



THE HOME SELLER CHECKLIST

A proven step-by-step guide from Cuellar Real Estate to help you prepare, feel confident, and maximize your home's value.

Steps to selling your home.

Step One: Define Your Goals

- Discuss your ideal timeline, motivation, and priorities
- Review current market conditions and pricing expectations
- Highlight your home's features, upgrades, and improvements
- Outline a clear plan including next living arrangements

Step Two: Pricing & Marketing Strategy

- Analyze comparable sales and local market data
- Set a strategic price designed to attract strong buyer interest
- Confirm your target listing date
- Review showing preferences and communication expectations

Step Three: Paperwork & Details

- Provide ownership, mortgage, and property details
- Complete required seller disclosures
- Review and sign listing agreements and forms
- Confirm utilities, service providers, and warranties (if applicable)

Step 4: Prepare Your Home to Impress

- Declutter and depersonalize living spaces
- Complete recommended repairs or touch-ups
- Deep clean kitchens, bathrooms, and flooring
- Enhance curb appeal for a strong first impression

Step 5: Ready for Market

- Professional photography scheduled
- Listing details reviewed and approved
- Showing instructions confirmed
- Home prepared for showings and open houses

Thinking about selling? Get a personalized pricing strategy and home prep plan. Call, text, email or scan the code or visit CuellarRealEstate.com to schedule your free consultation.



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