

YOUR COMPLETE HOME SELLING GUIDE

A step-by-step roadmap — from our first conversation to closing day

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Discovering Dreams, One Home at a Time

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Selling your home is one of the most significant financial decisions you'll make. This guide walks you through every step of the process — what I'm doing, why it matters, and how I make sure you walk away with the best possible outcome. With deep local market knowledge and a detail-driven approach, I'm committed to delivering results that exceed your expectations.

01 | Before We List

Laying the groundwork for a strong, well-positioned listing.

- › Schedule and confirm our initial strategy meeting
- › Review your goals, timeline, and priorities
- › Analyze active listings and recent comparable sales via MLS
- › Research average days on market for homes like yours
- › Pull property tax records, assessor data, and deed information
- › Build a Comparative Market Analysis (CMA) to price you competitively
- › Confirm legal description, lot size, and zoning details
- › Review any deed restrictions, HOA docs, or easements
- › Verify ownership records in county public records
- › Assess curb appeal and provide specific improvement recommendations
- › Recommend a pre-listing inspection to get ahead of any surprises
- › Provide a staging consultation — furniture arrangement and presentation tips that move homes faster
- › Recommend professional deep clean, carpet cleaning, and pressure wash before photos
- › Walk through the property with you to gather firsthand details
- › Complete a thorough listing appointment checklist
- › Add your property to my client database and transaction system

02 | Setting the Stage to Sell

Pricing right and preparing a complete, accurate property profile.

- › Present current market conditions and pricing trends
- › Walk you through the CMA with side-by-side comparisons
- › Develop a pricing strategy based on market data and property tour
- › Discuss buyer financing options and how they affect your sale
- › Measure total, heated, and room-by-room square footage
- › Confirm lot size from certified survey if available
- › Note any unrecorded liens, agreements, or easements
- › Collect and organize house plans if available
- › Verify HOA fees, rules, and bylaws if applicable
- › Research and document utilities: electric, gas, water, sewer/septic, well
- › Compile 12-month average utility usage for buyer disclosure
- › Confirm security system details and transferability
- › Check for transferable termite bond
- › Determine lead-based paint disclosure requirements
- › Prepare a complete list of included items and recent repairs/upgrades
- › Explain homeowner warranty options and assist with application
- › Review appraisal if one is available
- › Handle vacancy registration with township if property is unoccupied
- › Coordinate tenant notifications and showing logistics if rental units exist
- › Set up a dedicated transaction timeline so every deadline is tracked and nothing slips

03 | Listing & Marketing

Maximum exposure — professional media, top platforms, and my full network.

- › Review and sign the listing agreement — full transparency on every clause
- › Review title information for accuracy
- › Coordinate title search early to catch any issues before they delay closing
- › Install yard sign and electronic lockbox (if authorized)
- › Upload listing to MLS Broker Marketplace with accurate map placement
- › Proofread all listing data before going live
- › Syndicate to Zillow, Realtor.com, Redfin, Homes.com, and Trulia
- › Load listing onto SteveDonnellanRealtor.com
- › Shoot high-quality interior and exterior photos optimized for online listings
- › Capture stunning aerial footage using my own drone — I'm a licensed FAA Part 107 drone operator, so no outsourcing and no extra cost to you
- › Produce a professional video walkthrough tour, uploaded to YouTube and embedded in your listing

- › Create a virtual or 3D Matterport-style tour for out-of-town and relocation buyers
- › Create professional print and digital marketing materials with your input
- › Prepare marketing brochures — reviewed by you before distribution
- › Add QR codes to all print materials linking directly to your live listing
- › Distribute brochures to all company agents
- › Promote your listing on Instagram, Facebook, and Facebook Marketplace
- › Run targeted paid social media ads to reach active buyers in your market
- › Mail 'Just Listed' notices to the surrounding neighborhood
- › Send 'Just Listed' alerts to my buyer and referral network
- › Notify relocation and international referral programs
- › Create Special Feature cards highlighting your home's best attributes
- › Prepare personalized outreach letters for targeted contacts
- › Coordinate showing schedules with you, tenants (if applicable), and agents
- › Return all agent and buyer inquiries promptly
- › Push all price changes to MLS and every online platform immediately
- › Reorder and resupply brochures as inventory runs low

04 | Staying Sharp While Active

Consistent monitoring keeps your listing competitive.

