

Home Marketability Checklist

1. Has the house been on the market before? If so, what happened? Knowing the number of showings, any feedback they heard and if there were any offers may be helpful. If there was an agreement, what happened and are there any inspection reports?
2. What is the seller willing to commit to as far as the length of a listing contract?
3. Will the seller allow a “For Sale” sign? If not, what are their concerns?
4. Will the seller use a lockbox? If not, what are their concerns? How will agents gain access? What will the showing instructions be?
5. Will the seller “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”? If not, what are their concerns?
10. Is government financing available (FHA/ VHA)? If not, what are their concerns?
11. Is the selling commission higher than (*or* at least competitive with) the competition?
12. Is there a selling bonus? If yes, how much, for how long, what terms?
13. Is the time frame for possession immediate or negotiable? What are their plans after selling?
14. Have the sellers done any recent redecorating or updating? If so, are there receipts? Permits?
15. Have the sellers agreed to do any repairs, if applicable?
16. Are there any “extras” included”? What is “negotiable” or “excluded”?
17. Will the sellers provide a home warranty?
18. Was a recent appraisal performed?

Depending on a variety of factors (including the “local market”, your location and the features and condition of your house), some of these may not apply. However, there is more to selling a house than putting it online (MLS and Internet) and installing a “For Sale” sign. There has to be a strategy and it is best to have a discussion about the “plan” at the beginning of the relationship. Circumstances and strategy may change as the process unfolds. This is a team effort.

There is no time for inexperience, empty promises *or* false expectations!

HIRE WISELY: We are not “*all the same*”!