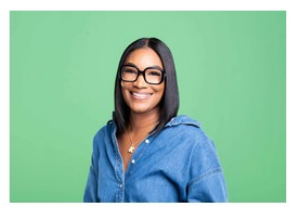
THE GREATER MILWAUKEE

Seller Guide

A clear, strategic roadmap from preparation to closing

SELL WITH CLARITY.

MOVE WITH CONFIDENCE.



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WELCOME

Your selling journey starts with a strategy

A successful sale begins before the property reaches the market.

Selling a home involves decisions about timing, preparation, pricing, marketing, negotiations and your move. This guide explains what to expect and how I help you move through each stage with confidence.

How to use this guide

Read the roadmap first. Then return to the checklists as you prepare your property, evaluate your options and move toward closing.

1	**Consultation** Clarify your goals, timing and next move.
2	**Pricing** Review the market and choose a strategic position.
3	**Preparation** Prioritize repairs, presentation and disclosures.
4	**Launch** Photography, marketing and showing readiness.
5	**Offer Review** Compare price, terms, financing and risk.
6	**Closing** Complete due diligence, final details and transfer.

STEP 1

Define your selling goals

The right strategy depends on what matters most to you.

Before discussing price, we need to understand the larger move. Your priorities will influence timing, preparation, negotiation decisions and the type of offer that best supports your plans.

- ☐ Why are you selling, and what would a successful move look like?
- ☐ When do you need or prefer to close?
- ☐ Are you buying another home, relocating or downsizing?
- ☐ How much preparation are you willing and able to complete?
- ☐ Do you need proceeds from this sale for your next purchase?
- ☐ Are there occupancy, moving or family considerations we should plan around?

Important

The highest price is not always the best outcome. Timing, certainty, repair exposure, financing strength and your next move can be just as important.

A seller consultation allows us to review your property, goals, timeline, expected expenses and the practical steps needed before going live.

STEP 2

Price for the market - not the memory

A strong launch depends on accurate positioning from day one.

A Comparative Market Analysis considers recent sales, current competition, pending activity, property condition, location, size, features and buyer demand. The goal is not to choose the highest possible number; it is to select a price the market can support.

Recent comparable sales

What similar buyers actually paid.

Active competition

What buyers can choose instead of your home.

Property condition

Updates, maintenance, layout and visible defects.

Location and features

Lot, parking, style, amenities and neighborhood demand.

Market momentum

Inventory, days on market and buyer activity.

Financing and appraisal

Whether the likely buyer and lender can support the price.

Pricing truth

Overpricing can reduce urgency, limit showings and make later price reductions feel reactive. Strategic pricing gives the property its best opportunity during the most important first days on the market.

STEP 3

Prepare the home to compete

The goal is not perfection. It is a clean, cared-for and easy-to-understand property.

Declutter

Remove excess furniture, crowded surfaces and items that make rooms feel smaller.

Depersonalize

Reduce personal collections and distractions so buyers can focus on the home.

Deep clean

Pay special attention to kitchens, baths, floors, windows, odors and high-touch areas.

Repair visible issues

Address dripping faucets, loose hardware, damaged trim, peeling paint and burned-out bulbs.

Improve curb appeal

Tidy landscaping, clean the entry and make the front approach feel welcoming.

Organize storage

Buyers open closets, cabinets, basements and garages. Order signals usable space.

Do not over-improve

Not every renovation produces a return. I will help you separate work that improves marketability from projects that may cost more than buyers are likely to pay back.

STEP 3

Repairs, condition and disclosures

Clear information helps buyers evaluate the property and reduces avoidable surprises.

Depending on the property, we may discuss completing repairs before listing, obtaining estimates, selling in current condition or adjusting the pricing and terms to reflect known needs.

- Gather permits, warranties, invoices and major-system records when available.
- Identify known defects and complete required seller disclosures honestly and thoroughly.
- Do not conceal problems with cosmetic work or temporary fixes.
- Consider professional evaluations when a concern could materially affect price or buyer confidence.
- Leave room in your budget for inspection negotiations and unexpected closing items.

Common areas buyers evaluate

Roof and exterior, foundation and water intrusion, electrical, plumbing, heating and cooling, windows, sewer or septic, attic, basement and environmental concerns.

Disclosure requirements and contract obligations vary. When legal, tax or technical advice is needed, the appropriate licensed professional should be consulted.

STEP 4

Presentation creates the first showing

Most buyers meet your home online before they ever walk through the door.

Professional photography works best when the home is fully prepared before the photographer arrives. Clean sightlines, balanced rooms and strong lighting help buyers understand the space and encourage in-person showings.

Before photography

Complete cleaning, repairs, decluttering and exterior preparation.

Room flow

Remove furniture that blocks pathways or makes rooms feel crowded.

Lighting

Open blinds, replace missing bulbs and use consistent light temperatures.

Lifestyle details

Use a few intentional accents without making rooms feel staged or artificial.

Exterior readiness

Move vehicles, bins, hoses and seasonal clutter out of view.

Final review

I will walk through the property and identify last-minute adjustments.

A useful rule

Every item in the room should either help explain the space or support the feeling you want buyers to experience.

STEP 4

Launch with a complete marketing plan

Strong marketing combines reach, presentation, accuracy and follow-up.

