

A Realtor's guide
**TO SELLING
YOUR HOME**



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Welcome

Thinking about selling your home?

I'm Sueyen Rhee, a Realtor with Samson Properties, licensed in Virginia, Maryland, and DC. For nearly 20 years, I've helped buyers and sellers navigate the real estate market in multiple cycles and property types.

This guide covers the key steps of selling a home, from preparation and pricing to marketing, negotiating offers, and closing.

I hope you find the guide helpful as you explore the selling process.

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THE 4 STEPS OF *selling*

STEP 1: PLANNING & STRATEGY

- Clarify your goals and timeline
- Evaluate the home and define its features
- Review recent sales and local market conditions
- Develop a preparation strategy
- Identify worthwhile repairs or improvements
- Involve a Realtor early

STEP 2: PREPARE FOR MARKET

- Complete recommended repairs and updates
- Clean and declutter your home
- Arrange professional staging
- Schedule photography, video, and floor plans
- Finalize the listing price
- Finalize listing and marketing materials
- Set a launch date and showing schedule

THE 4 STEPS OF *selling*

STEP 3: ACTIVE/ON MARKET

- Launch your listing across multiple platforms
- Begin buyer showings and open houses, if appropriate
- Keep your home ready for showings
- Monitor buyer interest and feedback
- Adjust marketing or pricing if needed

STEP 4: OFFER & CLOSING

- Review offers and contract terms
- Negotiate and accept an offer
- Accommodate buyer inspections and appraisal
- Address any inspection or contract issues
- Monitor financing and contingency deadlines
- Prepare for the buyer's final walkthrough
- Sign closing documents and transfer ownership



STEP ONE:

Planning & Strategy

Every successful home sale starts with a good plan. Before making any decisions, it's important to consider your goals, your timeline, and what makes your property unique.

One of the best things you can do is involve a Realtor early, even if you're months away from selling. An experienced agent can evaluate your home's features and condition, review recent comparable sales, and help you understand which improvements may be worthwhile.

Many homeowners underestimate how long it takes to prepare a property for sale. Decluttering, repairs, updates, and coordinating the necessary work can take weeks or even months, depending on the home.

Planning ahead allows you to establish a realistic timeline, make informed decisions, and avoid feeling rushed as your listing date approaches.

STEP TWO:

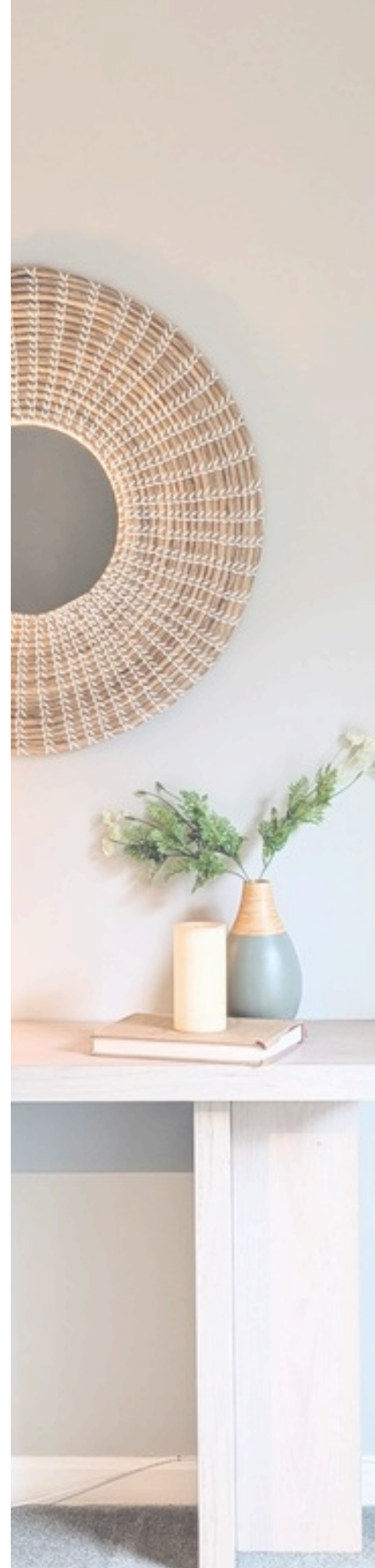
PREPARING FOR *Market*

Preparing your home for sale doesn't necessarily mean making major improvements. Start by decluttering, cleaning, and addressing any obvious maintenance issues. Fresh paint, minor repairs, and a little attention to curb appeal can go a long way. The key is knowing which improvements are worth the investment and which aren't.

Professional staging can also make a difference. By highlighting your home's best features and helping buyers envision themselves living there, staging and quality photography and video can make your property more appealing both online and in person.

