Home Seller's Guide

A step-by-step strategy to selling your home with confidence.

LISA
KIRTON
Real TEAM Estate
REALTOR®
REAL EXPERIENCE. REAL RESULTS.

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REALTY CORP., BROKERAGE. INDEPENDENTLY OWNED AND OPERATED.

The Experts Close to Home

Selling a home takes more than a sign in the yard. It takes local knowledge, smart positioning and the right network behind you. A full-time professional in your community and in your corner.

You're trusting someone to develop a home pricing strategy, position it in the market and guide you through every decision.

The Lisa Kirton Team REMAX ABOUTOWNE brings these strengths and more: 27 + years of award winning expertise, deep insight into your market, tailored strategy for your home and the strength of a global network of more than 145,000 agents with a presence in more than 120 countries and territories.

CHAIRMAN'S RE/MAX HALL OF FAME RE/MAX LIFETIME ACHIEVEMENT PLATINUM

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LISA KIRTON TEAM Real Estate REALTOR®
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Smart Moves. Costly Mistakes.

Do

Price with purpose.
Work with your agent to set a price grounded in market data, not guesswork. The right pricing strategy drives interest and stronger offers.

Prepare to show.
Declutter, clean and create a space buyers can see themselves in. Small details make a lasting impression.

Make smart updates.
Focus on simple improvements that add value: fresh paint, updated fixtures and strong curb appeal.

Stage and organize.
Arrange your space to highlight flow and light. Keep key documents organized and accessible throughout the process.

Stay open and responsive.
Listen to feedback, stay flexible and work with your agent to navigate offers and negotiations.

Don't

Fall behind.
Stay current on maintenance, mortgage and utilities through closing. A well-kept home protects your sale.

Overprice or rush.
Pricing too high can stall momentum. Patience and strategy lead to better outcomes.

Be unavailable.
Make your home easy to show and give buyers space to explore it comfortably.

Make financial moves without guidance.
Before takingon new expenses or changes, check in with your agent or lender to understand the impact.

Go it alone, or step away entirely.
Your agent leads the strategy, but your involvement matters. The best results come from working together.

Clear the Clutter

Before your home hits the market, simplify your space.

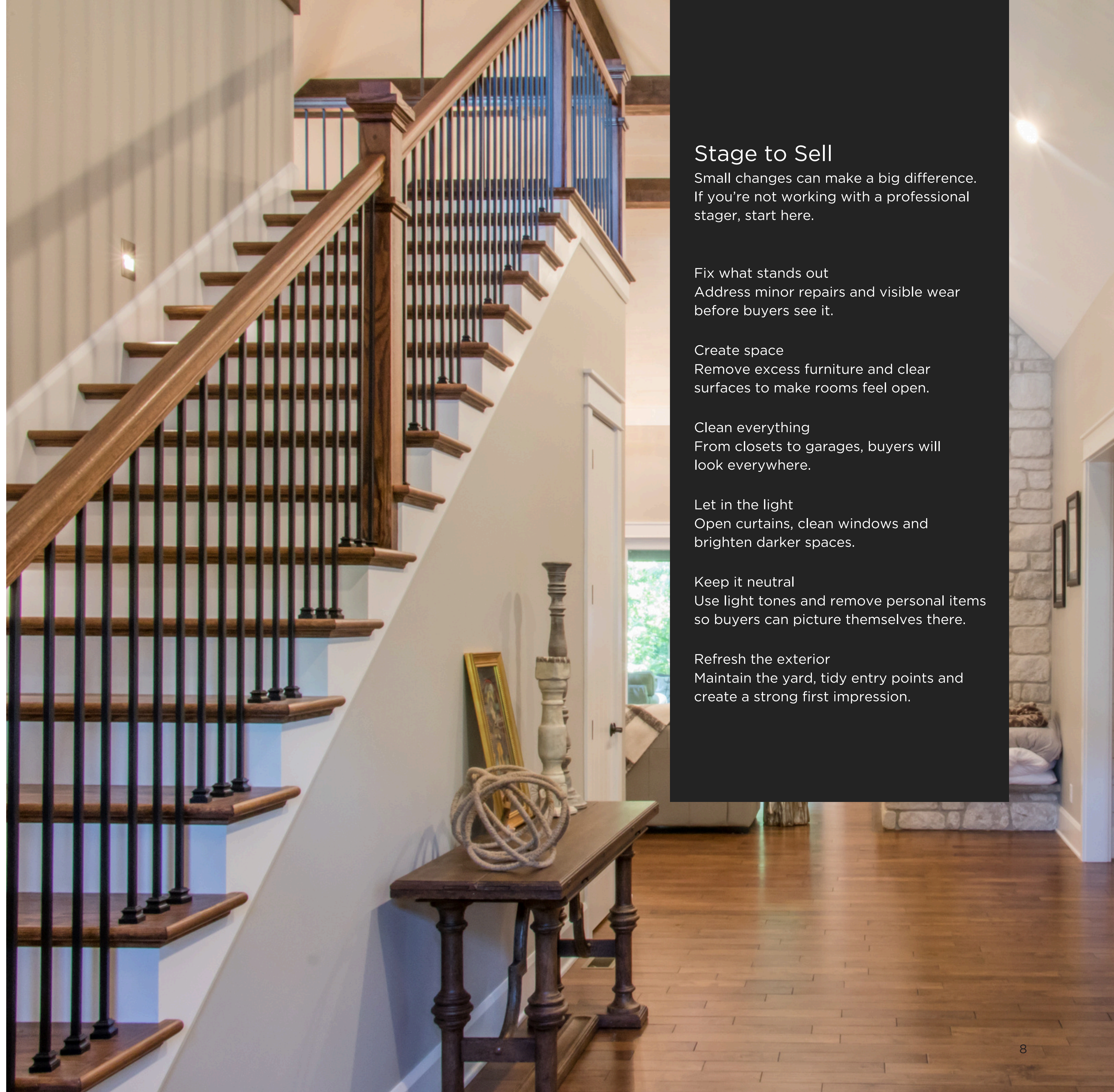
Remove what you don't use, need or want. Less clutter creates a cleaner, more open environment that helps buyers focus on the home, not what's in it.

