.	Often worth reviewing carefully because buyers and lenders may take them seriously.
Maintenance	Caulking, minor leaks, loose fixtures, worn components, servicing needs.	May justify repair, credit, or no action depending on severity and offer strength.
Cosmetic	Paint, flooring wear, dated finishes, minor drywall flaws.	Usually priced into the home unless condition differs from expectations.
Code or Preference	Older standards, buyer preferences, upgrade requests.	Not always a seller obligation. Review context before agreeing.
Lender Required	FHA/VA or appraisal-related conditions.	May need to be addressed for the loan to close, depending on the issue.

Common Seller Responses

- Agree to complete certain repairs before closing.
- Offer a seller credit in lieu of repairs, when allowed by the buyer loan program and contract terms.
- Reduce the sales price, if that solves the issue better than repairs.
- Decline some or all repair requests.
- Ask for more detail, invoices, photos, or contractor opinions before responding.

Negotiation Strategy Questions

- How strong was the original offer?
- Is the request tied to safety, function, financing, or buyer preference?
- Would the issue likely come up with another buyer?
- Is the requested credit reasonable compared to the repair scope?
- Does accepting the request protect the deal and the seller net?



9. Final Seller Checklist

Done	Item	Notes
<input type="checkbox"/>	Confirm closing date and signing appointment	Coordinate with title and all parties.
<input type="checkbox"/>	Complete agreed repairs	Keep paid receipts and before/after photos if helpful.
<input type="checkbox"/>	Review settlement statement	Confirm payoff, prorations, credits, fees, and estimated proceeds.
<input type="checkbox"/>	Schedule utilities transfer	Do not shut utilities off before final walk-through unless advised.
<input type="checkbox"/>	Prepare keys and access items	Keys, remotes, gate cards, mailbox keys, alarm codes, manuals.
<input type="checkbox"/>	Clean home before possession	Leave the property in agreed condition.
<input type="checkbox"/>	Remove personal property	Unless specifically included in the contract or agreed in writing.
<input type="checkbox"/>	Forward mail	Update address for banks, subscriptions, insurance, and important accounts.
<input type="checkbox"/>	Confirm funding and recording	Title will confirm when closing and funding are complete.

Seller Notes



10. Notes and Questions

Use This Page

Bring these questions to your consultation, pricing review, offer review, or inspection negotiation discussion.

What is my preferred sale timeline?

What repairs or improvements have I completed?

What items do I want to exclude from the sale?

Do I need a leaseback or extra possession time?

What is my minimum acceptable net proceeds goal?

What concerns do I have before listing?



Ready to Build Your Selling Strategy?

The right plan helps protect your time, your equity, and your next move.

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