Pricing is just as important as presentation. Because the market can change, it's best to finalize the listing price shortly before your home goes on the market.

Once everything is ready, the listing details, photographs, and marketing materials are prepared, and a launch date and showing schedule are established.



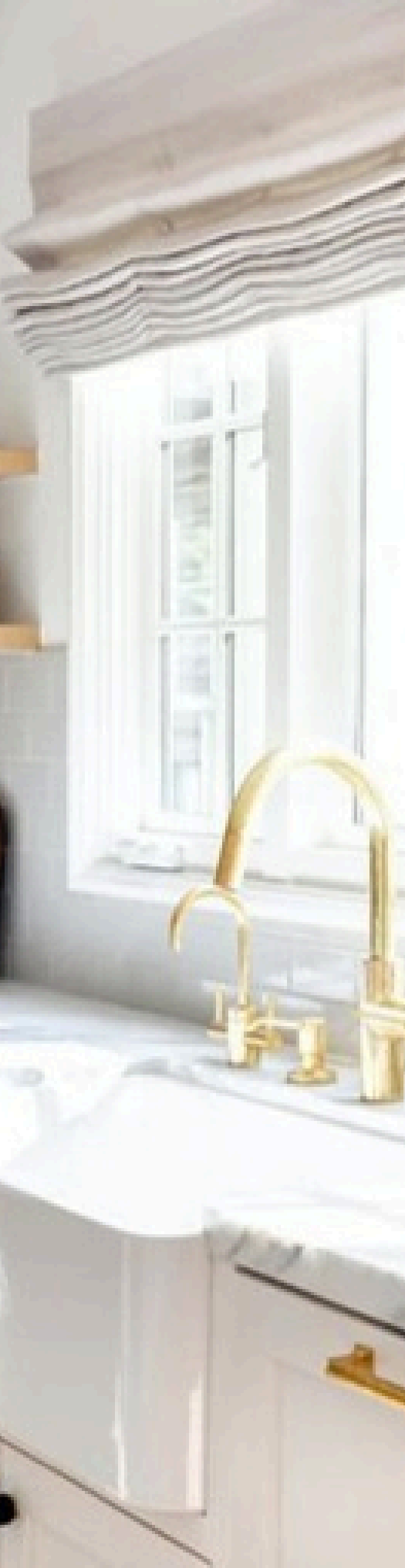
A NOTE ON *Pricing*

One of the most important decisions you'll make when selling your home is determining the right asking price. It's tempting to start high and leave room to negotiate, but overpricing can discourage buyers and cause a home to sit on the market longer than necessary.

A comparative market analysis (CMA) looks at recent sales of similar properties, current competition, and market conditions. Your home's condition, updates, location, and unique features also play a role. Tax assessments and [online estimates](#) can be useful reference points, but they don't necessarily reflect what buyers are willing to pay.

Pricing is also about timing. A home often receives its greatest attention when it first comes on the market, so it's important to make a strong first impression. Because market conditions can change, the final asking price should be determined close to the listing date.

The goal isn't simply to choose the highest possible price. It's to position your home to attract serious buyers and achieve the best possible outcome.



STEP THREE:

On Market

Selling a home while you're still living in it can be challenging. Keeping your home in showing condition and being flexible with appointments can make a real difference. Ideally, buyers should see the same clean, welcoming home they saw in the listing photographs and videos.

Once your home is on the market, it will be promoted across multiple platforms to reach potential buyers. An open house may also be scheduled if appropriate.

During this time, showing activity and buyer feedback can provide valuable insight into how your home is being received. If necessary, adjustments to the marketing strategy or asking price may help generate additional interest.

STEP FOUR:

