

# STEPS IN PREPARING & LISTING A HOUSE **FOR SALE**



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Sharon Colón Miami Homes

# HERE'S A QUICK CHECKLIST OF THE STEPS NECESSARY TO PREPARE AND LIST A HOUSE FOR SALE:

real

Study current market conditions in your city and your neighborhood.

Research tax records to verify full and complete legal information, including owner's full name, recorded square footage, annual tax bills, and other property information.

Verify legal name(s) and owner(s) in county public property records.

Research ownership, sales, and mortgage history of the property.

Research the school districts, shopping, transportation, and employment options of the area.

Research other homes currently on the market that potential buyers will be looking at as well.

Research homes that have recently gone under contract for sale in your area.

Research properties similar to your home that have recently sold.

Confirm lot size and dimensions from your copy of the property survey, if available.

Obtain copies of floor plans, if available and make available to agents via the multiple listing service.

Analyze the condition and price of the properties that were successfully sold.

Analyze why other homes continue to stay on the market day after day.

Evaluate homes that expired (didn't sell) and why they were not successful.

Consider price per square foot of your competition and internet value estimates.

Call agents, if necessary, to discuss activity on comparable properties they have listed or recently sold homes in the area.

Conduct a detailed needs analysis, including reasons for your move and how quickly you need to move.

Review recently pending or sold comparable properties.

Study your competition and figure out how you compare.

CHECK YOUR  
HOME VALUE FREE:

[bit.ly/YourMiamiHomeValue](https://bit.ly/YourMiamiHomeValue)

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Analyze how buyers are finding homes, how many homes they typically look at before buying, and features that are most (and least) appealing to buyers.



Obtain and verify accurate methods of contacting you.



Prepare detailed estimated net proceeds analysis to determine approximately what you will receive or owe when the property closes. This includes the costs associated with the sale, such as closing cost, prorated taxes, HOA credits, and commissions.



Understand your preferred method of being contacted.



Strategically price your home so that it "shows up" on more internet searches.



Review the Listing Agreement and Addendums.



Review current appraisal, if available.



Understand the use of the Seller's Property Disclosure Statement and Seller Transfer Disclosures Statement you will be completing and how it will help you preserve your legal rights and avoid devastating setbacks.



If property is rented, obtain copies of all leases, verify deposits, rents, and inform tenants of listing and how showings will be handled.



Identify your purchase plans and determine how a realtor can assist you in your next purchase (local, new home construction, investment, or relocation)



Prepare showing instructions for buyer's agents and agree on showing time windows that are acceptable to you.

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# BEFORE GOING 'LIVE' ON THE MARKET

realtor

READY TO GO 'LIVE' ON THE MARKET? HERE'S A QUICK CHECKLIST OF MUST-DO'S THAT YOU NEED TO CONSIDER:

Place an eye-catching 'Coming Soon' sign in your yard to build excitement while you prepare it for the market.

Order a home warranty, if you choose, to protect your home during the listing and escrow period and for twelve months after the sale.

Conduct a professional home staging consultation or discuss Virtual Staging options for the best constructive changes to your home to make it more appealing to buyers.

Install a Lockbox that will allow buyers and their agent to view your home conveniently, while also protecting your family's security.

Create a stand-alone property website including a Virtual Tour and YouTube video.

Consider hiring a professional real estate photographer who will take the most flattering photographs of the interior and exterior of your home to be used on flyers, internet postings, and other advertising.



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