

THE PATH

TO

Sold

*How To Navigate the Home Selling Process Like a Pro*



**NW ELEVATE**

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REAL ESTATE

# Plan

## + GET ORGANIZED



Selling a home can be exciting, or it can be stressful, especially in a competitive market. Whether you're upsizing, downsizing, relocating, or simply ready for a change, this guide is designed to help you navigate the process with confidence. With the right preparation and expert support, selling your home can be efficient and profitable.

### Set Your Goals

Talk through with everyone who will be making decisions, such as a spouse. It will be helpful to be on the same page.

- Motivation to sell: Upsize, downsize, relocate
- Ideal timeline: ASAP, 60-90 days, flexible
- Target profit or price range
- Will you stay living there to sell, or listing it vacant?

### Pro Tip

As you pack to move, collect documents relating to the home and property. This includes appliance manuals, maintenance + repair records, and warranties. Gather them in a file to leave for the future Buyer.

### Hire The Right Agent

This is one of the most important decisions you will make. Not all agents are created equal. Research and shop around to find the right fit.

- Choose a local expert with experience in your county
- Beware of discount agents, who offer lower fees but lower quality service too

Ask for:

- Recent listings sold in your area
- Marketing plan
- Communication expectations
- Reviews from past clients



### Learn the Market

With support from your agent, review local market data + learn what to expect.

Generally in Western Washington

- Popular areas are fast-paced and competitive
- Interest varies in other neighborhoods
- Spring and early summer usually see the most buyer activity

# Prepare

## YOUR HOME



To get top dollar, the way we live is different than the way we sell. Shoppers look for a home that feels clean, bright, open, fresh, modern - not dingy, dated, or a lot of work.



### Declutter

Open space helps buyers visualize their own things in the home.

- Clear countertops and shelves
- Declutter room by room, including inside closets and cabinets
- Remove personal items like family photos + name signs



### Repairs + Maintenance

Most new homeowners aren't looking for a to-do list. Finish projects and repairs to leave a positive impression.

- Repair, replace, or remove anything non-functioning or in poor condition
- Complete deferred maintenance
- Replace dead light bulbs and batteries (in remotes or smoke alarms)

### Strategic Updates

Buyers pay more for improved homes. These will be the best return on your investment.

- Replace carpet or install vinyl flooring
- Swap out dated light fixtures
- Fresh paint - especially switching from bold or vibrant colors to neutrals
- Kitchen + bathroom updates: add modern hardware, new appliances, replace worn out cabinet fronts + countertops

### Updates to Avoid

For most homes, changes that are highly personal, costly, or niche will not pay off at resale

#### Luxury kitchen + bathroom remodels

- No need to gut rooms, a light refresh will go a long way

#### Room conversions

- Such as a garage to living space

#### Custom wallpaper + bold colors

- For paint, cabinets and flooring

# SET THE *Stage*



## *Deep Clean*

Thoroughly cleaning inside and out is one of the best investments of your time and money. If it is in the budget, hire professionals to help as needed.

- Focus extra in kitchen + bathrooms
- Windows inside + out
- Appliances
- Along trim, light fixtures + baseboards
- Inside cabinets and closets
- Decks + patios



## *Curb Appeal*

Create a positive first impression

- Trim trees that are close to the house, walkways, or driveway
- Spruce up landscaping - lay fresh bark, mow, weed, and trim bushes
- Clear moss + debris off the roof
- Power wash sidewalks + driveways
- Clean or repaint siding, shutters, and front door as needed

## *Pro Tip*

**Fixtures** include anything attached to the home or property. If you want to keep an item (curtains, appliances, shrubs) make sure to remove it, or clearly outline that it is not included in the sale.

## *Staging*

Homes that have been staged sell for more, and more quickly, than those without staging. When preparing a home for sale, the aim is for a clean, bright, open, and modern feel.

- Neutral, appropriately scaled furniture
- Minimal clutter
- Arrangements suggesting best use of awkward spaces
- Cozy touches like area rugs + throw pillows

Depending on your furniture and belongings, you could edit existing items + add complementing pieces, or hire professionals.

Focus the most attention on:

- Entryway - open, uncluttered + welcoming
- Living room, main gathering space
- Kitchen - clear countertops, with fresh towels + plants or flowers
- Primary bedroom - neutral + calming

# READY FOR *Listing*



## *Setting the Price*

Your agent will share a Competitive Market Analysis, or CMA, which evaluates home value based on similar homes that have sold recently in the area. Factors to consider include:

- Condition of the home
- Local demand
- Time of year
- Your goals as the seller

After reviewing local market data, you and your agent will agree on a pricing strategy, including steps to adapt as needed in a dynamic market.

## *Marketing*

A quality agent will guide you to create a competitive marketing plan that meets your needs and budget.

- Professional photography
- MLS Listing - goes to Redfin, Zillow, etc.
- Video Tour or 3D Walkthrough
- Signage
- Open houses, broker tours
- Social Media

## *Pro Tip*

**Before listing**, contact your homeowner's insurance company to see if you'll need any additional coverage to protect you and your home while it is on the market.



## *Complete Paperwork*

### **Listing Agreement**

agreement with your agent to list and market the home, and their compensation

### **Seller Disclosure**

form listing any known problems with the home or property

Other forms as needed for your specific property

# ON THE *Market*



## *Showings*

Shoppers will want to visit the home, and it is best to be accommodating.

- Leave lights on + blinds open
- Set the thermostat to a comfortable temperature

If you are occupying the home:

- Coordinate with your agent so you are not present for showings
- Keep it clean and tidy daily
- Allow for flexible showing times, especially on weekends

If the home is vacant:

- Stock at least one bathroom with fresh towels, hand soap + toilet paper
- Don't forget to pay utility bills + home insurance
- Plan for regular cleaning + yard maintenance
- Ensure waste bins outside are emptied



## *Offers*

Well-priced homes often sell within two weeks. As offers are received, review them with your agent. Consider more than just price, and make sure you understand all terms of the offer.

- Cash vs. financed
- Contingencies: inspections, appraisal, home sale
- Closing date and timelines

Respond to an offer:

- Accept it as is
- Negotiate price and/or terms
- Reject it

If you receive more than one offer, your agent should review them and outline the pros and cons of each.

## *Mutual Acceptance*

If you decide to accept an offer, you will sign the **Purchase and Sale Agreement** and will now have a legal contract between yourself and the Buyer.



LEARN

# More



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