

Clarity builds confidence.

I've developed these ten questions over fifteen years of helping people just like you build the lives they want in homes they love.

Answering them will uncover your true priorities as you begin this journey, which will help you and your team create the perfect plan.

Pro Tips:

#1: If you're selling your home with a partner, print two copies. Answer solo and then share. Be prepared to be surprised.

#2: Be honest. Dig a little deeper than your gut response. You'll save time, effort, and energy by being transparent and self-aware.

1.
What's your motivation for this move?
Are you excited about selling? _____

2.
What's your biggest question about selling?
Fear of underpricing? Overpricing? The unknowns? _____

3.
Once you decide to sell, your house goes from a *home* to a *product*. Can you live in "show ready" condition or do you want to move out prior to going to market? _____

4.
Is there anything that needs fixing or updating? How much do you think these projects will cost? _____

5. Buyers spend a few seconds in front of your home making initial assumptions based on curb appeal. What landscaping needs to be planned for? _____

6. Do you have a list price in mind? What are you basing that on? _____

7. Various price points and geographies sell at different speeds. Pick a holiday within the next 90 days. Do you see yourself in a new home by then? _____

8. What needs to happen in the next 30 days to make sure that timeline is met? _____

9. If applicable, do you have a plan for balancing a sell and a purchase? _____

10. Would you accept an offer (assuming it's a good one) the first day your home gets listed?

YES // NO