

Guide to Selling Your Home in the Greater Milwaukee Area



Welcome to Your Home Selling Journey!

Selling your home is a significant milestone, and I'm here to guide you every step of the way. This guide will outline the key steps, tips, and tools to help you successfully sell your home in the Greater Milwaukee area.

Preparing Your Home for Sale

- ☐ **First Impressions Matter:** Buyers often decide within seconds if they're interested in your home. Let's make sure it stands out!
- ☐ **Declutter & Depersonalize:** Remove personal items and excess belongings.
- ☐ **Deep Clean:** Ensure your home sparkles from top to bottom.
- ☐ **Minor Repairs:** Fix squeaky doors, leaky faucets, or chipped paint.
- ☐ **Curb Appeal:** Maintain a neat lawn, clean gutters, and consider freshening up the front door with paint.



Understanding the Local Market

The real estate market varies by neighborhood.
Here's what you should know:

- **Pricing:** Accurate pricing is crucial. I'll provide a Comparative Market Analysis (CMA) to determine the best listing price.
- **Seasonal Trends:** Spring and summer typically see more activity, but each season has its advantages.

Marketing Your Home

To attract the right buyers, we'll create a comprehensive marketing strategy

- **Professional Photography:** High-quality images make your home shine online.
- **Online Listings:** Your home will be featured on top real estate websites.
- **Social Media:** I'll leverage platforms to reach a broad audience.
- **Open Houses:** Showcase your home to multiple buyers at once.

Navigating Offers

When offers come in, I'll help you evaluate:

- **Price:** Is the offer competitive?
- **Contingencies:** Are there conditions such as financing or inspections?
- **Closing Timeline:** Does the buyer's timeline align with yours?

Closing the Deal

Once you accept an offer, there are a few final steps:

- **Home Inspection:** Buyers may request repairs. We'll negotiate any requests.
- **Closing Day:** Sign the paperwork and hand over the keys!

****Tips for a Smooth Sale**

Stay Flexible: Be prepared for showings on short notice.

Stay Informed: I'll keep you updated at every stage.

Stay Positive: Selling can be emotional, but we'll get through it together.

Moving Checklist

- ☐ **6-8 Weeks Before Moving:** Start decluttering and organizing belongings. Research and book a moving company or reserve a rental truck.
- ☐ **4-6 Weeks Before Moving:** Begin packing non-essential items. Label boxes by room and contents. Arrange for transfer of medical records, if applicable.
- ☐ **2-4 Weeks Before Moving:** Confirm moving date and times with your movers. Pack a “first-night” box with essentials like toiletries, clothes, and important documents. Notify schools, utilities, and service providers about your move.
- ☐ **Moving Week:** Clean your home thoroughly. Perform a final walkthrough to ensure nothing is left behind.



Home Maintenance Tips for Sellers

Before Listing:

- Service your HVAC system.
- Check for and repair leaks in plumbing.
- Test all light fixtures and replace bulbs.

During the Selling Process:

- Keep lawn trimmed and tidy.
- Maintain a clean and welcoming interior for showings.

After the Sale:

- Leave behind manuals and warranties for appliances.
- Provide any spare keys, garage openers, and security codes to the new owners.

**Need trusted local contractors? I'm happy to provide recommendations upon request!

About Me

As a local expert and Milwaukee area Realtor®, I'm committed to making your selling experience seamless and successful. Whether you're moving across town or across the country, I'll handle the details so you can focus on your next chapter.

Let's Get Started! Download this guide, and feel free to contact me with any questions or to schedule a consultation.

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Thank you for choosing me as your real estate partner!

