

Home Sellers Guide

A practical plan for pricing, preparing, and selling your home.

Selling starts with a clear plan

Your price, preparation, and timing work together. Before spending money on improvements or choosing a list date, understand your home's competition and what you want to accomplish with your move.

Use this guide to prepare for our conversation, compare your options, and keep track of the decisions between listing day and closing.

- 02** Build your plan and price
- 03** Prepare your home
- 04** Gather disclosures and records
- 05** Launch and compare offers
- 06** Get from contract to closing
- 07** Create your next steps

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Build your plan and price

Start with your move, then choose a price supported by the homes buyers can compare with yours.

Define a successful sale

Decide when you would like to move, whether you need sale proceeds for your next purchase, and how much preparation you can realistically handle. If you are buying and selling, discuss the order of both transactions with your agent and lender before committing to dates.

Understand the three sets of comparables

What we review	What it tells us
Recent closed sales	Evidence of what buyers actually paid for similar homes.
Pending sales	A signal of current demand; the final price may not be public yet.
Active listings	The alternatives competing for a buyer's attention today.

Compare location, condition, layout, finished space, lot, garage, updates, and property type. A Twin Cities median or an online estimate cannot capture every detail of your home.

Choose a price and a review plan

A useful pricing conversation includes a supported value range, a recommended list price, and estimated proceeds. Agree on when to review showing activity, buyer feedback, and new competition after launch.

Avoid pricing around an unsupported target. What you paid, what you spent on improvements, and what you need for your next home may differ from what today's buyers will pay.

Bring to our meeting: your ideal move date, a list of improvements with approximate dates, and your biggest questions about selling.

Prepare with purpose

Focus your effort on clean, functional, easy-to-see spaces. Discuss larger projects before committing to the expense.

Start with the essentials

- ☐ Declutter counters, closets, storage areas, and walkways. Pack items you will not need before moving.
- ☐ Deep-clean kitchens, bathrooms, floors, windows, and high-touch surfaces. Address the source of odors.
- ☐ Review leaks, loose hardware, damaged surfaces, and maintenance issues. Use qualified professionals where needed.
- ☐ Improve the entry: tidy landscaping, clean the front door, and keep steps and walkways clear. In winter, plan for snow and ice.

Make photography and showings easier

- ☐ Simplify furniture layouts so buyers can see how each room functions. Discuss whether staging would help.
- ☐ Replace burned-out bulbs, open window coverings, and clear everyday items from counters.
- ☐ Secure valuables, medication, private documents, and personal photographs you do not want online.
- ☐ Create a plan for pets, parking, and leaving during showings. Keep access to mechanical equipment clear.

Pause before major renovations

A new kitchen, roof, or bathroom is not automatically the right presale investment. Compare the cost, delay, condition of competing homes, and likely buyer response. Some issues call for repair; others may be addressed through pricing or negotiation.

Keep the receipts. Gather permits, warranties, service records, and repair documentation as you go. Preparation should make the home easier to evaluate, never hide a known problem.

Get the paperwork ready

Gather records early so questions and local requirements do not become last-minute obstacles.

Property condition disclosures

Minnesota generally requires a written disclosure of known material facts that could adversely and significantly affect a buyer's use or enjoyment of the property before an agreement to sell is signed. Complete the forms honestly and discuss exceptions or questions with your agent or attorney. [1]

Radon and lead paint

Minnesota requires radon disclosure and educational information before a purchase agreement is signed. Gather any test results and mitigation information, and use the required forms and materials. [2]

For most homes built before 1978, federal rules require lead disclosures, available reports, an EPA pamphlet, and an opportunity for the buyer to inspect for lead, subject to applicable rules and written agreements. [3]

Check your city before listing

Point-of-sale requirements depend on the city and property. For example, Minneapolis requires a Truth in Sale of Housing evaluation for specified property types and a full report before showings, with listed exceptions. Verify the requirements for your address and allow time for any repairs or reinspections. [4]

Gather the records that fit your property

- ☐ Improvement dates, permits, warranties, service records, and any prior inspection reports.
- ☐ Association contact details, dues, rules, resale documents, and information about assessments, if applicable.
- ☐ Any well, septic, survey, easement, lake-access, or shared-driveway records for review.
- ☐ Mortgage and home-equity loan information for payoff requests through the closing provider.

This is a planning overview, not a substitute for required forms or legal advice. Requirements can change and vary by property. Source links are on page 7.

Launch and compare offers

Good presentation helps buyers understand the home. A strong offer also needs terms that support your move.

Agree on the marketing plan

Discuss photography, listing copy, online distribution, video or social promotion, and whether open houses fit your property. Confirm which services are included, the launch date, showing instructions, and how you will receive updates.

Review the listing for accuracy before it goes live: included appliances, property features, improvements, and any items you plan to take with you. Photos and descriptions should represent the property accurately.

Use feedback to guide decisions

Look at showing activity, recurring buyer objections, competing listings, and offers together. If interest is limited, review pricing, presentation, and access. Online views alone do not establish market value.

Compare the full offer

Term	Question to ask
Price and seller costs	What would I keep after credits and agreed expenses?
Financing and appraisal	What funding evidence is provided, and what happens if the appraisal is low?
Inspection and other contingencies	What can the buyer investigate or cancel over, and by when?
Earnest money	How much is offered, when is it due, and what does the contract say about it?
Closing and possession	Do the dates work, and is the buyer also selling a home?

Review the entire agreement and deadlines before accepting, countering, or declining. Compare price, costs, and conditions together.

From contract to closing

An accepted offer starts the next phase. Your signed agreement sets the deadlines, obligations, and available options.

Inspection and negotiations

Make the home accessible for agreed inspections. Review requests with your agent and respond within the contract deadlines. Any repair, credit, or other change should be documented in writing; do not assume a verbal conversation changes the agreement.

Financing and appraisal

If the buyer is financing, the lender may require an appraisal and additional property or loan conditions. An appraisal is different from a home inspection. If a problem comes up, your response depends on the agreement and the parties' willingness to negotiate.

Title and closing preparation

Respond promptly to the closing provider's requests. Confirm payoffs, ownership information, and any title issues. Review the proposed settlement statement for the price, credits, charges, and estimated proceeds before signing.

Your final checklist

- ☐ Complete agreed repairs and save invoices or other required documentation.
- ☐ Confirm the closing appointment, identification requirements, and when funds will be available.
- ☐ Coordinate utilities, insurance, movers, and possession with the written agreement.
- ☐ Remove belongings and leave the property in the agreed condition. Keep included items in place.
- ☐ Arrange the final walkthrough and delivery of keys, remotes, and access information.

Verify money instructions. If wiring is involved, call the closing provider using an independently verified phone number before sending funds. Treat unexpected changes to payment instructions as a reason to stop and verify.

Make a plan for your home

You do not need every answer before we meet. Start with your goals and we can work through the decisions together.

My ideal moving timeframe

My biggest question or concern

Projects I am considering before selling

What needs to happen before I can move

Let us talk about your sale

For a conversation about your home's value, preparation priorities, and timing, text **SELL** with your property address and ideal moving timeframe.

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Serving Minneapolis, Saint Paul, and the Twin Cities suburbs, with a focus on Minnetonka and the western metro.

Resources

[1] Minnesota seller disclosure requirements

[2] Minnesota Department of Health radon in real estate

[3] EPA lead disclosure requirements

[4] Minneapolis Truth in Sale of Housing

Links reviewed October 7, 2026. This guide is general education; your property, agreements, and current requirements determine the details of your sale.