



**JhHomes**

# The Seller's Journey

This guide outlines each step of the home-selling process and includes helpful insights and activities to prepare you for a successful sale.



# Step 1

## Consideration Phase: “Should I sell my home?”

These pages will help you reflect on your goals, assess market timing, and decide if now is the right time to list your home.

### Seller's Goal

Evaluate if selling is the right move based on lifestyle, finances, or market.

### Possible Obstacles

- Emotional attachment to the property
- Uncertainty about market conditions
- Concern about finding a new place

### How to Overcome Obstacles

- Agent provides a free home valuation and local market report
- Discussion of timing, motivation, and goals
- Referral to a buyer agent if planning to buy simultaneously





# Questions to ask yourself

1. What does the market tell us?

- Zillow.com \_\_\_\_\_
- Homes.com \_\_\_\_\_
- Realtor.com \_\_\_\_\_

2. Do you consider this to be a good time to buy a new property after selling?

- ☐ Yes
- ☐ No





# Step 2

## Selecting an Agent: “Who can help me do this right?”

Choosing the right agent, someone transparent, responsive, and experienced, can significantly impact your selling experience and final results.

### Seller's Goal

Choose a trusted, knowledgeable real estate agent.

### Possible Obstacles

- Confusion over commissions and agent roles
- Trust issues or poor past experiences

### How to Overcome Obstacles

- Interview multiple agents
- Review marketing plans, listing timelines, and communication styles
- Sign a Listing Agreement (Exclusive Authorization and Right to Sell in CA)

### Things an Agent should do

- Communicate clearly
- Empathize with seller
- Anticipate sellers expectations
- Validate those anticipated expectations
- Be transparent and honest
- Provide Consistent effort to helping client client achieve goal.





# Step 3

## Preparing the Home: “Time to get ready to show.”

We'll go over simple, strategic ways to enhance your home's appeal, boosting interest, offers, and speed of sale.

### Seller's Goal

Make the home market-ready to attract buyers.

### Possible Obstacles

- Budget for repairs, staging, and curb appeal
- Difficulty decluttering or depersonalizing
- Unawareness of pre-sale inspections

### How to Overcome Obstacles

- Agent provides pre-listing checklist
- Recommend stagers, cleaners, handy people
- Suggest optional pre-sale inspections (roof, termite, sewer)

## Checklist Details

### Checklist Details

(Repeat the list below until buyer is satisfied)

- ☐ Buyer flexible on exact area
- ☐ Compile list of 3 properties in preferred area and 6 properties in neighboring areas
- ☐ Show properties





# Agent Must Haves and To Dos

## Agency Relationship Documents

- Present and review the Listing Agreement
- Provide the Agency Disclosure (AD form)

## Seller Disclosures Preparation

- Transfer Disclosure Statement (TDS)
- Seller Property Questionnaire (SPQ)
- Lead-Based Paint Disclosure (if built before 1978)
- Natural Hazard Disclosure (NHD) Statement
- Megan's Law Disclosure
- Water Heater & Smoke Detector Compliance
- Carbon Monoxide Detector Disclosure
- Environmental Hazards Booklet

## Property Inspections (Optional but Recommended)

- Pre-listing General Home Inspection
- Pest Inspection (Wood Destroying Organism)
- Roof, HVAC, Sewer, Chimney, Foundation (if applicable)
- Obtain estimates or complete necessary repairs

## To Do Checklist

- ☐ Hire professionals to perform inspections
- ☐ Hire professional for staging
- ☐ Provide Listing agreement
- ☐ Provide the Agency Disclosure (AD form)
- ☐ Provide Broker Agreement(maybe)





# Step 4

## Pricing Strategy & Market Prep: “What’s my home worth?”

Let’s analyze the current market and comparable homes to confidently price your property for maximum return and buyer interest.

### Seller’s Goal

Set a competitive and informed list price based on market value.

### Possible Obstacles

- Seller may overestimate value due to emotional attachment
- Inconsistent comps in the area
- Fear of pricing too low and leaving money on the table

### How to Overcome Obstacles

- Agent prepares a comparative market analysis (CMA)
- Seller may get a pre-appraisal or professional valuation
- Collaborate on a pricing strategy with room for negotiation

### Optional Seller Action:

- Order a pre-listing appraisal to get an unbiased, professional valuation of the home (especially if the market is complex or unique, or if seller expects disputes about pricing).

