

GUIDE 01

Selling Your Home

A practical plan from preparation to closing

A thoughtful sale begins with a realistic price, purposeful preparation and a plan for your next move. Use this guide to organize the decisions that matter before you list.

Start with your timing and likely proceeds

Decide when you need to move and what you need from the sale. A suggested asking price should reflect recent comparable sales, current competition, property condition and your timeline. An online estimate or tax assessment is a starting point, not a property-specific pricing recommendation.



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Prepare with a purpose

Walk through the home with your agent before spending on renovations. Address active leaks, safety concerns and deferred maintenance first. Gather contractor invoices, warranties, permits and a list of improvements. Cleaning, decluttering, lighting and simple landscaping can improve presentation without requiring a full remodel.

Build a marketing and access plan

Agree on photographs, the listing description, showing instructions and the launch date. Make access practical while protecting pets, belongings and privacy. Review showing feedback alongside competing listings and market changes; decide in advance when to revisit price or presentation.

Compare the whole offer

Consider price, financing, requested assistance, deposits, inspections, appraisal terms and closing dates together. A higher price with larger credits may produce less cash than a lower price with fewer concessions. Ask for an estimated net sheet for each serious offer.

Make your home easy to evaluate

Prepare a property folder with improvement dates, service records and items included in the sale. Identify fixtures or personal property you plan to keep before photographs and negotiations. Ask Diana which preparation tasks deserve priority for your home and budget.

Your Home Selling Action Plan

A practical plan from preparation to closing

- [] Write down your ideal move date and backup date.
- [] Gather loan payoff information and ask about any liens or title issues.
- [] Choose repairs after reviewing condition and local competition.
- [] Agree on showing access and how feedback will be shared.
- [] Review estimated proceeds, including negotiated compensation and costs.
- [] Prepare improvement records and a showing-ready routine.



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Questions to ask before listing

Which comparable sales support the price? Which competing homes would a buyer also consider? What preparation matters most? What costs and credits could affect my proceeds? How will we respond if showings or offers are limited?

From contract to closing

Track inspection, financing, appraisal and settlement deadlines. Keep the property in the condition required by your agreement. Confirm repair documentation, utility arrangements and possession terms. Ask the settlement provider to verify final charges and payoff amounts before closing.

Before photographs and showings

Clear counters and walkways, replace burned-out bulbs and store valuables and personal documents securely. Plan how pets will be handled during visits. Keep a simple showing-ready routine so presentation remains consistent after the first marketing day.

Your next step

Request a Home Value Review with Diana Hansford, Real Estate Agent at Keffer Realty. Share your property address, preferred timing and any recent improvements so the conversation starts with your goals.

Helpful resources

[Virginia property disclosure resources](#)

Planning guidance. Confirm property facts, contracts, loan terms and professional findings for your transaction. Images are illustrative, including AI-created scenes; they do not depict actual listings or clients.