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THE NORTHEAST OHIO HOME SELLER'S GUIDE

A clear plan for preparing, pricing, marketing, negotiating and closing with confidence.

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YOUR SELLING ROADMAP

A plan built around your move

Every sale has different timing, condition and financial priorities. The process should fit your goals - not the other way around.

91%

of sellers used a real estate agent

NAR 2025 Profile

THE FIRST CONVERSATION

Your goals set the strategy.

We begin with your ideal timing, next move, property condition, mortgage payoff and risk tolerance. Then we build the pricing and launch plan around what matters most to you.

1. **Consult & assess**
   Walk the property, define your priorities and identify likely preparation items.

2. **Price with evidence**
   Review recent comparable sales, active competition, condition and current buyer behavior.

3. **Prepare & present**
   Complete the right repairs, declutter, stage and schedule photography.

4. **Launch & expose**
   Enter the listing, distribute it broadly and make showing access easy.

5. **Evaluate & negotiate**
   Compare price, financing, contingencies, timing and certainty - not price alone.

6. **Contract to close**
   Coordinate inspections, appraisal, title, final walkthrough and closing details.

WHAT YOU SHOULD EXPECT FROM ME

Straight answers, a written plan, clear communication, honest feedback and recommendations tied to your goals. You stay in control of every major decision.

PRICING STRATEGY

Price for the market you are entering

The list price is a positioning decision. The market response - showings, feedback and offers - tells us whether that position is working.

Market value is a range, not a single online estimate.

A comparative market analysis weighs nearby sales, current competition, location, condition, updates, lot, layout and buyer demand. National headlines provide context; recent local evidence drives the recommendation.

THE GOAL: MAXIMIZE YOUR NET PROCEEDS AND PROTECT YOUR TIMELINE

COMPARABLE SALES

Closed sales show what buyers recently paid for similar homes.

ACTIVE COMPETITION

Current listings show the choices buyers will compare with yours.

CONDITION & PRESENTATION

Repairs, updates, cleanliness and photography affect perceived value.

MARKET RESPONSE

Early activity and feedback are data. We review them and adjust when needed.

Pricing is reviewed throughout the listing. No agent can guarantee a sale price or timeline.

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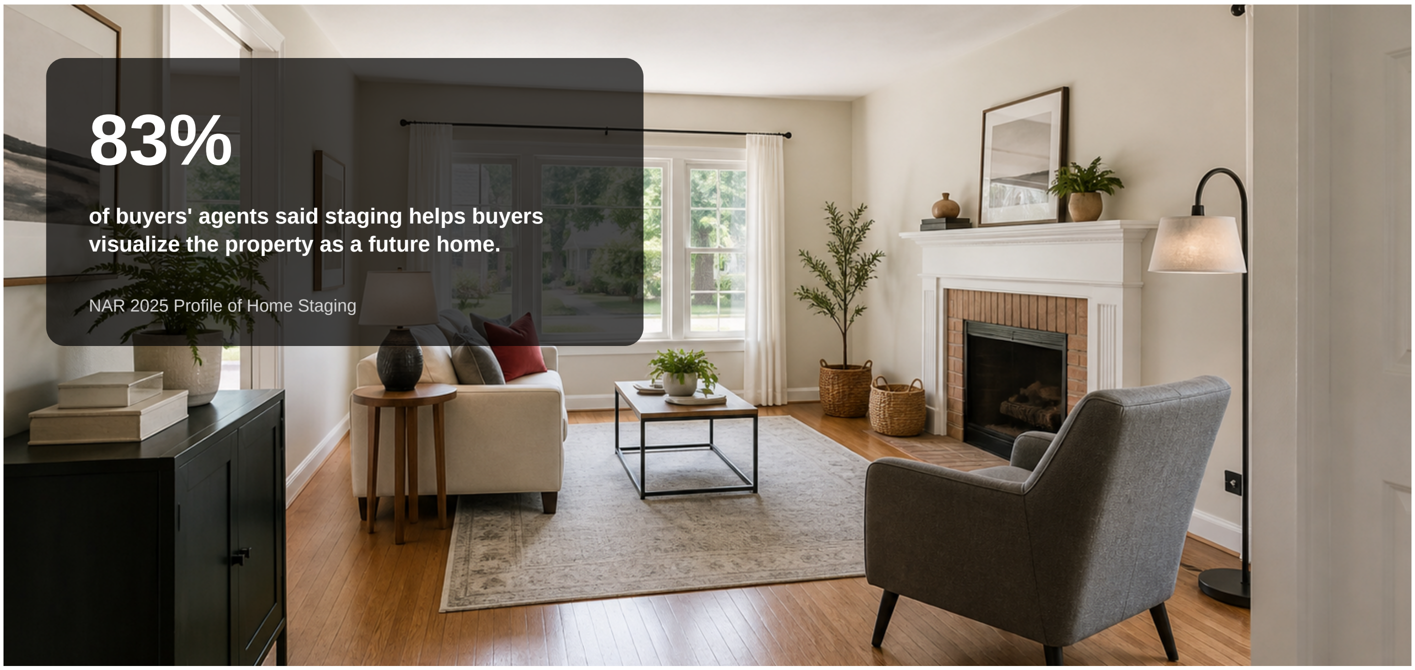
PREPARATION

Make the first impression count



83%

of buyers' agents said staging helps buyers visualize the property as a future home.