Sort everything into three categories:

1. Pack It
Store items you won't need before your move. Off-site storage can help keep your home feeling open and show-ready.

2. Donate It
Pass along items in good condition. Many organizations offer scheduled pick-ups, making it easy to clear space quickly.

3. Discard It
Dispose of what can't be reused. Be sure to follow local guidelines for proper disposal or recycling.



Stage to Sell

Small changes can make a big difference. If you're not working with a professional stager, start here.

Fix what stands out
Address minor repairs and visible wear before buyers see it.

Create space
Remove excess furniture and clear surfaces to make rooms feel open.

Clean everything
From closets to garages, buyers will look everywhere.

Let in the light
Open curtains, clean windows and brighten darker spaces.

Keep it neutral
Use light tones and remove personal items so buyers can picture themselves there.

Refresh the exterior
Maintain the yard, tidy entry points and create a strong first impression.

Know the Terms

You'll hear these terms throughout the selling process. Knowing what they mean helps you make smarter decisions.

Asking Price
The price a home is listed for. It may differ from the final sale price.

Balanced Market
A market with a similar number of buyers and sellers. Homes typically sell at steady prices within a reasonable timeframe.

Bridge Financing
A short-term loan that helps cover the gap between buying a new home and selling your current one.

Buyer's Market
A market with more homes than buyers. Buyers have more choice and negotiating power.

Chattels
Items not permanently attached to the home, such as furniture or curtains. These are typically not included in the sale unless specified.

Closing
The final step of the transaction, when ownership transfers to the buyer and keys are exchanged.

Conditions
Conditions that must be met for a sale to proceed, such as financing or inspection approval.

Counteroffer
A response to an offer with revised terms, often related to price or timing.

CurbAppeal
How a home looks from the street. Strong curb appeal can attract more interest from buyers.

Comparative Market Analysis (CMA)
A report comparing similar properties to help determine a home's market value.

Fixtures
Items permanently attached to the home, such as lighting or built-ins. These are typically included in the sale.

FSBO
"For Sale By Owner." A property sold without a licensed real estate agent.

Home Value Estimator
An online tool that provides a general estimate of a home's value. It is less precise than a CMA.

MLS®
A database used by real estate professionals to list and search for properties.

Offer
A legal proposal to purchase a home, often with conditions such as financing or inspection.

Seller's Market
A market with more buyers than homes. Properties tend to sell quickly, often with stronger offers.

Staging
Preparing a home for sale to appeal to a broad range of buyers. This may include decluttering, cleaning and light updates.

Planning Your Next Move

If you're moving up, you're likely in a stronger position than when you bought your first home. With equity or savings, your next purchase can be more intentional.

Timing matters. Buying and selling together adds complexity, and the right approach depends on your finances, the market and your comfort level.

Here are three common approaches:

Sell first, then buy
Sell your current home before purchasing your next. This can reduce financial pressure and gives you a clear sense of your budget.

Buy and sell at the same time
Align your purchase and sale as closely as possible. This requires planning and flexibility, as timing can shift.

Buy first, then sell
Purchase your next home before listing your current one. This allows more time to find the right fit, but may require bridge financing or carrying two properties temporarily.

The right approach depends on your goals and timing. The Lisa Kirton Team will help you build a strategy that works for both sides of the move.