### Why include it here?

- Because it helps the agent and seller set a data-backed list price, builds confidence in the pricing strategy, and can also help justify value later if the buyer’s lender appraisal comes in low.





# Step 5

## Complete Disclosure Phase: “Be honest about what I know.”

This is when you provide required disclosures about your home’s condition, repairs, upgrades, and known issues, so buyers can make informed decisions and feel confident in their purchase.

### Seller’s Goal

Provide full transparency to buyers via mandatory disclosures.

### Possible Obstacles

- Forgetting past issues or repairs
- Unwillingness to disclose known problems
- Disclosure fatigue

### How to Overcome Obstacles

- Agent provides guidance and forms
- Pre-fill examples for reference
- Reinforce legal obligation to disclose fully

### Required Disclosures in CA

- Transfer Disclosure Statement (TDS)
- Seller Property Questionnaire (SPQ)
- Natural Hazard Disclosure (NHD)
- Lead-Based Paint Disclosure (for pre-1978 homes)
- Earthquake Hazards Report (if applicable)
- Mello-Roos and HOA documents (if applicable)





# Step 6

## Listing & Marketing: “Let’s get buyers interested.”

This is the exciting part, where your home is showcased online and in-person to attract qualified, motivated buyers.

### Seller’s Goal

Reach the right buyers with strong marketing.

### Possible Obstacles

- Lack of showings
- Ineffective marketing or photos
- Difficulties accommodating showing schedules

### How to Overcome Obstacles

- Agent creates professional photos, video, MLS listing, social media, and open houses
- Install lockbox and establish showing windows
- Weekly updates and market feedback

### Marketing Checklist To Complete

- ☐ Hire professional photographer and videographer to shoot each inch of home
- ☐ Make promotional video of neighborhood and benefits to living there
- ☐ Schedule multiple open house dates
- ☐ Make digital fliers to promote open house
- ☐ Make print fliers to deliver to locals and essential target buyers





# Step 7

## Offers & Negotiation: “I got an offer, now what?”

We'll review the buyer's offer together, evaluate their requests, and decide what terms or concessions make sense for a smooth transaction.

### Seller's Goal

Review offers and choose the best combination of price and terms.

### Possible Obstacles

- Lowball offers or buyer concessions
- Bidding war pressure or overvaluation
- Uncertainty about contingencies

### How to Overcome Obstacles

- Agent compares offers on a spreadsheet: price, financing, contingencies
- Seller prepares for possible concessions:
- Helping pay buyer's agent fee
- Covering buyer closing costs/down payment assistance
- Allowing repair credits
- Agent has clear communication with buyer's agent

## Agent / Seller “Clarity” Checklist

### Offer Concessions

☐ Yes, They are listed below:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

☐ No





# Step 8

## Escrow & Buyer Due Diligence: “They’re checking everything.”

During this phase, transparency is key, providing the buyer with required disclosures and property details builds trust and keeps us on track.

### Seller’s Goal

Cooperate with inspections, appraisals, and contingency removal.

### Possible Obstacles

- Negative inspection results (roof, foundation, mold)
- Low appraisal
- Buyer requests for price reductions

### How to Overcome Obstacles

- Be prepared to negotiate repair credits
- Allow re-inspection if needed
- Adjust price or offer concessions if necessary

### Make Sure We Are Ready For All Buyer Questions Checklist

- ☐ Disclosures
- ☐ Voluntary Inspections
- ☐ Home history of major repairs and upgrades
- ☐ Lowest asking price: \$\_\_\_\_\_
- ☐ Lowest asking Cash Price: \$\_\_\_\_\_
- ☐ Concessions Offered to Buyer





# Step 9

## Prepare for Unexpected Scenarios: “What if things go wrong?”

We'll walk through common seller-side challenges, like low appraisals or contract cancellations, and how we'll handle them confidently and calmly.

