

# The Ultimate Guide

to Pricing, Listing, and  
Marketing Your Home





🏠 homie

**Sold**

Text "Details" to  
**(833) 466-4323**

homie.com

# What to Do When:

A Timeline for  
Selling Your Home

### Find an expert

A licensed local agent will be your MVP during your sale. They can help you determine the price for your home, communicate with buyer's agents, do paperwork, and negotiate your offers.

### Investigate the market

Real estate is all about supply and demand. Are homes in your neighborhood selling quickly and for asking price? Consult a local real estate agent on current market conditions in your area and ask for a free CMA (Comparative Market Analysis) to determine how much your home is worth.

### Consider your next move before you list

Do you have to sell in order to buy? Do you have a temporary living situation in case your current home sells faster than expected?

### Finalize your decision to sell

Your home could go fast. Be prepared to pack, move, and say goodbye to your home.

### Consider repairs

If anything is broken or outdated, think about upgrading to up the appeal of your home. Ask your agent what buyers are looking for.

### Clean like you mean it

Start dusting every baseboard and fan blade. Take the time to deep clean your home or hire someone else to do it for you.

### Go pro for photos

A pro photographer will capture your home's best angles. Top agents include the cost of photography in their fees.

### Tell everyone

Create demand for your home before it hits the market. A post on social media about what you love most about your home is a great start.

### Choose a title company

A title company finalizes your transaction. They'll ensure your home is ready to sell, provide title insurance to give you confidence in the transaction, and even hold funds in escrow to pay the right people. In some states, choosing a title company happens with the buyer during the offer process. Otherwise, you'll choose which company you work with on your own.

### Price your home right

If you're working with an agent, ask for a CMA or home value report. This will give you an idea of what your home is worth. If you're not working with an agent, take a look at listings in your area. What are they listed at? While you won't know the ins and outs of every transaction, this is a great way to get a basic understanding of the local market. Make sure you also consider the percentage of commission you're offering the buyer's agent.

### Show off your home's good side

List all the amazing features of your home. Whether you're writing the listing yourself or tapping the help of your agent, make sure to highlight the most impressive features of your home.

### Show off

Literally. If you have a for sale yard sign, make sure it is standing tall in your yard to let everyone know it's for sale.

### Check your marketing

Is your home listed on the MLS? Real estate websites? Ask your agent or double-check your posts if you posted yourself too.

### Get prepared for tours

You may have tours booked soon after listing your home. Be ready to take pets to daycare and find stuff to do outside of your home. A great local agent will be an expert in marketing your home! Ask what they are doing to get your home the most visibility possible.

## Homie Hint:

*Homie has licensed agents who are there to help you every step of the way. From pricing to closing, we've got your back. We just do it all for a low flat fee and no percentage-based commission.*

● **Host an open house**

If you'd like to increase your home's visibility to potential buyers, invite them in. Make sure to clean up, have a sign-in sheet, and keep in contact with your agent.

● **Go above and beyond**

Ask your agent to boost your listing on social media. Try to get as much visibility as you can.

**Homie Hint:**

*Let Homie make the negotiation process easy for you. You can compare all offers in one place on the Homie app, and your expert agent will be there to help you weigh the pros and cons.*

● **Consider your offers**

Whether you have just one or multiple offers, you'll want to carefully weigh all of your options. Offer price, contingencies, earnest money, timelines, closing costs; many things can make the perfect offer. Ask your agent to walk you through the details.

○ **Decide on a home warranty budget**

Many buyers will ask for it in their offer, and you can negotiate it if it comes up.

○ **Wheel and deal**

Consider making a counteroffer. Depending on the offer and the market, you might ask for concessions. Prioritize the elements that are most important to you and identify areas where you'd be willing to compromise.

● **Agree on a closing date**

As a part of your negotiation process, you'll agree on a closing date. Take into consideration all things like home purchases and moving deadlines.

● **Be easy to work with**

Appraisals and inspections are typically required on the buy side. Be ready to allow the proper professionals into your home. The longer it takes to schedule a time for them to visit, the longer the process will take.

● **Keep in touch**

Some things are out of your control, like things that happen on the buy side. Just keep in touch with your agent so they can talk to the buyer's agent about everything going on.

**Homie Hint:**

*Homie does the heavy lifting for you. Your dedicated agent will help you price your home, we'll do the marketing for you (including professional photos, a yard sign, listing on major real estate websites, and social posts), and we'll take care of all of the paperwork.*

● **Sign your closing documents**

There will be a set day and time to come in and sign all your closing documents at your title company. Bring your ID and your favorite pen!

