

First-Time Home Sellers Roadmap

This roadmap outlines the step-by-step process from listing to closing, helping first-time sellers navigate with confidence.

1. Initial Consultation & Market Analysis

- ☐ Schedule meeting with your RECN concierge
- ☐ Discuss goals and timeline
- ☐ Review comparable sales and market conditions
- ☐ Set strategic list price

2. Home Preparation & Staging

- ☐ Conduct pre-listing home inspection
- ☐ Complete recommended repairs
- ☐ Declutter and deep clean
- ☐ Coordinate professional staging
- ☐ Take final approval walkthrough

3. Professional Photography & Listing Creation

- ☐ Book professional photographer and videographer
- ☐ Capture high-quality photos and 3D tour
- ☐ Write SEO-rich listing description
- ☐ Publish on MLS and major real estate platforms

4. Marketing & Showings

- ☐ Launch targeted digital ad campaigns
- ☐ Distribute print brochures and flyers
- ☐ Schedule open houses and private showings
- ☐ Offer virtual tours for remote buyers
- ☐ Collect and review feedback

5. Negotiation & Offer Management

- ☐ Evaluate incoming offers
- ☐ Compare net proceeds after fees and concessions
- ☐ Leverage RECN's negotiation support
- ☐ Accept best offer and draft contract

6. Inspection & Appraisal Coordination

- ☐ Schedule buyer's inspection and review report
- ☐ Address repair requests promptly
- ☐ Coordinate appraisal scheduling
- ☐ Resolve appraisal discrepancies

7. Closing & Handover

- ☐ Sign closing disclosures and documents
- ☐ Conduct final walkthrough with buyer
- ☐ Transfer keys and possession
- ☐ Confirm funds disbursement

Download this roadmap and follow along with your RECN concierge to ensure a smooth and successful first home sale.