## 🔥 Common Obstacles & How to Overcome Them

### Buyer Backs Out During Contingency Period

#### Why it happens

- Buyer finds issues during inspection
- Buyer's financing falls through
- Buyer experiences “cold feet”

#### How to Overcome

- Ensure strong earnest money deposit terms in the contract
- Thoroughly vet buyers (pre-approval, not just pre-qualification)
- Have a backup buyer list or offer review strategy
- Keep lines of communication open to address concerns proactively

### Low Appraisal

#### Why it happens

- Appraiser's value doesn't support purchase price
- Comparable sales are outdated or weak

#### How to Overcome

- Seller agent provides comps and listing activity to appraiser
- Renegotiate the sale price or buyer adds cash to cover gap
- Dispute the appraisal if factual errors exist
- Offer seller concessions to keep the deal together





## Buyer Demands Excessive Repairs

### Why it happens

- Buyer tries to renegotiate after inspection
- Buyer overreacts to minor issues

### How to Overcome

- Agent negotiates with a repair credit instead of doing repairs
- Pre-listing inspection to identify major issues early
- Be prepared to walk if demands exceed what's reasonable

## Delays in Escrow or Loan Underwriting

### Why it happens

- Lender delays
- Missing documents
- Title issues

### How to Overcome

- Use a transaction coordinator to track timelines
- Regular communication with escrow and lender
- Prepare seller for potential short delays
- Have extensions drafted in advance, if needed

## Title or Legal Issues

### Why it happens

- Liens on property
- Unresolved ownership
- Missing paperwork

### How to Overcome

- Do a preliminary title report before listing
- Work with escrow to resolve legal or tax issues early
- Connect seller with a real estate attorney if complex

## Inspection Uncovers Major Structural Issues

### Why it happens

- Foundation needs attention
- Roof problems
- Electrical failures
- Plumbing issues

### How to Overcome

- Consider pre-inspections and proactive repairs before listing
- Offer credit to buyers for repairs
- Price accordingly to reflect condition





# ! Less Common But Critical Obstacles & Fixes

## Home Fails to Appraise Twice (Back-to-Back Deals)

### Why it happens

- Multiple buyers' appraisers can't justify price

### How to Overcome

- Lower the price or relist at adjusted value
- Use data from failed deals to support new appraisal
- Consider FHA or VA appraisal "sticking periods" in strategy

## Natural Disaster During Escrow

### Why it happens

- Fire, earthquake, flood damages the home mid-sale

### How to Overcome

- Ensure homeowners insurance is active through close
- Notify buyer and work through re-inspection or price adjustments
- Work with escrow and insurance for claims

## Buyer Requests Seller Pay Buyer's Agent Fee (Post-Commission Reform)

### Why it happens

- Buyer wants seller to cover 2-4% buyer agent commission

### How to Overcome

- Negotiate total net proceeds and market demand
- Offer commission help as an incentive or concession
- Evaluate based on offer strength

## Home Doesn't Sell and Listing Expires

### Why it happens

- Overpricing
- Poor marketing
- Bad timing

### How to Overcome

- Revisit pricing strategy with a new CMA
- Refresh photos, staging, and marketing strategy
- Consider switching agents if communication is poor





## Seller's Next Home Falls Through

### Why it happens

- Contingent purchase delayed or canceled

### How to Overcome

- Use rent-back agreements or longer close to give seller time
- Add flexibility into the contract regarding possession dates
- Have backup living arrangements planned

## HOA Problems or Denials

### Why it happens

- Buyer not approved by HOA or surprise HOA debt

### How to Overcome

- Order HOA documents early and disclose fees
- Pay off any past-due assessments before listing
- Ensure buyer knows HOA rules and budget before offer

## Summary: Seller & Agent Prep Tips

- Order pre-listing inspections and disclosures
- Build a contingency plan for price drops, delays, or backups
- Maintain constant communication with all parties
- Use a transaction coordinator to help stay on schedule
- Be honest and transparent about home condition, pricing, and timelines





# Step 10

## Final Steps & Closing: “We’re almost there!”

Today is the day! Let’s wrap up paperwork, hand over the keys, and celebrate the successful sale of your home.

### Buyer’s Goal

Final walkthrough, sign final docs, transfer ownership.

### Possible Obstacles

- Final walkthrough reveals new issues
- Title or escrow issues
- Last-minute cold feet from buyer

### How to Overcome Obstacles

- Ensure property remains in agreed condition
- Work closely with escrow and title
- Clear, reassuring communication from agent

### ✅ Successful Outcome:

- Seller completes a smooth, legally compliant sale, feels well-represented, receives a favorable price and terms, and walks away with peace of mind.

