

SELL STRONG. MOVE FORWARD SMART.



A personal introduction

Hi, I'm Curt Simmons. I've helped Snohomish County buyers and sellers since 2003. Before real estate, I spent a decade working in residential and commercial construction, which gives me an additional perspective on home condition, repairs, and preparation.

I put together this guide to help you understand the selling process, avoid unnecessary expenses, and make confident decisions. Whether you're selling soon or simply exploring your options, this is a practical place to start.

INSIDE THIS GUIDE

A five-step selling strategy | Preparation checklist | Contract-to-closing overview | Planning worksheet | Personal valuation CTA

01 / STRATEGY

Your five-step selling plan

Good results begin well before your listing appears online. Here is the roadmap I use to organize priorities and make decisions based on local market evidence.

01 PRICE FOR TODAY'S MARKET

Study nearby closed sales, active and pending competition, property condition and current buyer expectations. A pricing strategy should have a clear rationale - not depend solely on an automated estimate.

02 PREPARE WITH PURPOSE

Walk through the home with an eye for visible maintenance, safety, clutter, cleanliness and low-cost improvements. Not every renovation is worth doing before a sale.

03 MARKET THE HOME PROFESSIONALLY

Coordinate property preparation, professional photography, compelling but accurate copy, online distribution and exposure appropriate for the likely buyer pool.

04 MEASURE INTEREST AND RESPOND

Monitor inquiries, showings, feedback and competition. If buyer response falls short of expectations, revisit the evidence and adjust the plan.

05 EVALUATE THE FULL OFFER

Compare price with financing, contingencies, seller concessions, earnest money, inspection terms, closing date and the buyer's ability to perform.

Quick reality check: What would a buyer notice in the first 30 seconds - and what questions might they have about your home?

02 / PREPARATION

Your pre-listing checklist

Print this page and check off each item as you go. Discuss major expenses before committing to projects; your best return may come from simple improvements.

Exterior and first impression

- ☐ Clear walkways, tidy landscaping and address visible debris
- ☐ Clean entry, windows, gutters and outdoor living areas
- ☐ Consider touch-ups for worn trim or paint where appropriate

Interior presentation

- ☐ Declutter counters, closets and storage areas
- ☐ Deep-clean kitchens, bathrooms, windows and floors
- ☐ Replace burned-out lights and improve overall lighting
- ☐ Discuss staging, furniture layout and pet arrangements

Home systems and paperwork

- ☐ Make a list of known issues and repair history
- ☐ Gather warranties, permits, maintenance receipts and manuals
- ☐ Check smoke and carbon monoxide alarms
- ☐ Discuss required seller disclosures with your broker

Preparing for the launch

- ☐ Verify listing details and significant improvements
- ☐ Plan access, photography timing and showing instructions
- ☐ Secure valuables, medication and confidential documents

Before renovating: Let's review cost, timing and likely market benefit. Spending more does not automatically mean selling for more.

03 / THE PROCESS

From listing to closing

Every sale is different, but knowing what comes next makes it easier to plan for moving, deadlines and decision points.

BEFORE GOING LIVE

Confirm the listing agreement, pricing and marketing strategy, required property information, disclosures, scheduling and your moving priorities.

WHILE THE HOME IS ON THE MARKET

Review feedback, inquiries and comparable listings. Assess whether to maintain the strategy or make changes supported by market response.

WHEN OFFERS ARRIVE

Review financing, earnest money, inspection and appraisal terms, concessions, title considerations, proposed timing and any special conditions.

AFTER ACCEPTING AN OFFER

Track deadlines, inspection results, lender and appraisal updates, title and escrow requests, agreed repairs and your moving schedule.

CLOSING AND POSSESSION

Review the final settlement statement with escrow, verify loan payoffs and net proceeds, satisfy agreed terms and coordinate keys and possession.

Washington note: Contract duties, disclosure requirements and closing dates depend on the transaction. Consult a Washington attorney or tax adviser when a legal or tax question arises.

04 / WORKSHEET

Your personal selling plan

Write down your goals before requesting a valuation. These answers help us create a plan that fits your property and timeline.

Property address:

Target moving or closing timeline:

Biggest reason for considering a sale:

Updates or repairs I am considering:

My biggest concern or unanswered question:

LET'S START WITH A REALISTIC PRICE RANGE

Find out what your home could sell for.

Request a personalized, no-obligation home valuation. I'll look at recent comparable sales, current competition and your home's features and condition, then help you understand your options and your next best step.

REQUEST YOUR FREE HOME VALUATION >

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