Home Selling Tips & Guide

Prepare thoughtfully. Price with purpose. Sell with a plan.



01 Start with your goals and timeline

Decide why you are moving, when you need to move, and where you will go next. Discuss how to coordinate a sale and purchase, temporary housing, and possession dates before committing to a plan.

02 Understand your likely net proceeds

Ask for an estimated seller net sheet. Consider mortgage payoff, preparation costs, negotiated brokerage fees, closing charges, possible buyer concessions, and moving expenses. Estimates are not guaranteed proceeds.

03 Price with the local market in mind

Review recent comparable sales, competing listings, condition, and location with your agent. Set a launch price and a plan to review buyer feedback and market activity. An online estimate is only a starting point.

04 Prepare before spending on upgrades

Focus on cleaning, decluttering, lighting, curb appeal, and necessary repairs. Ask which projects fit your home and budget before renovating. In Central Iowa, plan for seasonal access, snow, and exterior upkeep.

05 Gather records and discuss disclosures

Collect repair receipts, warranties, permits, HOA documents, and information about known issues. Ask your agent or attorney which property and lead-based paint disclosures apply. Complete required disclosures accurately; do not conceal defects.

Learn more: NAR: Preparing to sell

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Disclaimer: This guide is for general educational purposes only and is not legal, tax, financial, inspection, or other professional advice. It does not guarantee a sale, sale price, timeline, or net proceeds. Requirements and market conditions vary and may change. Consult your real estate agent and qualified professionals about your property and circumstances.

From Listing to Closing

Stay informed and organized through your next move.



06 Launch with a clear marketing plan

Agree on photography, listing details, showing access, and communication. Review your listing agreement, services, fees, and cancellation terms before signing. Confirm what stays with the home, including fixtures and appliances.

07 Make showings welcoming and secure

Tidy surfaces, reduce odors, and open blinds where appropriate. Secure valuables, medications, keys, and personal paperwork. Arrange safe pet care and use your agent's showing process. Keep access routes clear.

08 Compare the whole offer

Review financing, proof of funds or preapproval, contingencies, deadlines, earnest money, concessions, closing date, and possession. The highest price may not produce the strongest net result. Discuss terms before accepting or countering.

09 Stay organized through inspections and appraisal

Keep utilities on as agreed and provide access for inspections and appraisal. Discuss repair requests and any appraisal gap with your agent. Put negotiated changes in writing and track contract deadlines; a signed offer can still have conditions.

10 Protect your closing and your proceeds

Review settlement figures, payoff details, and possession arrangements with the closing professional. Independently verify payment instructions using a trusted phone number. Plan the final walk-through, keys, and move-out; keep sale and improvement records for tax review.

Learn more: CFPB: Closing scams | IRS: Selling your home

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