The marketing plan will be tailored to the property, price point, location and likely buyer. The objective is not simply to place the home online; it is to position it clearly and make it easy for qualified buyers and their agents to act.

- Professional property photography and compelling listing copy
- MLS exposure and distribution to major real estate websites
- Accurate property details, room information and showing instructions
- Social media promotion and targeted digital content when appropriate
- Direct communication with agents and interested buyers
- Open houses or broker events when they support the strategy
- Showing feedback, activity monitoring and regular seller updates

Marketing cannot correct pricing

Excellent photos and broad exposure help buyers notice the property. The price and condition still determine whether they schedule, offer and remain committed.

STEP 4

Make showings easy and memorable

Access and presentation can directly affect buyer interest.

Once the home is active, buyers may request appointments with limited notice. We will establish showing instructions that protect your privacy while keeping the home reasonably accessible.

- ☐ Leave the home whenever possible so buyers can speak freely.
- ☐ Secure valuables, medications, documents, firearms and sensitive information.
- ☐ Make beds, clear counters, empty sinks and control odors before each showing.
- ☐ Keep pets safely contained or remove them from the property.
- ☐ Turn on appropriate lighting and maintain a comfortable temperature.
- ☐ Avoid recording buyer conversations unless you have obtained proper legal guidance and consent.

Feedback has limits

Buyer comments can be useful, but one opinion should not drive the entire strategy. I will look for patterns across showings, competing listings, online activity and offer behavior.

STEP 5

Evaluate the entire offer

The strongest offer balances price, certainty, timing and risk.

Purchase price

How the amount compares with market value and your goals.

Earnest money

The buyer's deposit and delivery terms.

Appraisal terms

What happens if the appraisal does not support the contract price.

Seller-paid costs

Credits, warranties or other expenses requested from you.

Financing strength

Loan type, preapproval quality, down payment and lender reliability.

Inspection terms

Scope, deadlines and potential repair or termination exposure.

Closing and occupancy

Whether the dates and possession terms work for your move.

Additional contingencies

Home sale, financing, legal review or other conditions.

Net proceeds matter

A higher price can still produce a weaker result if it includes large credits, uncertain financing, significant contingencies or an inconvenient timeline.

I will prepare a side-by-side explanation so you can compare the financial and practical impact before accepting, rejecting or countering.

STEP 6

Once your offer is accepted

The property is under contract, but several important milestones remain.

1. **Earnest money** Confirm the buyer delivers the deposit according to the contract.
2. **Inspection period** Manage access, review requests and negotiate within deadlines.
3. **Financing and appraisal** Track lender progress and address valuation concerns if they arise.
4. **Title and closing work** Provide requested information and resolve title or municipal issues.
5. **Repair obligations** Complete agreed work and retain invoices or permits.
6. **Final walkthrough** Deliver the property in the agreed condition before closing.
7. **Closing** Review figures, sign documents and transfer possession as agreed.

DUE DILIGENCE

Inspection, appraisal and buyer financing

These steps can affect the transaction even after a strong offer is accepted.

Inspection

The buyer evaluates condition and may request repairs, credits, price changes or termination as allowed by the contract.

Appraisal

The lender obtains an independent opinion of value to support the loan.

Financing

The buyer must continue satisfying income, asset, credit and property requirements.

Title and municipal items

Title, tax, code, permit or municipal concerns may need to be resolved before closing.

How I help protect the transaction:

- Track deadlines and communicate with the buyer’s agent, lender and title company.
- Help you evaluate inspection requests based on cost, risk and marketability.
- Provide relevant comparable sales when an appraisal concern arises.
- Document completed work and keep all parties informed.
- Prepare alternatives when a problem threatens the original timeline or terms.

Do not make verbal side agreements

Repairs, credits, possession and other changes should be documented in writing through the appropriate contract forms.

FINAL STEP

Closing and moving checklist

Prepare for a smooth handoff and protect your final proceeds.

BEFORE CLOSING

- ☐ Complete agreed repairs
- ☐ Retain receipts and permits
- ☐ Review closing figures
- ☐ Confirm moving arrangements
- ☐ Transfer or cancel utilities
- ☐ Remove all personal property
- ☐ Leave the home broom-clean

FOR THE NEW OWNER

- ☐ Keys and garage openers
- ☐ Alarm or access codes
- ☐ Appliance manuals
- ☐ Warranty information
- ☐ Remote controls
- ☐ Helpful property information
- ☐ Items specifically included in contract

Protect your proceeds

Before wiring or sending funds, verify instructions directly with the title company using a trusted phone number. Email accounts and wire instructions can be targeted by fraud.

Closing details, tax consequences and net proceeds vary. Review legal or tax questions with the appropriate professional.

NEXT STEP

Let’s build your selling plan

A clear strategy begins with a conversation.

Keshia Tally, REALTOR®

Above and Beyond Real Estate Partners

I help Greater Milwaukee homeowners prepare, position and sell with clarity. My approach combines market knowledge, practical preparation, direct communication and steady guidance from consultation through closing.

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Scan to schedule your seller consultation.

What to bring to our consultation

Your estimated timeline, mortgage or lien information, known improvements and repairs, documents for major systems, and any questions about pricing, preparation or your next move.

Educational notice

This guide provides general information and is not legal, tax, financial, lending or inspection advice. Market conditions, property requirements and contract terms vary. Consult the appropriate licensed professional regarding your individual circumstances.