LORRIE SEWARD
Realty

FREE SELLER GUIDE | ANCHORAGE, EAGLE RIVER AND THE MAT SU

The Alaska Home Seller Guide

Pricing, preparation, marketing, negotiation and closing, explained step by step



Lorrie Seward

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WELCOME

Selling a home in Alaska, without the guesswork

This guide walks you through the full process, from the first pricing conversation to the day you hand over the keys, with checklists you can actually use.

Selling a home is one of the biggest financial moves most people make, and Alaska adds its own wrinkles: sale prices are not published in public records, winter changes how homes show, and many properties have wells, septic systems, long driveways or outbuildings that buyers and lenders ask about. None of that is a reason to worry. It is a reason to plan.

I have lived in Alaska since I was two years old and have worked in Alaska real estate for more than ten years. This guide is the same plan I walk my sellers through in person. Use it to get organized, ask better questions and make confident decisions.

14	99.2%	96
Average days on market for my current listings	Average list to sale price for my listings	Homes I closed, Oct 2024 to Sept 2026

Figures from my own transaction records with Real Broker LLC, buyer and seller sides combined for closings.

OVERVIEW

The selling process at a glance

01 **Consultation and goals**
We talk through your timeline, your next move, what you owe and what you want to net. This sets the strategy for everything that follows.

02 **Pricing analysis**
I prepare a market analysis using Alaska MLS sales, pending sales and active competition, then recommend a list price strategy.

03 **Preparation**
We walk through the home together and build a short list of what is worth doing before photos, and what is not.

04 **Photography, video and launch**
Professional photography, plus video and aerial footage where it fits, then your home goes live on the Alaska MLS and the major home search sites.

05 **Showings and offers**
Showings are scheduled to build momentum. I review every offer with you line by line.

06 **Inspection, appraisal and closing**
I help you respond to inspection requests, support the appraisal and keep the title company, lender and buyer's agent on schedule through closing.

PRICING

Pricing in a nondisclosure state

Alaska is a nondisclosure state, which means sale prices are not published in public records the way they are in most of the Lower 48. Online value estimates often work from incomplete data, especially for unique homes, acreage and view properties. The most reliable pricing information is in the Alaska MLS and in the experience of agents who are active in your area.

How I build your pricing analysis

- ☐ Recent sales of homes most like yours in size, age, condition, lot and location
- ☐ Pending sales, which show where the market is heading right now
- ☐ Active listings you will compete against on the first day
- ☐ Adjustments for features that matter in Alaska: garages, heat source, views, access, wells and septic, outbuildings
- ☐ Days on market and list to sale ratios for similar homes, so we know how buyers are responding

Why the first two weeks matter most

Buyer interest peaks when a home is new to the market. A home priced in line with the competition draws the most showings and the strongest offers early. A home priced on hope tends to sit, and a long time on market often costs more than a smart initial price.

> **Example: pricing strategy**
> Two similar homes are listed a few streets apart. Home A is priced in line with recent sales and goes under contract in the first week with two offers. Home B is listed 6% higher, sits for seven weeks, reduces its price twice and finally sells below what Home A received. The market decided both prices. Only one seller kept control of the timing.

PREPARATION

Preparing your home

Preparation is about how your home photographs and how it feels in the first minute of a showing. Most buyers see your home online first, so we focus on what the camera and the buyer will notice.

Before photos

- [ ] Declutter counters, shelves, entries and closets so rooms read larger
- [ ] Handle small repairs buyers notice right away: lights, door hardware, caulking, dripping faucets, touch up paint
- [ ] Deep clean kitchens, baths, windows and floors
- [ ] Replace burned out bulbs and use consistent bulb color throughout
- [ ] Tidy the garage, shop and storage areas, since Alaska buyers look closely at them
- [ ] In winter, clear the driveway, walkways and entry; in summer, mow, edge and tidy beds

Documents to gather

- [ ] Utility history for electricity, heating fuel or gas, and water
- [ ] Heating system service records and the age of the furnace or boiler and water heater
- [ ] Roof age and any repair records, plus window and major update dates
- [ ] HOA documents, dues and any special assessments
- [ ] Well and septic records, test results and pumping history if applicable
- [ ] Permits for additions, garages or outbuildings, and any survey you have

MARKETING

Marketing that reaches real buyers

Every listing gets professional photography. When the setting is part of the value, I add video and aerial footage so buyers understand the land, the views and the layout before they ever schedule a showing.

