Selling Your Home in Philadelphia: The Complete Guide

A clear, step-by-step walkthrough of the entire selling process in Philadelphia and the surrounding areas – brought to you by **Andre Richardson, HomeSmart Realty Advisors**. 26 years in real estate. Licensed PA & NJ.

STEP 1

Get a Real Comparative Market Analysis

Before a sign goes in the yard, you need a true picture of what your home is worth – not a guess, and not last year's number. A proper CMA pulls recent, comparable sales in your specific zip code, because Philadelphia area pricing varies block by block, not just neighborhood by neighborhood.

STEP 2

Price It Right, the First Time

Philadelphia currently sits around a **4.7-month supply of inventory**, with active and new listings up nearly **10% year over year**. More homes on the shelf means buyers have options – and a home priced even slightly wrong sits, picks up "stale listing" stigma, and ultimately sells for less than it would have at the right price on day one.

PRICED RIGHT ON DAY ONE	PRICED WRONG
Strong Buyer Interest	Stale Listing Stigma
Competitive Offers	Price Reductions
Maximum Sale Price	Lower Final Sale Price

STEP 3

Prepare & Present the Home

High-Impact Prep

Simple decluttering, minor repairs, and curb appeal move the needle more than any big renovation.

Professional Photography

Pro photos and virtual staging show buyers the home's full potential without the cost or delay of physical staging.

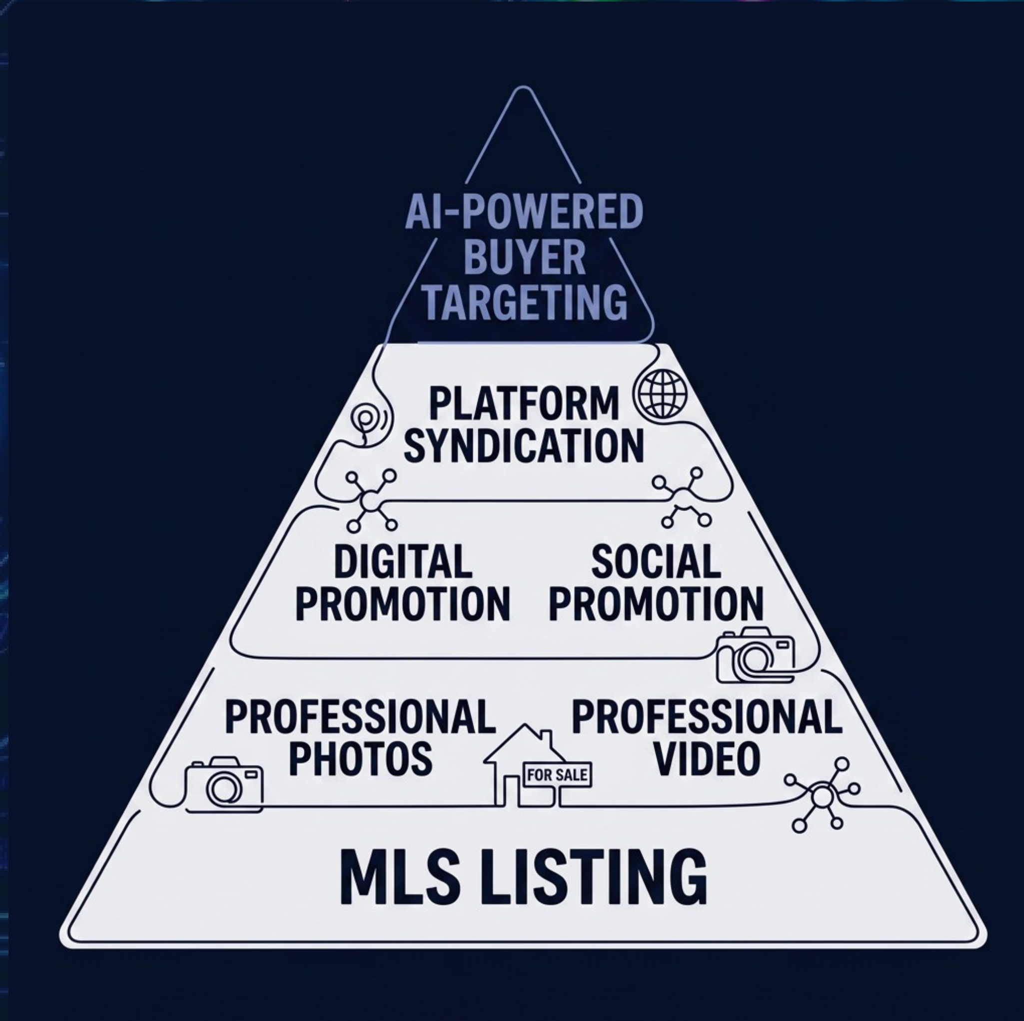
Vacant & Dated Listings

Virtual staging is especially powerful for vacant or dated listings – transforming perception at a fraction of the cost.

STEP 4

Marketing That Actually Works

Listing on the MLS is the floor, not the strategy. The homes that sell fast get real marketing: professional photos and video, targeted digital and social promotion, and syndication across every major buyer-facing platform. AI-infused marketing tools now make it possible to reach the right buyers faster than a sign and an MLS listing ever could alone.



STEP 5

Reviewing Offers & Negotiating

Not every offer is created equal. Price matters, but so does financing type, contingencies, and the buyer's timeline. This step is about protecting your bottom line while keeping the deal on track – reading the fine print so you don't find out about a weak contingency after you've already accepted.

Price

The offer amount and how it compares to your asking price and market value.

