



ULTIMATE HOME SELLING CHECKLIST

CREATED BY DARRYL GLASS

A STEP-BY-STEP GUIDE TO ENTRUSTING YOUR
GENERATIONAL HOME OR INCOME PROPERTY

**LET'S WORK
TOGETHER!**

(510) 250-7918 EXT. 2

ADVENTPROPERTIESINC.COM

CALENDLY.COM/DARRYLGLASS





EST 2008
ADVENT
PROPERTIES, INC.

SELLER CHECKLIST

Thinking about selling your home or investment property. Here is a brief guide to the steps for this process. If you have questions, Darryl is always here to assist you.

Interview 2-3 Brokers or Agents:

- ☐ What makes them competitive?
- ☐ Are they up to date on local, state, and federal laws?
- ☐ How many properties have they represented?
- ☐ Are they usually a seller or buyer representative?
- ☐ What are their average Days On Market?
- ☐ What does their disclosure package look like?
- ☐ Do they provide physical or virtual staging?
- ☐ Do they do marketing videos?
- ☐ Property webpage?
- ☐ What is the maximum number of open houses will they hold?
- ☐ Do they do Brokers Tours?
- ☐ How do they advertise open houses?
- ☐ How do they advertise the property?
- ☐ What technology do they use?
- ☐ How did they adapt to COVID-19 restrictions?
- ☐ Do they have preferred vendors for any pre-listing maintenance or repairs?
- ☐ Do they have preferred Escrow agents they work with? Why or why not?

Request formal Brokers Price Opinion:

- ☐ Request from 1-2 agents
- ☐ Compare these closely, more than just their sales price
- ☐ Where did they get their data? Can they defend the price they listed?
- ☐ Do they list low? High? Transparent pricing?
- ☐ What are the advantages and disadvantages of pricing?
- ☐ Is there an offer deadline? Is there a plan otherwise?
- ☐ What services do they provide?
- ☐ What costs do they cover?
- ☐ What is their commission rate?
- ☐ What is the listing period?
- ☐ What happens if the property does not sell?
- ☐ What is their back up plan if they are not getting showings?



EST 2008
ADVENT
PROPERTIES, INC.

SELLER CHECKLIST (CONTINUED)

Gather disclosure files:

- ☐ What work have you done on the property?
- ☐ What records do you have on the property?
- ☐ Work with the agent to schedule home, pest, and roof inspections.
- ☐ Schedule Private Sewer Lateral Inspection (if required).
- ☐ Schedule Sidewalk Certificate Inspection (if required).
- ☐ Complete Seller Property Questionnaire.
- ☐ Complete Transfer Disclosure Statement.
- ☐ Sign all necessary documents, either electronically or wet-sign.
- ☐ Open pre-escrow with trusted Title Company.
 - ☐ Include a Preliminary Title Report in Disclosures
 - ☐ Include Property Map if available.

What repairs/work needs to be completed to make home/property most saleable?

- ☐ Does landscaping need to be done?
- ☐ Power wash house or sidewalks?
- ☐ Painting of home or specific rooms?
- ☐ Cleaning of the property?
- ☐ Staging of property?
 - ☐ Seller staging
 - ☐ Partial staging
 - ☐ Full staging
 - ☐ Digital staging
- ☐ Schedule photographs and videos.

Does the agent creates marketing materials for distribution?

- | | |
|----------------------------------|--|
| <input type="checkbox"/> Website | <input type="checkbox"/> Videos |
| <input type="checkbox"/> Flyers | <input type="checkbox"/> Virtual Tours |

Do you allow a Supra Lockbox on property?

- ☐ Pros and cons of having a Lockbox?



EST 2008
ADVENT
PROPERTIES, INC.

SELLER CHECKLIST (CONTINUED)

When can the agent show the home?

- | | |
|--|--|
| <input type="checkbox"/> Private tours | <input type="checkbox"/> Open House(s) |
| <input type="checkbox"/> Brokers tours | <input type="checkbox"/> Virtual tours |

Brokers Tours:

- ☐ Advertise to local agents on the MLS and by attending Marketing Meeting?
- ☐ Brokers Open house on a city-specific day?

Facilitate private tours for agents and their clients? (Yes/No)

Open House(s)?

- ☐ Are they necessary?
- ☐ Are they successful?
- ☐ Who hosts an open house?
- ☐ What days and times are best?
- ☐ Can I be at the open house?
- ☐ Schedule and advertise?
- ☐ Marketing campaigns?

Offer date or review offers as they are received?

- ☐ Pros and Cons of each?

Review Offers:

- ☐ Do we accept offers as is?
- ☐ Do we counter offer?
- ☐ Do we reject offers outright?



EST 2008
ADVENT
PROPERTIES, INC.

SELLER CHECKLIST (CONTINUED)

Escrow:

- ☐ Is there an open pre-escrow?
- ☐ Does Buyer want to use the same escrow or open with a different title company?
- ☐ Buyer or buyer's agent delivers an Earnest Money Deposit (EMD) check to escrow?
- ☐ Escrow gathers pertinent information from seller?
- ☐ Escrow gathers pertinent information from buyer?
- ☐ Escrow gets seller's signatures?
- ☐ Escrow gets buyer's signatures?
- ☐ Buyer deposits funds:
 - ☐ Remaining downpayment?
 - ☐ Mortgage lender deposits funds?
- ☐ Escrow records transfer with county?
- ☐ Escrow releases funds to seller?
- ☐ Seller agent transfers keys, remotes, fobs, etc to the buyer's agent?

Celebrate!

Property is now sold to a new owner!

**See moving checklist for moving out of your
current home and into your new home
(if necessary)**