

My Home Selling Plan™



Ready to sell your home? Now there's a new tool from the real estate experts at Zillow that streamlines the process from start to close. **My Home Selling Plan™** gives you a market-tested 7-step guide filled with insider insights, valuable tools and content designed to make your sales journey easier and more productive.



STEP 1 – ESTIMATE YOUR HOME VALUE

You can't sell your home until you have an accurate idea of what it's really worth. **My Home Selling Plan™** shows you how to access a personalized dashboard as well as a free home value estimator – there's even a way to calculate your profits.

- Claim your home** – add details to influence your Zestimate
- Free home value Zestimate – a great starting point, especially after you claim your home
- Calculate your Home Sale Proceeds – factor in your costs, see your potential net profit

For all the details, visit: zlw.re/sellingplan-step1

- Calculating Your Zestimate – and How You Can Influence It
- Should I Sell My House in the Current Market?
- How Much Does It Cost to Sell a House?



STEP 2 – DECIDE WHEN TO SELL YOUR HOME

Timing is always important. Spring, for instance, is when demand for houses is usually at its highest. If you have flexibility in when you move, you will want to assess if it's a sellers or buyers market. And it's important to have a good idea on how long it can take to sell your home, so you can plan for your next move.

- Determine if you are in a buyers or sellers market
- Get an idea for how long it can take to sell your home
- Decide you are ready to sell

For all the details, visit: zlw.re/sellingplan-step2

- Determining the Local Housing Market: Buyers or Sellers Market
- When Is the Best Time to Sell A House?
- Should I Sell My House Now, in 2021?
- What Is the Average Time to Sell a House
- To Sell Your Home Quickly, List it on a Thursday Before Labor Day



STEP 3 – FIND YOUR AGENT

The right agent can be your most valuable resource when it's time to sell your home. And Zillow makes it easy to find the experts who really know your neighborhood. Our unique Find an Agent tool ([zillow.com/agent-finder](https://www.zillow.com/agent-finder)) lets you compare agents, read reviews, check past listings and sales and connect with your preferred candidate when you're ready. You'll have an ally with unrivalled access to leads and technology –and the expertise and experience to make a successful sale.

- Find local expert agents and see client reviews
- Interview agents
- Choose your agent (no obligation until you market the home)

For all the details, visit: [zlw.re/sellingplan-step3](https://www.zillow.com/sellingplan-step3)

- *How an Agent Helps You Sell Your Home*
- *When is The Best Time to Sell Your House*
- *Which Comes First: Selling Your Home or Buying a New One?*
- *How to Choose the Right Real Estate Agent*



STEP 4 – DETERMINE LIST PRICE

Pricing your home is more complicated than you might think. It's a combination of comps, pre-listing home inspections, cost-effective home improvements or repairs, and a clear-eyed view of market conditions – things you'll want to discuss with your agent. Here are the basics:

- Review comparable homes with your agent
- Schedule a pre-listing home inspection
- Make a list and determine the ROI of home improvements and repairs
- Research and schedule contractors for repairs
- Complete all improvements and repairs
- Sign all disclosures

For all the details, visit: [zlw.re/sellingplan-step4](https://www.zillow.com/sellingplan-step4)

- *Real Estate Comps: How to Find Comparables for Real Estate*
- *Determining the Local Housing Market: Buyers or Sellers Market*
- *How to Price your Home to Sell*
- *Best Home Improvements to Increase Value*
- *How to Sell a House As-Is When it Needs Repairs*
- *Paint Colors that Sell*



STEP 5 – LIST YOUR HOME

The right price and the right time won't mean much without the right message. Your agent will know how to market your home, but it never hurts to understand what it takes to make a sale. Ask your agent about their plan, get details like staging and photographer recommendations. And make sure they're up to speed on today's hottest marketing tool – 3D Tours.

- Interview and schedule stagers
- Find the right photographer
- Organize videography for Zillow 3D Tour
- Schedule open house
- Push listing live

For all the details, visit: zlw.re/sellingplan-step5

- *How to Sell Your House Online*
- *How to Market Your Home for Sale*
- *Tips for Staging an Empty House*



STEP 6 – REVIEW OFFERS

You're almost there, but there's still work to be done. Your agent will help you pick the best offer, negotiate with the buyer, and evaluate any repair requests or contingencies. Lean on them, but feel free to dive in. After all, it's your house!

- Schedule time to review offers with your agent
- Decide to accept or negotiate
- Evaluate repair requests from the buyer
- Decide if any contingencies need to be removed
- Decide if you need to rent-back or close by a certain date

For all the details, visit: zlw.re/sellingplan-step6

- *Offers: How to Decide Which One is Best for You*
- *The Home-Selling Process for an All-Cash Deal*



STEP 7 – THE CLOSE

*If you've closed before, you know that there are a few important final tasks to manage. More paperwork. Buyer inspections and repair requests. That final stem to stern house cleaning. **My Home Selling Plan™** will make your life so much easier at this crucial last step.*

- Make a plan for being out of the house for inspections
- Book and schedule any additional repairs
- Clean the house
- Sign papers at the Title Company and hand over the keys
- Thank your agent/advisor
- Celebrate!

For all the details, visit: zlw.re/sellingplan-step7

- *Closing: The Timeline for the Seller*
- *How Much Are Closing Costs for Sellers?*
- *The Appraisal Came in Low -- Now What?*