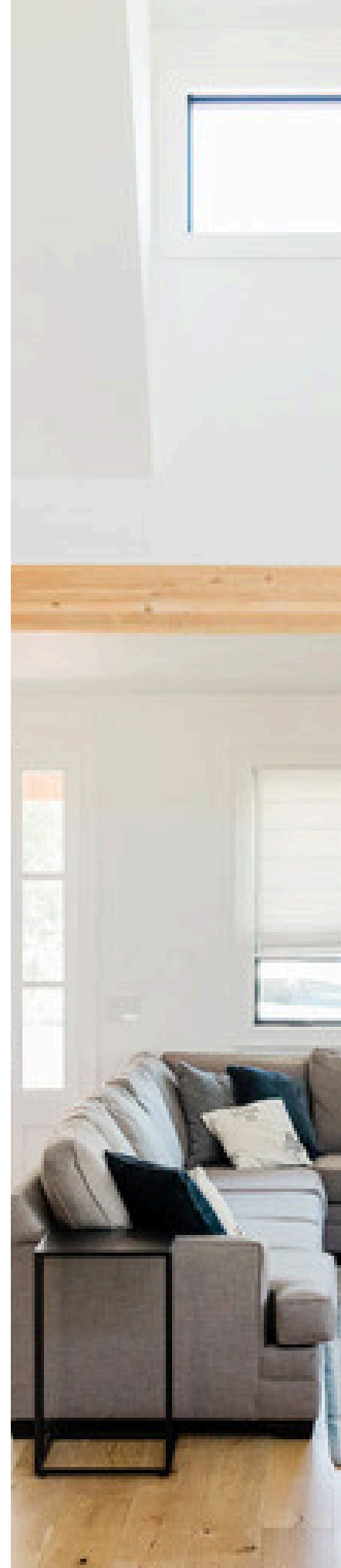
OFFERS & *closing*

Receiving an offer is an exciting milestone, but the highest offer isn't always the strongest. A buyer's financing, contingencies, proposed closing date, and other terms can affect both the likelihood of closing and your final proceeds. It's important to evaluate the entire offer, not just the purchase price.

Negotiations may involve price, closing costs, repairs, or other terms. The goal is to reach an agreement that works for both parties while protecting your interests.

Once an offer is accepted and the contract is ratified, the transaction moves toward closing. Depending on the contract, this may include home inspections, an appraisal, financing approval, and resolution of any remaining contingencies.

As closing approaches, you'll coordinate your move, prepare for the buyer's final walkthrough, and complete the necessary paperwork. At settlement, ownership transfers to the buyer and you'll receive your proceeds, subject to the terms of the transaction.



FREQUENTLY ASKED *Questions:*

Can I sell my current home and buy another at the same time?

There are several ways to coordinate selling one home and buying another. One option is a rent-back agreement, which allows you to remain in your home for an agreed-upon period after closing, giving you additional time to complete your purchase and move. Other possibilities include coordinating settlement dates or buying your next home before selling your current one. The best approach depends on your finances, timing, and market conditions.

How much money will I actually walk away with when I sell?

Your sale price isn't the same as your net proceeds. You'll need to account for your mortgage payoff, real estate commissions, closing costs, taxes, any negotiated seller concessions, and other applicable expenses. An estimated seller net sheet can help you understand approximately how much you'll receive at closing and make more informed decisions when evaluating offers.

Do I have to pay the buyer's agent?

Buyer-agent compensation is negotiable, and sellers are not required to pay it. However, there are good reasons to consider offering it. Buying a home is expensive, and buyers are already managing down payments, closing costs, and moving expenses. Having to pay their agent out of pocket can put homeownership out of reach for some buyers.

A buyer's agent also plays an important role in helping buyers navigate competitive markets, understand contract terms, negotiate, and manage the purchase process. Offering buyer-agent compensation can make your home financially accessible to more buyers and help facilitate a successful sale.

What is a private exclusive listing, and would it benefit me?

A private exclusive listing is marketed outside the broad exposure of the Multiple Listing Service (MLS), often through a brokerage's own network. This can provide greater privacy and flexibility, which may appeal to some sellers. However, limited exposure can mean fewer potential buyers and less competition for your home.

Private listings can also be used to generate buyer leads for the listing agent or brokerage, so it's worth asking whose interests the strategy serves. Before agreeing to limited marketing, make sure you understand what you're gaining, what exposure you're giving up, and why it's the right approach for your property.

Can I sell my home without a Realtor?

Yes. Homeowners can sell their properties themselves, often referred to as For Sale By Owner (FSBO). You'll be responsible for pricing, marketing, showings, negotiating offers, coordinating the transaction, and meeting applicable disclosure and contractual requirements. Some sellers are comfortable managing those responsibilities, while others prefer professional representation. It's important to understand the work involved before deciding.

What happens if the inspection or appraisal reveals a problem?

It depends on the terms of your contract. If an inspection identifies issues, the buyer may have the right to request repairs, negotiate a credit, or terminate under an applicable contingency. If the appraisal comes in below the contract price, the parties may need to negotiate a solution, or the buyer may need to provide additional funds. The available options depend on the contract and its contingencies.

What happens if a buyer backs out after we're under contract?

A ratified contract is legally binding, but buyers may have contractual rights to terminate under certain circumstances, such as an applicable inspection, appraisal, or financing contingency. If a buyer terminates without a contractual or legal basis, there may be consequences involving the earnest money deposit or other remedies. The outcome depends on the contract, the circumstances, and applicable law.

Thank You!

Thank you for taking the time to read this guide! I hope it's given you a better understanding of what goes into selling a home and helped answer some of your questions.

Every home is different, and so is every seller's situation. Whether you're planning to move soon or simply exploring your options, having good information is the best place to start.

If you're curious about your home's value, current market conditions, or what it might take to get your property ready to sell, I am available for a quick chat or a longer conversation.

I look forward to hearing from you!



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