

A Home Seller's Guide

The stuff you actually need to know.



REAL ESTATE WITH LYNETTE

CHANGE YOUR SPACE. CHANGE YOUR LIFE.

WHAT'S INSIDE

Selling your house doesn't have to feel complicated. Here's what happens, in order.

- 01 **Before We List**
- 02 **What Is Your House Worth?**
- 03 **Getting Your House Ready**
- 04 **Where to Spend (And Where Not To)**
- 05 **Pricing Your House**
- 06 **Going Live**
- 07 **Showings + Feedback**
- 08 **You Got an Offer**
- 09 **Under Contract**
- 10 **Closing**

FROM HERE TO SOLD.

You don't need to memorize the process. Here's the big picture from prep to keys.



YOU PROBABLY DON'T NEED TO DO AS MUCH AS YOU THINK.

Most sellers over-prepare in the wrong places. Here's how to focus your time and money where it actually counts.

WHAT BUYERS NOTICE

First impressions, smell, light, and how a space feels - not the age of your appliances.

WORTH FIXING

Things that look broken, unfinished, or deferred. Small repairs can signal bigger problems to buyers.

NOT WORTH FIXING

Full renovations, personal-taste upgrades, and anything unlikely to return what you spend.

CLEAN + DECLUTTER

A clean, clear home photographs better and shows better.

BEFORE YOU SPEND MONEY - LET ME SEE IT FIRST.

My job isn't to convince you to renovate your house. It's to help figure out which improvements could actually help the sale - and which ones probably won't. Most of the time, it's less than you think.

WHAT IS YOUR HOUSE ACTUALLY WORTH?

Not what you paid for it. Not what you put into it. Not what your neighbor thinks. Here's what actually determines value.

RECENT SALES

What comparable homes nearby have actually sold for - not listed, sold. This is the clearest signal the market gives us.

CURRENT COMPETITION

What else is for sale right now. Buyers compare your house to everything else available at your price point.

LOCATION + CONDITION

Where the house sits, how it shows, and what shape it's in.

THE HOUSE ITSELF

Size, layout, updates, finishes and lot - the details that make your house different from the comps.

THE MARKET GETS A VOTE.

I'll give you the data, explain how I'm reading it and recommend a pricing strategy. Then we make the decision together.

PREP WITHOUT LOSING YOUR MIND.

We're not trying to make your house perfect. We're trying to make buyers understand why they want it.

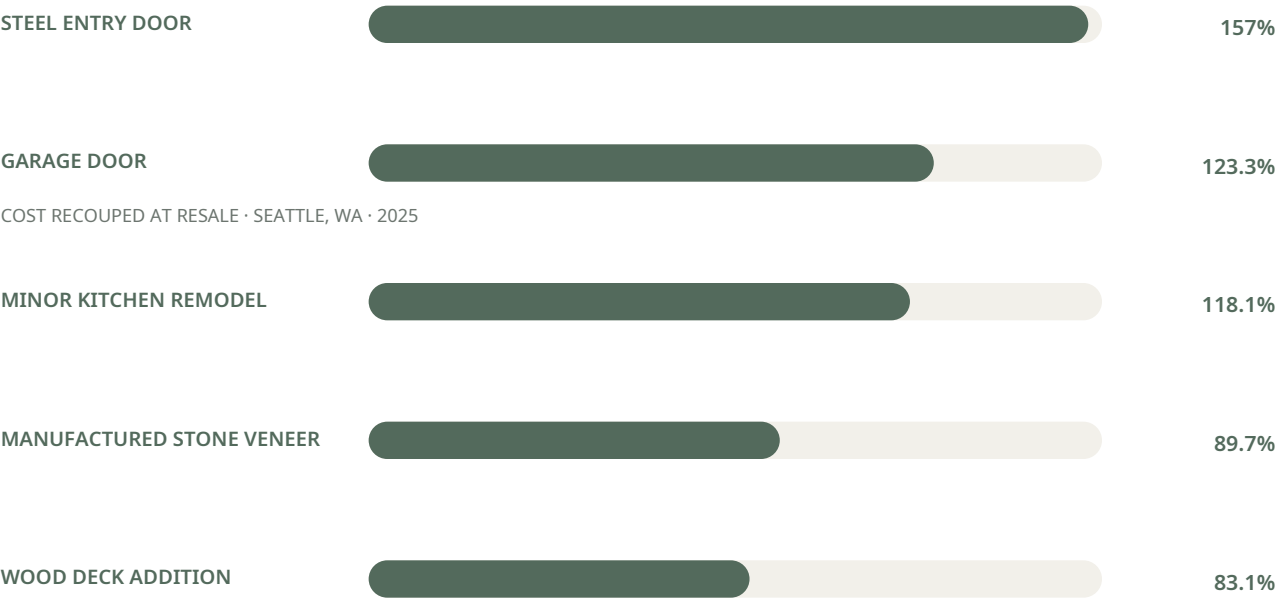
- ☐ **CLEAN**
Deep clean the spaces buyers notice: floors, windows, baseboards, bathrooms.
- ☐ **DECLUTTER**
Clear counters, closets and surfaces so buyers can picture their life here.
- ☐ **LIGHT**
Open blinds, replace dim bulbs and add light where rooms feel dark.
- ☐ **SMALL REPAIRS**
Fix the things that signal neglect - dripping faucets, squeaky doors, scuffed walls.
- ☐ **STYLE**
Simple, restrained touches that help each room feel intentional and inviting.