- › Weekly market review — I track new listings and price changes around you
- › Collect and share showing feedback from buyers' agents after every showing
- › Weekly check-in call with you on activity, feedback, and strategy
- › Adjust pricing or marketing approach based on real-time market data
- › Monitor showing app reports and website analytics
- › Screen potential buyers to ensure only qualified traffic comes through your home

05 | Reviewing & Negotiating Offers

Every offer is an opportunity — I make sure you understand each one fully.

- › Receive and review all offers from buyers' agents
- › Prepare a seller net sheet for each offer so you see the true bottom line
- › Break down the strengths and risks in every offer
- › Contact buyers' agents to verify buyer qualifications
- › Confirm pre-approval by direct contact with the buyer's loan officer
- › Obtain pre-qualification letters if not included with the offer
- › Deliver Seller's Disclosure to buyers as required
- › Negotiate all terms in line with your priorities

- › Prepare counteroffers, acceptances, and amendments — clearly and quickly
- › Build comparison spreadsheets when multiple offers are in play
- › Route executed contracts and addenda to the closing attorney or title company

06 | Under Contract

Once you're under contract, I manage every moving part.

- › Collect and deposit earnest money into escrow
- › Update MLS status to Pending
- › Distribute signed contracts to all parties
- › Set showing restrictions per your instructions
- › Keep you informed of any backup offers received
- › Track the loan process with the lender — weekly follow-up
- › Coordinate lock-in of discount points and key loan dates
- › Provide verification of deposit and employment if needed
- › Assist buyer with financing if seller financing is involved
- › Update transaction management system and timeline throughout the process

07 | Inspections & Reports

Thorough inspection management protects your sale from stalling.

- › Coordinate the buyer's home inspection — date, access, and logistics
- › Review the inspector's report with you line by line
- › Explain your obligations under the Home Inspection Clause
- › Help identify and vet trusted local contractors for any required repairs
- › Negotiate repair credits or completions on your behalf if needed
- › Arrange septic and well inspections if applicable
- › Deliver Well Flow Report and Septic Report to lender and buyer
- › Confirm termite inspection is ordered and completed
- › Address mold inspection if required
- › Log all inspection completions in the transaction system

08 | The Appraisal

Protecting your agreed-upon price through the appraisal process.

- › Schedule the appraisal and ensure the appraiser has full access
- › Provide the appraiser with our supporting comparable sales

- › Follow up on appraisal status and communicate results to you promptly
- › Assist you in challenging a low appraisal with market data if needed

09 | Preparing to Close

The finish line is in sight — I handle every last detail.

- › Coordinate closing with the buyer's agent, lender, and closing attorney
- › Confirm all parties have signed the contract and all addenda
- › Resolve any outstanding title issues
- › Schedule the buyer's final walk-through
- › Review prorations — taxes, HOA dues, utilities
- › Request and review final closing figures from the closing agent
- › Confirm buyer and agent received final walk-through forms
- › Select closing location and confirm date/time with all parties
- › Request a copy of closing documents for your file

10 | Closing Day

Keys out, proceeds in — the moment you've been working toward.

- › Review the HUD-1 Settlement Statement for accuracy
- › Confirm all required documents are signed and delivered
- › Arrange transfer of keys, garage remotes, and security codes
- › Ensure your net proceeds are received and accounted for
- › Provide copies of all closing documents for your records
- › Release earnest money as directed
- › Update MLS status to SOLD

11 | After the Sale

The transaction closes — our relationship doesn't.

- › Follow up 30 days post-closing to make sure everything went smoothly
- › Request a Google or Zillow review while the experience is fresh — your feedback helps other sellers find the right agent
- › Keep you informed with periodic market updates for your area
- › Available for any post-closing questions or referrals — I'm your agent for life, not just this transaction

I'm with you every step of the way — before, during, and after closing.

Questions? Reach out anytime. That's what I'm here for.

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