

CHECKLIST 1: dougranger.com

Free Home Selling Checklist: Ventura County Edition

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1. Know Your Market Value

- Get a current comparative market analysis (CMA) from a local broker
- Review recent sales in your neighborhood, not just list prices
- Factor in days-on-market trends for Ventura County

2. Declutter and Depersonalize

- Remove personal photos and excess furniture
- Deep-clean every room, including closets and garage
- Pack away items you no longer need

3. Make Repairs That Matter

- Fix safety issues: handrails, smoke detectors, electrical concerns
- Prioritize curb appeal: landscaping, front door, exterior paint
- Skip over-improvements that won't pay back at resale

4. Gather Your Documents

- Disclosures and seller paperwork
- HOA documents and CC&Rs if applicable
- Roof, HVAC, and major system records and warranties

5. Price It Right

- Work with your broker on a data-driven list price
- Avoid overpricing that stalls showings and offers
- Understand the local competition and market conditions

6. Market It Well

- Professional photography and listing copy
- Video tour and virtual showings
- Syndication across the MLS and major portals

7. Prepare for Showings

- Keep the home show-ready at all times
- Be flexible with showing times
- Get feedback from every showing

8. Review Offers Carefully

- Compare price, terms, contingencies, and buyer financing
- Understand earnest money and due diligence timelines
- Know which concessions matter in this market

9. Escrow, Inspections, and Closing

- Work through the buyer's inspections and requests
- Stay on top of appraisal and loan timelines
- Coordinate with escrow and title for a smooth close