Pemberton
Real Estate

The Twin Cities *Seller's* Playbook

How to prep, price and sell your home for top dollar, with a game plan from a coach turned Realtor.

PLAN · PRICE · PAPERWORK · PREP · LAUNCH · OFFERS · CLOSE



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WELCOME

Selling goes best with a game plan.

I coached baseball for 20 years, and the lesson carries straight into real estate: the teams that win are the ones that prepare. Sellers who plan ahead, price right and launch strong sell faster, for more money, with a lot less stress.

This playbook is the plan I walk my sellers through. Start it 6 to 8 weeks before you want to list, check things off as you go, and call me whenever you want a second set of eyes.

— *Trent*

Your game plan

1	**Plan your move** Timing, your next home, and what you want to walk away with	6–8 weeks out
2	**Price it right** A market analysis and a net sheet so you know your bottom line	5–6 weeks out
3	**Handle the Minnesota paperwork** City inspections, disclosures and documents	4–6 weeks out
4	**Prep and stage** Repairs, declutter and room-by-room fixes	2–4 weeks out
5	**Launch strong** Photos, video and the first week on the market	List week
6	**Showings and offers** Compare the whole offer, not just the price	Days to weeks
7	**Inspection to closing** Negotiate repairs, appraisal, move out, hand over keys	~30–45 days

STEP 1

1 Plan your move

- [ ] When do you need to be out?
- [ ] Are you buying your next home before or after you sell?
- [ ] Do you need a rent-back or delayed closing?
- [ ] What do you owe on the mortgage today?
- [ ] What's the least you'd need to walk away with?
- [ ] Any repairs you already know about?

STEP 2

2 Price it right

Price is the most important decision you'll make. Buyers and their agents compare every home against recent sales. A home priced right from day one gets the most attention in its first two weeks, which is when the best offers come in. An overpriced home sits, and after a few price cuts it often sells for less than it would have.

Your price comes from recent comparable sales nearby, your home's condition and updates, your location and school district, and how many competing homes are on the market. I'll prepare a free market analysis with all of it.

What it costs to sell

Know your bottom line before you list. I'll put together a net sheet with real numbers for your home.

COST	WHAT IT IS
Mortgage payoff	Your remaining loan balance, plus interest to the closing date.
Real estate commission	Agreed on up front with your listing agent.
Title and closing fees	Closing services, document preparation and recording.
Minnesota deed tax	A state tax based on the sale price, normally paid by the seller.
Property taxes	Prorated through the closing date.
City inspection	Required in some cities before listing. See the next page.
Repairs and credits	Pre-listing fixes, plus anything negotiated after inspection.

STEP 3

3 Handle the Minnesota paperwork

City point-of-sale inspections

Several Twin Cities cities require a housing evaluation before a home can be listed for sale, often called Truth in Sale of Housing (TISH) or a time-of-sale inspection. These include **Minneapolis, St. Paul, St. Louis Park, Bloomington, Richfield and Golden Valley**, along with others. Some cities also require a sewer inspection. Hopkins, Edina and Minnetonka don't currently require one.

Order it early. The report is shared with buyers, and some cities require certain repairs before or after closing. City rules change, so I'll confirm the current requirements for your address.

Disclosures

- **Seller's disclosure:** Minnesota requires sellers to disclose known material facts about the home. Be thorough and honest. It protects you.
- **Radon:** Minnesota sellers must share what they know about radon testing and levels in the home.
- **Well and septic:** disclosure is required if your home has either.
- **Lead-based paint:** required for homes built before 1978.

Documents to gather

- [ ] Mortgage statement and payoff contact
- [ ] Recent property tax statement
- [ ] HOA documents and dues, if any
- [ ] Utility costs for the past year
- [ ] Receipts for updates and repairs
- [ ] Furnace, water heater and roof ages
- [ ] Warranties and manuals
- [ ] Any past inspection or radon test

> **TRENT'S TIP**
>
> Buyers love a home with records. A simple folder of receipts and service dates on the kitchen counter during showings tells buyers the home has been cared for.

STEP 4

4 Prep and stage, room by room

You don't need a remodel. Clean, bright, uncluttered and well cared for is what sells. Start with small fixes, then declutter until each room feels a little empty.

Outside

- [ ] Clean or paint the front door
- [ ] New doormat, house numbers, two planters
- [ ] Mow and edge, or shovel and salt every walk
- [ ] Clean gutters; trim shrubs off the windows

Kitchen

- [ ] Clear counters down to one or two items
- [ ] Deep clean appliances, inside and out
- [ ] Fix drips; update dated cabinet hardware

Bathrooms

- [ ] Re-caulk tubs and showers
- [ ] New white towels and a fresh shower curtain
- [ ] Clear every personal item off the counters

Living areas and bedrooms

- [ ] Remove a third of the furniture and decor
- [ ] Pack away family photos and collections
- [ ] Give each room one clear purpose
- [ ] Empty closets by about a third

Whole house

- [ ] Neutral paint over bold or scuffed walls
- [ ] Matching warm-white bulbs everywhere
- [ ] Fix sticky doors, loose handles, dead outlets
- [ ] Service the furnace and change the filter
- [ ] Remove pet and cooking odors

Basement and garage

- [ ] Clear floors and walls so buyers see the space
- [ ] Check for moisture; clean the sump area

> **SELLING IN WINTER?**
>
> Keep walks and steps clear and salted, turn on every light before showings, set the heat comfortably, and share summer photos of the yard and gardens.

STEPS 5 AND 6

5 Launch strong, then compare offers

Before every showing

- [ ] Lights on and blinds open
- [ ] Counters clear, beds made
- [ ] Pets and pet bowls out of sight
- [ ] Valuables and medications put away
- [ ] You leave, so buyers can relax and look

The first two weeks

Professional photos, a strong online launch and easy showing access matter most right at the start. That's when your home gets the most views, so we make sure it's ready before it goes live.

OFFER PIECE	WHAT TO LOOK FOR
Price	Compare it to recent sales and to your net sheet.
Financing	A strong pre-approval and a solid down payment lower the risk.
Contingencies	Fewer conditions means fewer ways for the deal to fall apart.
Closing date	Does it fit your move and your next purchase?
Seller credits	A higher price with large credits can net you less.

STEP 7

7 Inspection to closing

Inspection and appraisal

Expect the buyer's inspector to find something. Most requests can be settled with a repair, a credit or a small price change. If the appraisal comes in low, we'll go over your options together.

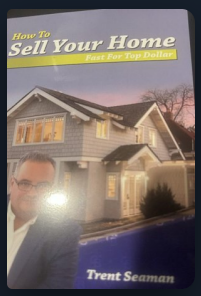
Closing week

- [ ] Schedule movers and utility shutoffs
- [ ] Leave the home clean for the walk-through
- [ ] Gather keys, garage openers and manuals
- [ ] Bring photo ID to closing



Let's build your game plan.

I'll walk through your home with you, put together a free market analysis and a net sheet, and give you a room-by-room prep list. No pressure, and no obligation.



Want the deeper read?

Ask for a free copy of my book, *How to Sell Your Home Fast for Top Dollar*, and I'll get it to you.

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Brokered by Pemberton Real Estate

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