THE SMART

Seller Checklist

A practical, step-by-step plan to prepare, price, market, negotiate, and close with confidence.

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RICARDO LUCIO
GOLDEN ENTERPRISE REALTY

How to use this guide: Check off each task as you complete it. Your best plan depends on condition, timing, neighborhood demand, and your net-proceeds goal.

1 CLARIFY YOUR SELLING PLAN

- ☐ Choose your ideal closing date and moving timeline.
- ☐ Write down your top priorities: price, speed, certainty, or flexibility.
- ☐ Gather mortgage balance, tax, utility, survey, permit, and improvement records.
- ☐ Identify any lease, tenant, estate, divorce, or title issues early.

2 UNDERSTAND YOUR VALUE

- ☐ Review recent nearby sales-not just active asking prices.
- ☐ Compare condition, size, lot, parking, updates, and legal bedroom/unit count.
- ☐ Estimate selling costs and your expected net proceeds.
- ☐ Set a pricing strategy based on the current competition and buyer demand.

3 PREPARE FOR THE MARKET

- ☐ Declutter countertops, closets, storage areas, and walkways.
- ☐ Deep clean kitchens, bathrooms, floors, windows, and major appliances.
- ☐ Complete visible safety or maintenance items buyers will notice.
- ☐ Improve curb appeal: lawn, entry, lighting, address numbers, and first impression.

4 LAUNCH STRONG

- ☐ Approve professional photos, listing details, and marketing copy.
- ☐ Remove valuables, medications, documents, and personal information.
- ☐ Create a showing plan for pets, alarms, keys, and short-notice access.
- ☐ Review the first week’s traffic, feedback, saves, and showing activity.

5 COMPARE OFFERS WISELY

- ☐ Compare price, financing, down payment, credits, contingencies, and closing date.
- ☐ Confirm proof of funds or lender qualification.
- ☐ Estimate the net proceeds-not merely the highest headline price.
- ☐ Choose the strongest combination of value, timing, and likelihood to close.

6 FROM CONTRACT TO CLOSING

- ☐ Track attorney review, inspection, appraisal, loan, and title deadlines.
- ☐ Negotiate repair requests using cost, risk, and buyer strength.
- ☐ Complete agreed repairs and save receipts.
- ☐ Prepare keys, final utilities, move-out, and the final walk-through.

FIX OR SKIP?

Spend where buyers notice.
Avoid updates that rarely return the cost.

PRIORITIZE FIRST	CONSIDER SKIPPING
• Active leaks or water intrusion • Unsafe electrical or missing fixtures • Broken doors, windows, locks, or railings • Peeling paint and obvious damage • Strong odors, heavy clutter, and poor lighting • Neglected exterior and entry areas	• Full luxury kitchen replacement • Trend-driven finishes throughout • Expensive additions with uncertain permits • Finishing every cosmetic imperfection • Over-improving beyond nearby comparable homes • Major work without a clear return analysis

MY PRE-LISTING PRIORITY PLAN

PROJECT OR ISSUE	EST. COST	BUYER IMPACT	DO / SKIP
______________________________	$_________	High / Med / Low	_________
______________________________	$_________	High / Med / Low	_________
______________________________	$_________	High / Med / Low	_________
______________________________	$_________	High / Med / Low	_________

SMART SELLER RULE

Do not spend $10,000 to solve a $5,000 buyer objection. Before renovating, compare the likely price impact, marketing benefit, time required, and risk of discovering additional work.

Questions for Ricardo

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Ready to build your selling plan?

REQUEST A HOME VALUE & NET PROCEEDS REVIEW
(773) 744-5804 • MyBrokerRicardo@gmail.com • MoveWithRicardo.com