



HOMESELLER'S GUIDE

Stay informed, get your property **sold** with confidence.



CHOOSE THE RIGHT AGENT



COMPILED A GUIDE COVERING ESSENTIAL TOPICS:

- How to find the right listing agent.
- Do's and don'ts when listing and showing your home.
- Selling strategies for move-up buyers.
- Important terms you should know.

Selecting the right agent can significantly influence your homeselling experience. Partnering with a DEI Realty agent provides you with access to current market information, advanced tools, and an extensive network to effectively price, promote, and sell your home.



Sell With CONFIDENCE

**DEI
Realty
Agent**

**Will Make It
Happen!**

Statistics indicate that homes sold with agent assistance tend to achieve higher sale prices compared to those sold by owners without representation.

Source: National Association of REALTORS®

For instance, in 2024, the typical FSBO home sold for \$380,000, whereas agent-assisted home sales had a median price of \$435,000.

Source: National Association of REALTORS®

This suggests that working with a professional real estate agent can potentially lead to a higher return on your property sale.

Navigating the complexities of the real estate market, with its evolving regulations and extensive paperwork, can be challenging. A DEI Realty agent can provide the expertise and support needed to streamline the process. To find a DEI Realty agent in your area, visit deirealty.com.



Seller Do's and Don'ts

DO

Financially Prepare

Discuss all expenses and marketing strategies with your agent before listing your home. While agent commission rates are negotiable, be mindful of deep discounts—experience and service matter. A reputable DEI Realty agent will provide clear, detailed guidance to help you make informed decisions.

Declutter & Deep Clean

Buyers need to envision themselves in your home, so declutter and depersonalize. Pack away collectibles, minimize decorations, and remove pet-related items (unless showcasing pet-friendly features). A spotless home—from baseboards to ceilings—makes a strong impression. Keep the space well-ventilated with a neutral, welcoming scent.

Refresh & Maintain

Simple updates can make a big impact. Inside, swap outdated light fixtures, paint walls in neutral tones, and replace worn carpets with modern flooring. Outside, trim landscaping, mow the lawn (or shovel snow), and add fresh greenery for curb appeal.

Stage & Organize

Arrange furniture to enhance room flow and maximize space. If needed, hire a professional stager. Keep all essential paperwork—inspection reports, property disclosures, and appliance manuals—neatly organized for quick access. A DEI Realty agent can guide you through this process.

Be Open & Responsive

Listen to professional recommendations, whether from inspectors, appraisers, or stagers. If you receive a low offer, don't take it personally—your agent can help craft a counteroffer that keeps negotiations moving forward.

DON'T

Neglect Responsibilities

Once your home is listed, stay on top of mortgage and utility payments to prevent unexpected costs at closing.

Rush or Set Unrealistic Expectations

Market conditions affect how quickly homes sell. Avoid working with buyers who aren't pre-approved for a mortgage, and price your home competitively. Overpricing can lead to a stale listing that turns off potential buyers.

Be Unavailable or Overbearing

Your home should be available for showings with minimal notice. Ensure your agent is informed about any surveillance devices, as disclosure may be legally required. During showings, step out—buyers need space to visualize themselves in the home.

Ignore Your Next Steps

If you're purchasing another home, check with your real estate agent and mortgage professional before making big financial decisions. New car loans, credit card debt, or large withdrawals from savings can impact your loan approval.

Try to Do It All (or Nothing at All)

A DEI Realty agent brings expertise to streamline the process, but your involvement is key. Stay engaged, handle personal responsibilities, and trust your agent to guide you toward a smooth and successful sale.



Declutter & Organize Before Listing

Getting your home ready for showings means creating a clean, inviting space. A simple way to tackle clutter is by sorting your items into three categories: Pack, Donate, or Junk.

Pack It

For items you want to keep but don't need immediately, consider renting a portable storage container. These containers are delivered to your home, allowing you to pack at your own pace. Once full, they're picked up and securely stored until you're ready to access them again or have them delivered to your new home.

Donate It

Gently used items can find a new home through charitable donations. Many organizations offer scheduled pick-ups—check their websites to see when they'll be in your area and schedule a convenient pickup.

Junk It

For items that need to be discarded, ensure they're disposed of properly. Some materials require special recycling or disposal methods—your city's waste management website can guide you on how to handle them. If you have a large volume of items to discard, renting a dumpster may be a cost-effective solution.

