

Before You List

- Step 1: Partner with the Right Agent**
Working with a licensed real estate agent is one of the most important decisions a seller can make. The right agent will guide you through the entire process, from pricing and positioning the home to marketing it effectively and negotiating strong terms on your behalf. Think of your agent as your strategy partner from start to finish.
- Step 2: Prepare Your Home for the Market**
First impressions matter, and buyers notice everything. Before listing, your real estate agent will recommend decluttering, cleaning, making any necessary repairs, and highlighting your home's best features. In some cases, staging may also be suggested. Homes that are well-prepared do more than just look good. They attract more attention, create stronger emotional connections, and often lead to better offers.
- Step 3: Price It Strategically**
Your agent will analyze comparable sales, market trends, location, condition, and other key factors to recommend a pricing strategy that positions your home to sell. While the final list price is always your decision, the market ultimately determines value. Pricing correctly from day one is key to generating interest, creating momentum, and maximizing your return.
- Step 4: List Your Home**
Once everything is ready, you and your agent will sign a listing agreement outlining pricing, timeline, and marketing strategy. This is the moment your home officially hits the market.
- Step 5: Lights, Camera... Market**
Professional photography and video are essential in today's market. Your Realtor® will coordinate a media package designed to make your home stand out online, where most buyers begin their search. From there, a strategic marketing plan is launched to maximize exposure and attract qualified buyers.



Pro Tip: Staging can make a noticeable difference. It helps buyers picture themselves living in the space and creates a stronger emotional connection. Your real estate agent can help determine if it is the right move for your home.

After You List



Step 1: Strategic Marketing in Action

Your real estate agent will manage the marketing process, including online exposure, social media, open houses, and targeted outreach. Each step is designed to get your home in front of the right buyers at the right time.



Step 2: Showings and Flexibility

If the home is occupied, sharing availability with your agent will help create a smooth showing schedule. While it may feel a bit disruptive, more access typically means more interest and more opportunities for offers. All showings are conducted with licensed agents present.



Step 3: Offers and Negotiation

When offers are received, your agent will review each one with you, looking beyond price at terms, timelines, and contingencies. From there, you can decide whether to accept, reject, or negotiate to strengthen your position.



Step 4: Under Contract

Once an offer is accepted, all parties sign a purchase agreement and the home moves into under contract status. Your Realtor® will guide you through inspections, contingencies, and important timelines to keep everything moving forward smoothly.



Step 5: Closing Day

Closing is coordinated with a title company, settlement office, or attorney. In some cases, sellers may sign documents prior to the official closing date. Your real estate agent will guide you through final steps such as possession timelines, signing details, and what to expect through recording and beyond. The goal is a smooth, confident finish all the way to closing day.



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