

RESIDENTIAL SELLER CHECKLIST

Prepare, Price & Position for Maximum Value



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Contact Rollins and Associates Real Estate

- ☐ Before repairs or pricing strategy first saves time and money.

Get a Data-Driven Pricing Strategy

- ☐ Online estimates don't reflect buyer behavior or micro-market shifts.

Pre-Listing Home Evaluation (Often Skipped)

- ☐ Identify small fixes that yield big returns.

Stage for Buyer Psychology, Not Taste

- ☐ Buyers buy space, light, and lifestyle not decor.

Professional Photography & Digital Marketing

- ☐ First impressions now happen online this directly impacts sale price.

Understand Your Net, Not Just Your Price

- ☐ Fees, concessions, and timing affect what you walk away with.

Disclose Strategically & Legally

- ☐ Proper disclosure protects you and builds buyer confidence.

Prepare for Appraisal Before It Happens

- ☐ Appraisals can derail deals if not anticipated.

Leverage Timing & Buyer Demand Cycles

- ☐ Listing dates can influence competition and offers.

Have a Plan for Your Next Move

- ☐ Selling without a transition plan creates stress and rushed decisions.