Six Simple Staging Tips

Want to make your home more appealing without hiring a professional stager? Follow these six easy steps to create a welcoming and polished look:

1. **Fix Minor Issues** – Take care of small repairs like leaky faucets, chipped paint, or squeaky doors. Buyers appreciate a well-maintained home.
2. **Declutter & Depersonalize** – Remove excess furniture and clear countertops to make rooms feel more spacious. Store away personal items so buyers can visualize themselves in the space.
3. **Deep Clean & Organize** – Tidy up every area, including closets, garages, storage spaces, and laundry rooms. Buyers will inspect every corner.
4. **Let in the Light** – Wash windows, open curtains, and turn on lights in darker rooms to create a bright, airy feel and enhance the sense of space.
5. **Refresh with Paint** – Use light, neutral tones to make rooms feel fresh and inviting. Pack away family photos to allow buyers to imagine their own décor.
6. **Boost Curb Appeal** – Keep your yard tidy by mowing the lawn, planting flowers, and clearing pathways. Remove cobwebs and touch up the front door for a great first impression.

THREE STRATEGIES FOR SMART MOVE-UP BUYERS



Moving up to your next home is an exciting step, and with more financial flexibility than your first purchase, you have the opportunity to make a strategic move. However, balancing selling your current home and buying a new one requires careful planning. Here are three approaches to consider:

1. Sell First, Buy Later

This strategy is ideal if you want to avoid carrying two mortgages at once. Selling first ensures you know exactly how much you can afford for your next home and prevents the pressure of lowering your asking price to speed up the sale. If your next home purchase depends on the proceeds from your current sale, this is a smart way to move forward with confidence.

2. Align Your Sale & Purchase

Timing both transactions to close simultaneously can be challenging but rewarding. Since your home sale and purchase involve multiple parties—buyers, sellers, and agents—it's crucial to stay flexible. To make this strategy work, start early by researching neighborhoods, getting pre-approved for a mortgage, and organizing your move in advance. With proper coordination, you can transition smoothly from one home to another without temporary housing.

3. Buy First, Then Sell

If you're shopping in a competitive seller's market, securing your next home before selling your current one may be the best option. This approach allows you to take your time finding the perfect home without feeling pressured. However, keep in mind that you may need a bridge loan or temporary financing to cover both properties until your current home sells.

The right move-up strategy depends on your financial situation, market conditions, and personal preferences. A knowledgeable real estate agent can help navigate the complexities of both buying and selling to ensure a seamless transition.

HOMESELLER'S GLOSSARY



1. **Asking Price** – The initial price a seller lists their home for, which may be negotiated.

2. **Appraisal** – A professional assessment of a home's market value, often required by lenders.

3. **Buyer's Agent** – A real estate professional representing the buyer in a transaction.

4. **Closing Costs** – Fees associated with finalizing a home sale, including agent commissions, title insurance, and escrow fees.

5. **Contingency** – A condition in the contract that must be met before the sale is finalized, such as a home inspection or financing approval.

6. **Equity** – The difference between a home's market value and the remaining mortgage balance.

7. **Escrow** – A neutral third party that holds funds and documents during the closing process.

8. **Home Inspection** – An evaluation of a property's condition, usually requested by the buyer before closing.

9. **Listing Agreement** – A contract between a seller and a real estate agent outlining the terms of marketing and selling the home.

10. **Multiple Listing Service (MLS)** – A database where agents list properties for sale, making them available to buyers and other realtors.

11. **Offer** – A buyer's proposed purchase price and terms for the home, which the seller can accept, reject, or counter.

12. **Open House** – A scheduled time when potential buyers can tour a listed home without an appointment.

13. **Seller's Market** – A market where demand for homes exceeds supply, often leading to higher prices and quicker sales.

14. **Staging** – The process of arranging furniture and decor to make a home more appealing to buyers.

15. **Title** – A legal document proving property ownership, which must be clear for the home to be sold.



deirealtyllc.com

Chicago's Trusted Expert Partner

Disclaimer:

Each DEI Realty office is independently owned and operated. The information provided in this guide is for informational and educational purposes only and should not be considered legal, business, or real estate advice. While we strive to ensure that the content is accurate, up-to-date, and useful, we cannot guarantee its completeness or correctness.

Real estate laws, regulations, and market conditions vary by location. This guide is not a substitute for professional advice. We strongly recommend consulting with local professionals—such as real estate agents, attorneys, and financial advisors—to obtain guidance tailored to your specific needs.