WE ARE NOT TRYING TO MAKE YOUR HOUSE PERFECT.

We're trying to make buyers understand why they want it. There's a big difference - and it usually costs a lot less.

NOT ALL PROJECTS ARE CREATED EQUAL.

Some improvements help your sale. Some don't move the needle at all. Here's what Seattle's 2025 Cost vs. Value data shows.



YOU DO NOT NEED TO RENOVATE YOUR ENTIRE HOUSE TO SELL IT.

My job is to help you spend money where it matters - and not where it doesn't. These figures are market averages, not a promise for your specific house.

Source: Journal of Light Construction / Zonda, 2025 Cost vs. Value Report - Seattle, Washington.

PRICE IS A STRATEGY. NOT A COMPLIMENT.

Your list price isn't about what you love your house for. It's about what buyers are paying - right now, in this market.

PRICE TOO HIGH

Buyers skip it. Days on market climb. You can end up chasing the market down instead of leading it.

PRICE WITH THE MARKET

Qualified buyers show up. You get real feedback fast - and sometimes competition.

WATCH THE RESPONSE

Showings, saves, questions, feedback and offers are data. We use it.

ADJUST IF NEEDED

If the market gives us new information, we don't ignore it. We make a decision together.

YOUR LIST PRICE IS NOT YOUR HOME'S FINAL GRADE.

It's a marketing decision. And if the market gives us new information, we use it.

THIS IS YOUR HOUSE'S FIRST IMPRESSION.

You only get one launch. Let's make sure we're ready before we go live.



PHOTOGRAPHY

Professional photos are the first showing. Most buyers see your house online before they ever walk in.



MLS LISTING

Description, details and photos work together. Accuracy and presentation both matter.



MARKETING

MLS exposure plus social, network and targeted outreach where it makes sense.



SHOWING SETUP

Clear instructions and easy access make it easier for qualified buyers to get in.



FEEDBACK

We pay attention to what buyers say - and what they don't. Patterns matter more than one random opinion.

THE FIRST FEW DAYS MATTER.

We want prep, photography, pricing and marketing aligned before the listing goes active - not after.

KNOW WHAT YOU'RE READING - AND WHAT IT MEANS.

An offer isn't just a number. Terms, contingencies and conditions affect what you actually walk away with - and how likely the deal is to close.

PRICE + CONCESSIONS

The offer price matters - but so do seller credits, closing-cost contributions and what's being asked of you.

FINANCING

How the buyer is paying affects risk and timing.

INSPECTION + APPRAISAL

We'll look at what's included, what's waived and what those terms mean for your position.

CLOSING + POSSESSION

Timeline and possession date can be just as important as price depending on your situation.

THE HIGHEST OFFER ISN'T ALWAYS THE BEST OFFER.

We'll compare price, terms, risk and estimated net proceeds side by side. The goal isn't just a signed offer - it's a deal that actually closes on terms that work for you.

ACCEPTED. NOW WE KEEP IT MOVING.

The deal isn't done at acceptance. Here's what happens between yes and closed.

INSPECTION

The buyer inspects the property. We review findings and negotiate any requests.

NEGOTIATION

Inspection items, credits, repairs - we respond strategically, not emotionally.

APPRAISAL + FINANCING

The lender orders an appraisal. We track the buyer's loan progress and stay ahead of issues.

TITLE + ESCROW

Title is reviewed and escrow coordinates documents, funds and the final transfer.

MY JOB.

Communicate. Negotiate. Solve problems. Keep the deal moving - and make sure you know what's happening along the way.

YOU MADE IT. NOW LET'S CLOSE.

The hard work is done. Here's what happens in the final stretch - and what you need to know before you hand over the keys.

FINAL WALK-THROUGH

The buyer does a final check before closing. We want the house in the condition agreed to - no surprises.

SIGN

You'll sign closing documents with the title company or escrow officer.

FUND + RECORD

Funds are transferred and the deed is recorded. Once it records, it's official.

KEYS + PROCEEDS

Keys go to the buyer. Your net proceeds are wired or distributed. You're done.

READY TO TALK ABOUT YOUR HOUSE?

You don't need to know whether you're definitely selling yet. Maybe you want to know what it could sell for. Maybe you're wondering whether to replace the floors. Maybe you're six months out and don't know where to start. Tell me what you're thinking. We'll go from there.