○ **Hand over the keys**

You'll be asked to bring your keys and garage door openers to closing or instructed to leave them in the home. If it's the latter, don't worry. The buyer's agent will be able to unlock the door using the electronic lock box on the door to retrieve them.

● **Receive your funds**

If the funds are going to you, you'll be getting your profit via check or wire. This may happen the same day as closing, but it could be later depending on the time you closed. If you're buying a new home with your profits, the funds may be transferred to another title company or whomever else needs them to make your purchase.



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List a Home Buy Sell About Account

List a Home

Step 2: Details

Tell us about your home. We'll use this info to create your ads.

<b>Bedrooms</b> 3	<b>Bathrooms</b> 2	<b>Square Feet</b> 1,750
<b>Lot Size</b> (sqfeet) Average	<b>Property Type</b> Single Family	<b>Property Style</b> Two-Story
<b>Garage Capacity</b> Total # of garage spots	<b>Carport Capacity</b> Total # of carport spots	<b>Uncovered Park</b> Total # of uncovered
<b>Year Built</b> Year constructed	<b>Price</b> (optional) e.g., \$200,000	<b>Finished P</b> % of base



# Preparing for Pictures and Buyers

*You want potential buyers to be drawn in by the pictures on your home's listing. Ask your agent if they provide that service as a part of their fees. Make the most of your photos! Here are a few tips to ensure your listing looks its best.*



## Consider Staging

Staging can amp up the quality of your photos. Trendy furniture and layouts that fit each space perfectly give buyers an idea of what your home could look like with their stuff in it. Staging also means you can start packing up and moving some of your belongings so you don't have to do it all later.

### Homie Hint:

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Check out our bonus eBook on when and how to stage your home like a pro.

## Clean Like You Mean It

Start scrubbing and dusting! Believe it or not, you can see dust, sticky floors, and crumbs in pictures. It's a good idea to break out your deep cleaning tools and playlist and get going before you have pictures taken. If you really want to make an impression, consider hiring a professional cleaning service to really make your home shine.

## Cut the Clutter

We all have stuff. You probably don't notice how much stuff you have in your home, stacking up on surfaces. Organize papers, remove trinkets, and put away personal photos. You'll be surprised how much room you have to work with!

## Organize

Over time, you'll have items like toys and blankets lying around the house. Consider purchasing a few organizational devices like hanging toy holders and baskets to tuck items away while still looking stylish.

# How to Write a Listing Buyers Will Love

*Whether you're writing your own listing or providing a brief summary for your agent to work with, you'll want to follow these tips to create a desirable listing.*

## Make the First Line Your Hook

Convince buyers with the first sentence you write. This should include the most important details of your home.

"A rambler with classic style, large yard, and massive detached garage space for all your passion projects."

## Buzzwords Are Best

There are a few details and upgrades that many buyers want because they're timeless. If you've got 'em, flaunt 'em.

"**White shutters** on every oversized window in the house."

