

Home Marketability Checklist

1. Has the house been on the market before? If so, what happened? Knowing the number of showings, the feedback and if there were any offers may be helpful. If there was an agreement, what happened and are there any inspection reports?
2. What are the Sellers willing to commit to as far as the length of a listing contract?
3. Will the Sellers allow a "FOR SALE" sign?
4. Will the Sellers use a lockbox? What will the showing instructions be?
5. Will the Sellers "list" within 5% of the market value (based on a CMA)?
6. Is the proposed list price above or below the market value?
7. Is there an agreed upon timeframe for a price reduction?
8. Is Seller financing available? If so, how much and what are the "terms"?
9. Will the Sellers provide a "Seller assist"?
10. Is government financing available (FHA/ VHA)?
11. Is the selling commission higher than (*or* at least competitive with) the competition?
12. Is there a selling bonus? If so: how much, for how long, what terms?
13. Is the time frame for possession immediate or negotiable?
14. Have the Sellers done any recent redecorating or updating? If so, are there receipts?
15. Have the Sellers agreed to do any repairs, if applicable?
16. Are there any "extras" included"? What is "negotiable"?
17. Will the Sellers provide a home warranty?
18. Was a recent appraisal performed?

Depending on a variety of factors (such as the type of your "local market", your location, the features and condition of your house and other things), some of these may not apply. However, there is more to selling a house than putting it online (MLS and Internet) and installing a sign. There has to be a *strategy* and it is best to have some discussion about the "plan" at the beginning of the business relationship.