NAR 2025 Profile of Home Staging

FOCUS FIRST

Clean, repair, simplify and brighten.

- [ ] Fix visible maintenance issues and active leaks
- [ ] Deep clean kitchens, baths, floors and windows
- [ ] Declutter counters, closets, shelves and the garage
- [ ] Remove highly personal or polarizing decor
- [ ] Use consistent light bulbs and open window coverings
- [ ] Define each room with a clear purpose
- [ ] Refresh curb appeal: trim, edge, mulch and clean entries
- [ ] Secure valuables, medications, documents and firearms

SPEND WITH A PURPOSE

Before a major renovation, compare likely market impact with cost, time and disruption. The best preparation plan is selective.

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MARKETING

Build attention, then convert it

Strong marketing earns the click, the showing and the offer. It starts with accurate information and compelling presentation.

88%

of sellers' agents rated listing photos as important to clients

NAR 2025 Staging

LAUNCH STANDARD

Clear photography. Accurate property details. Thoughtful positioning. Easy showing access. Fast follow-up. Consistent feedback.

1

Presentation

Preparation guidance, professional-quality photography and an organized property story.

2

Distribution

MLS exposure and broad syndication to major consumer real estate websites, subject to local MLS rules.

3

Promotion

Agent network outreach and targeted digital promotion selected for the property and audience.

4

Access

Showing instructions that protect your home while reducing friction for qualified buyers.

5

Feedback

A clear cadence for reviewing activity, showing comments, competition and next actions.

WE WILL AGREE ON THE LAUNCH PLAN BEFORE YOUR HOME GOES LIVE.

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OFFERS & NEGOTIATION

The best offer is not always the highest

A strong decision weighs money, risk and timing together. I will summarize the terms, explain tradeoffs and carry out your direction.

Compare the complete package

Price matters. So do financing strength, contingencies, closing timing, possession, credits, appraisal exposure and the buyer's ability to perform.

Net price

Offer price less seller-paid costs, credits and other negotiated items.

Financing

Loan type, down payment, lender evidence and cash-to-close strength.

Contingencies

Inspection, appraisal, financing, sale-of-home and other conditions.

Timing

Closing date, possession, occupancy and flexibility around your next move.

Certainty

Deposit, documentation, clean terms and the buyer's demonstrated ability to close.

Property requests

Repairs, warranties, included items and post-inspection exposure.

You choose whether to accept, reject or counter. Contract questions may require an attorney's advice.

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NET PROCEEDS & CLOSING

Know the numbers before you decide

A seller net sheet estimates what may remain after the mortgage payoff and transaction expenses. The final figure comes from the closing statement.

SIMPLE NET FORMULA

Sale price - payoff - seller costs - credits = estimated proceeds

We will update the estimate when price or terms change.

COMMON ITEMS TO REVIEW

- ☐ Mortgage, equity line and other lien payoffs
- ☐ Prorated real estate taxes and assessments
- ☐ Broker compensation as negotiated in your listing agreement
- ☐ Buyer credits or compensation agreed in the contract
- ☐ Title, escrow, deed and recording-related charges
- ☐ Repairs, warranties, moving and property-preparation costs

FROM CONTRACT TO KEYS

1. **Deposit & title** — The transaction opens and title work begins.
2. **Due diligence** — Inspections and negotiated follow-up occur.
3. **Loan & appraisal** — The buyer completes financing requirements.
4. **Final documents** — Title prepares settlement figures and signatures.
5. **Close & transfer** — Funds, recording and possession follow the contract.

Costs vary by property and contract. Consult your title company, attorney or tax professional for advice specific to you.

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Equal housing opportunity

Housing must be offered without unlawful discrimination. Federal law protects race, color, national origin, religion, sex, familial status and disability. Ohio law also expressly includes military status and ancestry.

OUR COMMITMENT

Nicholas Misch and Keller Williams Elevate support equal professional service and equal housing opportunity. Marketing, showings, negotiations and service decisions will be handled consistently and in accordance with applicable fair housing requirements.

Local ordinances may protect additional classes. This guide is general information, not legal advice.

Ready for a clear next step?

Let's start with a no-pressure conversation about your home, timing and options.

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SOURCES & IMPORTANT NOTES

NAR - 2025 Profile of Home Buyers and Sellers
nar.realtor | Profile of Home Buyers and Sellers

NAR - 2025 Profile of Home Staging
nar.realtor | Profile of Home Staging

HUD - Fair Housing Act overview
hud.gov | Fair Housing Act overview

Ohio Revised Code 4112.02(H)
codes.ohio.gov | Section 4112.02