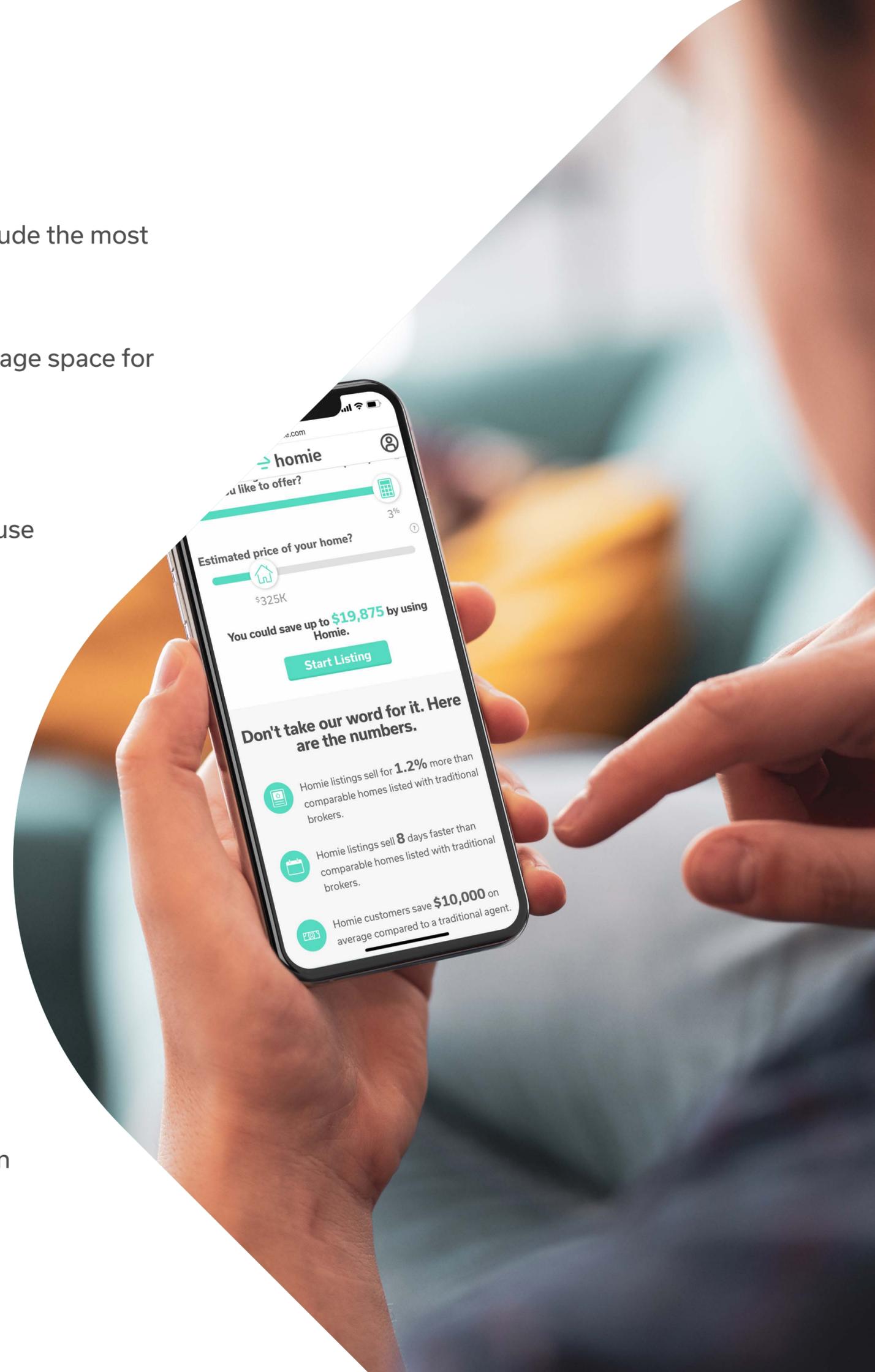
"Flawless **granite countertops**."

"Beautiful **shaker cabinets** complete the gourmet kitchen."

"The home has been upgraded to a **tankless water heater**."

## Leave These Words and Phrases Out

Some descriptions can turn buyers off. Avoid words that might eliminate buyers unintentionally. Keep things objective. Don't use generic words to describe your home. If all the homes in your neighborhood could be described that way, your home will blend in with all the rest.



# Pricing to Sell

*After you've put together all the details of your home and crafted the perfect description, it's time to decide on a price. You probably already have a ballpark estimate in your head, but you should reaffirm your thinking by doing your research.*



## Ask an Agent

A licensed real estate agent local to your area will be an incredible resource. They should be able to give you a ballpark price you should list your home at.

### Homie Hint:

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When you list with Homie, you'll receive pricing assistance from your local agent. They can perform a Comparative Market Analysis (CMA) to best advise you. If you're interested in a deeply detailed report and price suggestion, you can choose to get an appraisal. Ask your Homie agent for more information.

## Consider the Market

Research the local market on your own. Keep an eye on similar homes in your area and see what they've recently sold for.

### Homie Hint:

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Use the Homie app to browse homes in your area to look at the price, condition, and included assets of homes for sale in your area.

**In the end, it's your choice as the seller to decide what to list your home at.**

# Marketing Your Home

*After your home has been priced and listed, you might be wondering how potential buyers are going to find your home. Here's a breakdown of your options.*

## Yard Sign

This is the number one type of marketing that people recall when it comes to marketing a home for sale. A yard sign is usually placed by a real estate agent. (Sometimes a flat fee brokerage will have a sign for you, if that's the route you take.)

If you're selling your home on your own, you may choose to buy a For Sale By Owner sign and add your own contact information.

Yard signs allow people driving by to realize your home is for sale. Sometimes these signs will have flyers and sometimes they will have a phone number to call for more information.