Financing Type

Cash, conventional, FHA, or VA – each carries different risk and timeline implications.

Contingencies

Inspection, appraisal, and financing contingencies all affect how solid the deal really is.

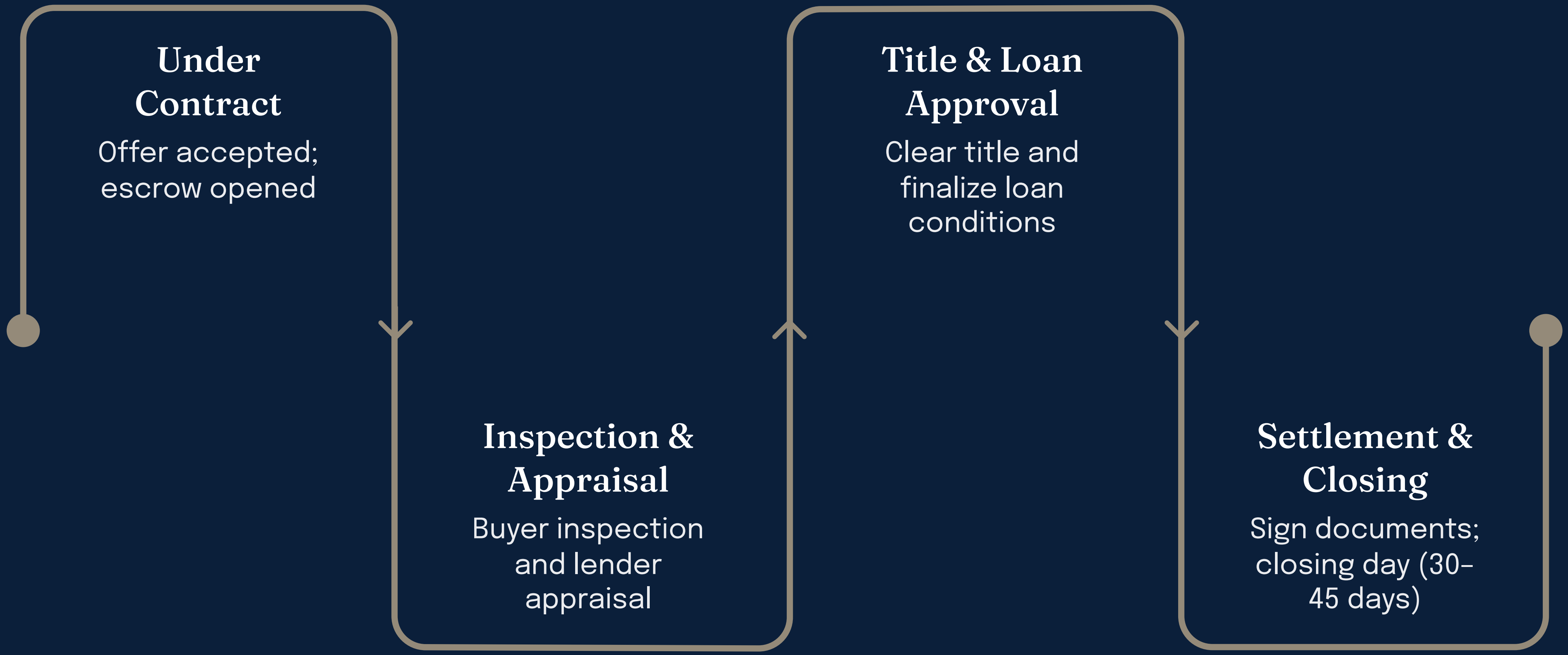
Buyer's Timeline

Closing date flexibility can be just as valuable as a higher offer price.

STEP 6

Inspection, Appraisal & Closing

After you're under contract, the buyer's inspection and the lender's appraisal are the two biggest hurdles between contract and closing – knowing how to respond to a repair request or a low appraisal keeps a good deal from falling apart.



From there, closing day typically follows 30–45 days later: title work, final loan approval, final walkthrough, and settlement – so there are no surprises at the table.

What Actually Causes a Home to Sit Unsold

It's almost never the house. It's the pricing, the marketing, or an agent who goes quiet after the sign goes up. Sellers who've been through a listing that didn't sell the first time usually find the same three culprits – and every one of them is fixable with the right approach the second time around.

Wrong Price

Overpricing at launch creates stale listing stigma that follows the home even after a reduction. The right price on day one is always better than chasing the market down.

Weak Marketing

A sign and an MLS entry are not a marketing plan. Without professional photography, digital promotion, and platform syndication, qualified buyers simply never see the listing.

An Agent Who Goes Quiet

After the sign goes up, communication and active follow-through are what keep a listing alive. Silence from an agent is one of the most common reasons a good home doesn't sell.

Why Sellers Choose Andre Richardson

Before real estate, Andre was an **engineer** – trained to diagnose a system that's failing and rebuild it so it works. That's exactly what he does with listings that should have sold and didn't.

> "My previous agent made no progress in over a year... Andre secured a buyer and got my house under contract in one month."

One seller went from an accepted offer to closing in under 60 days after a disappointing experience elsewhere.

26

Years in Real Estate

Licensed in both PA and NJ

27

Verified 5.0★ Reviews

100% recommend rate

60

Days to Close

Contract to closing for a seller who struggled elsewhere

If you want the highest sale price in the fewest days on market, that track record is the reason to call Andre first – not second.

Ready to List? Let's Talk.

Get a free, no-pressure home valuation and a real marketing plan built for your specific needs.

📅 Book a Consultation

calendly.com/BossRealtor

📞 Call or Text

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