Your home goes on the Alaska MLS, which feeds the major home search sites buyers use. I add targeted reach across YouTube, Instagram, TikTok and Facebook, and I market directly to my network of agents and buyers, including relocating and military buyers who often shop from out of state.

OFFERS

Offers, concessions and negotiation

The highest price is not always the best offer. Each offer is a package, and we compare what each one is likely to net you and how likely it is to close.

What to compare	Why it matters
Price and seller concessions	Concessions toward buyer closing costs reduce your net. Compare the net, not the headline.
Financing type and down payment	Cash, conventional, VA and FHA loans have different appraisal and property requirements and timelines.
Inspection and appraisal terms	Contingency length and terms affect how much risk remains after acceptance.
Closing date and possession	A date that fits your move can be worth more than a small price difference.
Earnest money and pre approval strength	These signal how committed and prepared the buyer is.

Seller concessions are common and negotiable. Sometimes a concession keeps a strong price and helps a VA or first time buyer close. Other times it is better to adjust the price. I always show you the effect on your net before you decide.

AFTER ACCEPTANCE

Inspection, appraisal and closing

The buyer's inspection

Home inspections are conducted by qualified home inspectors hired by the buyer. When the written report comes back, the buyer may request repairs or credits. I help you understand each request, get contractor estimates when needed and negotiate a response that protects your price and keeps the sale together.

The appraisal

If the buyer is financing, the lender orders an appraisal. If it comes in below the contract price, options include renegotiating, the buyer adding cash or challenging the appraisal with stronger comparable sales. For VA loans, a Reconsideration of Value can be requested. I prepare the comparable sales and documentation to support your price.

Closing

The title company handles the escrow, payoff and recording. Before closing, the buyer completes a final walk through. You sign the closing documents, your mortgage is paid off from the proceeds and the remaining funds are sent to you.

> **Well and septic in Anchorage**
> In the Municipality of Anchorage, which includes Eagle River and Chugiak, a Certificate of On Site Systems Approval (COSA) is generally required for title transfers on properties served by an on site well or septic system. Start early to avoid delays.

FAQ

Common seller questions

How long does it take to sell?

It depends on price, condition, location and season. In September 2026, the Anchorage municipality had about 1.9 months of supply, while the Mat Su Borough had about 3.3 months in August, so well priced homes still sell, but buyers in the Valley have more choice.

Do I need to make repairs before listing?

Focus on safety items, leaks, obvious wear and anything a buyer will notice in the first minute. You can also sell as is and reflect condition in the price.

What will it cost me to sell?

The main items are your mortgage payoff, negotiable brokerage compensation, title and settlement fees, prorated taxes and any concessions. Read the Alaska home selling costs guide or use the seller net calculator.

Can I sell if I have already moved?

Yes. I regularly work with sellers who live out of state. We coordinate access, vendors and showings, and signing can often be handled remotely through the title company.

Are commissions negotiable?

Yes. Commissions are not set by law and are fully negotiable. Your listing agreement spells out what you pay, and any compensation to a buyer's agent is negotiated and agreed to in writing.

Market data: Alaska MLS data compiled by Real Broker, LLC, as of September 30, 2026.

LET'S TALK

Want a pricing plan and net sheet for your home?

Call or text me for a free consultation. I will prepare a personalized pricing analysis and an estimated net sheet with no obligation.



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A lifelong Alaskan since age two with more than ten years in Alaska real estate. RealTrends Verified Top Agent, ranked #4 in Anchorage by transactions based on 2025 sales data. Anchorage Daily News Best of Alaska Real Estate Professional, four years. Real Broker Elite Agent, four years. Featured on HGTV House Hunters: Grand Alaska.

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