### Homie Hint:

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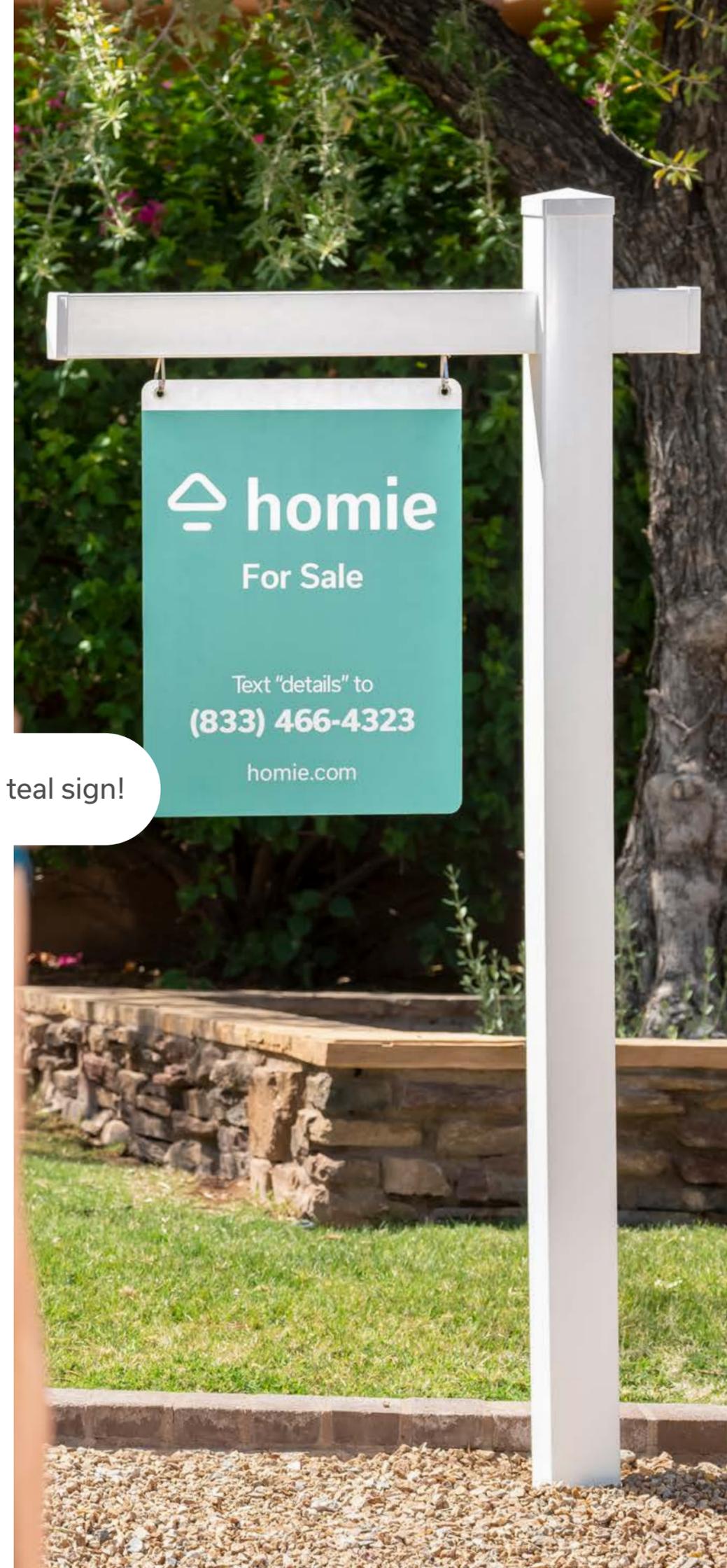
We provide a yard sign to all of our sellers. Your neighbors will talk about the iconic teal sign!

## MLS

If you're working with an agent, it's likely that they will list your home the Multiple Listing Service (MLS) for you. Usually you have to actively decline an MLS listing in order to keep your home off of the MLS.

If you're working with a flat-fee brokerage, they may collect a fee from you and put it on the MLS. That is typically the extent of a flat-fee brokerage's role in selling your home.

It's important to note that in order to list your home on the MLS **you must offer a buyer's agent commission (BAC)**. That is a percentage commission paid to the buyer's agent. The average is around 3% but it is up to you as the seller to decide what to offer.





## Real Estate Websites

Many real estate websites, like Zillow or Homie, pull data from the MLS. This allows users to browse homes for sale by any agent or brokerage that lists on the MLS. It doesn't hurt to make sure that your home is everywhere it can be in order to get maximum exposure. Ask your agent which websites your listing is on.

## Word of Mouth

Tell your family, tell your friends! While the internet makes browsing homes easy, that doesn't mean you shouldn't tell everyone you know that your home is for sale. This is the oldest trick in the book!

## The Extras

Ask your agent, or yourself, what you can do to market your home above and beyond what is expected. Millions of people browse social media every day. If you're selling your home on your own, you might want to post the listing on your favorite social media platforms.

If you are working with an agent, ask what they can do to market your listing on social media.

## Homie Hint:

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Every Homie listing gets posted on our Facebook pages. Our listings get thousands of view on social media!



# The Next Steps

*After your home is listed and ready for buyers, it's time to talk contracts and negotiations. Get the next eBook for your ultimate guide to offers!*