



For Sale By Owner Checklist

Preparing Your Property For Sale:

- ☐ Repairs: Fix any broken fixtures, leaks, or other issues.
- ☐ Deep Cleaning: Ensure the property is clean inside and out.
 - ☐ Dust, vacuum, and mop all rooms.
 - ☐ Pressure wash exteriors, if needed.
 - ☐ Clean windows inside and out.
- ☐ Declutter: Remove excess belongings and depersonalize spaces.
- ☐ Home Inspection:
 - ☐ Consider getting a pre-listing home inspection to identify potential issues.
 - ☐ Address significant findings that could hinder a sale.
- ☐ Home Staging:
 - ☐ Rearrange furniture for optimal
 - ☐ Consider hiring a professional stager for the best results.
- ☐ Pricing Strategy:
 - ☐ Research recent comparable sales in your area.
 - ☐ Consider hiring an appraiser to get an accurate valuation.

Marketing the Property:

- ☐ Professional Photography:
 - ☐ Capture high-resolution images of all rooms and exteriors.
 - ☐ Take aerial shots if possible.
- ☐ Video Tour:

- ☐ Create a walkthrough of the property.
- ☐ Consider drone footage for an elevated perspective.
- ☐ Property Website:
 - ☐ Register a domain specific to the property.
 - ☐ Ensure the site is mobile-responsive.
 - ☐ Highlight features, photos, video tours, and location information.
- ☐ Listing Platforms:
 - ☐ List on major real estate platforms and local classifieds.
 - ☐ Refresh your listing once a week to keep it active.

Managing Inquiries:

- ☐ Communication Tools:
 - ☐ Set up a dedicated email and phone number for inquiries.
- ☐ Lead Tracking:
 - ☐ Create a system or spreadsheet to manage inquiries and follow-ups.
- ☐ Separating Agents from Buyers:
 - ☐ Ask upfront if someone is an agent or a potential buyer.
 - ☐ Decide on a policy for working with buyer's agents.

Showings:

- ☐ Lockbox Installation:
 - ☐ Purchase a secure lockbox for key storage.
 - ☐ Select a location that is accessible but discreet.
- ☐ Showing Protocol:
 - ☐ Set specific showing hours.
 - ☐ Ensure the property is clean and presentable before each showing.

Legal & Transactional Aspects:

- ☐ Hiring a Lawyer:
 - ☐ Retain a real estate attorney to review or draft the sales contract and assist with the closing process.
- ☐ Offer and Negotiation:
 - ☐ Be prepared to receive offers below the asking price.
 - ☐ Always respond to offers, even if it's a counter-offer.
- ☐ Due Diligence:
 - ☐ Ensure potential buyers have mortgage pre-approval or proof of funds.
 - ☐ Be prepared for the buyer's home inspection and possible negotiations post-inspection.
- ☐ Closing:
 - ☐ Work with your attorney to ensure all necessary documents are prepared and signed.
 - ☐ Coordinate with the buyer regarding the closing date and location.

Post-Sale:

- ☐ Handover:
 - ☐ Provide all keys, codes, and necessary information to the buyer.
 - ☐ Leave the property clean and move-in ready.
- ☐ Finalize Utilities and Mail:
 - ☐ Transfer or close out utility accounts.
 - ☐ Update your address with the postal service.