Step One:
Am I ready *to sell?*

A honest guide to help you figure out where you stand — and what comes next.



Zeb & HeatherNicholson

Real Estate for Real Life

BecauseItsHuman.com

Your guide. Your agent. *Your move.*

Hi, we're Zeb & Heather Nicholson — and we put this guide together for you because selling your home is one of the biggest financial decisions you'll ever make. You deserve to feel informed, prepared, and confident before you ever put a sign in the yard.

Whether you're ready to list tomorrow or just starting to think about it, this guide will help you get honest with yourself about where you stand — and show you exactly what the process looks like with the right person in your corner.



This guide was built to help you:

Know If You're Ready
Get honest with yourself about where you are financially and emotionally — so you can make the move on your terms, not someone else's.

Understand Your Home's Value
Learn how agents determine what your home is worth and what you can do right now to maximize your sale price.

Feel Supported Every Step
Learn what your realtor actually does for you — and why having the right person in your corner can mean thousands more in your pocket.

Big Questions

There's no wrong answer here — this is just about getting honest with yourself before you dive in.

01 FINANCIALLY



- Do I have a clear idea of what I owe on my home and what my equity looks like?
- Am I prepared for the costs associated with selling – agent fees, closing costs, and potential repairs?
- Do I have a plan for where my proceeds are going – whether that's a new home, savings, or something else?
- If I'm buying again, do I understand how the timing of my sale affects my next purchase?

02 PRACTICALLY



- Is my home in a condition I'd feel confident showing to buyers?
- Am I realistic about what my home is worth in today's market?
- Do I have a general timeline in mind for when I'd want to be out?

03 EMOTIONALLY



- Am I truly ready to let go of this home and everything it represents?
- Am I making this decision for the right reasons and on my own timeline?
- Do I feel clear about what my life looks like on the other side of this sale?

If you answered yes to most of these — you might be closer than you think. If you're still working on a few — that's okay too. That's exactly what we're here for.

The Checklist

Think of this as your pre-listing warmup. The more of these you can check off, the smoother and more profitable your sale will be.

01 FINANCIAL READINESS

- □ I know approximately how much equity I have in my home
- □ I understand the costs of selling – agent fees, closing costs, and any repairs
- □ I have a plan for my proceeds and what comes next
- □ If I'm buying again, I've started thinking about financing my next home
- □ I'm realistic about pricing and open to a professional opinion on value

02 PRACTICAL PREPARATION

- □ I've done a honest walkthrough of my home with fresh eyes
- □ I have a list of repairs or updates that could increase my sale price
- □ I've started thinking about decluttering and depersonalizing
- □ My curb appeal is in good shape or I know what needs attention
- □ I'm prepared to keep my home show-ready during the listing period

03 AGENT READY

- □ I have a trusted realtor who knows my local market
- □ I'm ready to have an honest conversation about pricing and strategy
- □ I know I don't have to figure this out alone

You don't need every box checked before reaching out. A good agent will help you work through the rest — that's exactly what we're here for.

What to Expect

Meet With Your Agent

This is where it all starts. We'll walk through your home together, talk about your goals and timeline, and I'll run a Comparative Market Analysis so you know exactly what your home is worth in today's market.

Prepare Your Home

First impressions sell homes. We'll talk through what's worth fixing, what to declutter, and how to make your home shine for buyers. Small investments at this stage can mean big returns at closing.

List & Market Your Home

Once your home is ready, we go live. Professional photos, strategic pricing, and a marketing plan designed to get your home in front of the right buyers as quickly as possible.

Showings & Offers

Buyers start coming through and the offers roll in. I'll help you evaluate every offer — not just the price, but the terms, the timeline, and what each one actually means for you.

Under Contract

Once we accept an offer the work continues behind the scenes. Inspection, appraisal, buyer financing, and a lot of coordination. I'll keep you informed every step of the way through Deal Pipeline — you'll always know exactly where things stand.

Closing Day

You sign, hand over the keys, and walk away with your proceeds. Everything you prepared for has paid off — and you're ready for whatever comes next.

The timeline from list to close varies by market, but preparation before you list is what makes the difference between a smooth sale and a stressful one.

What we *Actually* Do For You

Selling a home isn't just about putting a sign in the yard and waiting for offers. It's about pricing strategy, marketing, negotiations, contracts, deadlines, and a hundred small decisions that can have a big impact on your final number. That's where I come in.

📊 WE KNOW WHAT YOUR HOME IS WORTH

We run a CMA so your home is priced to attract the right buyers and maximize your return — not sitting on the market wondering why nobody's calling.

📸 WE MARKET YOUR HOME THE RIGHT WAY

Professional photos, strategic listing copy, and a marketing plan that gets your home seen by the right people at the right time.



💬 WE NEGOTIATE FOR YOU

From offers to inspection repairs to closing costs — we advocate for your best interests at every turn and make sure you walk away with the best possible outcome.

📲 WE KEEP YOU IN THE LOOP

Through every stage of the process you'll always know what's happening, what's next, and what we need from you. No wondering, no chasing us down for updates — ever.

We're In Your *Corner*

From our first conversation to closing day, our job is to make this process feel as smooth, informed, and profitable as possible for you.

Next Steps

You made it to the end of the guide — which tells us you're serious about this. Here's what to do next.

WHERE DO YOU LAND?

ALMOST READY

You checked most of the boxes and you have a good feeling about the direction you're heading. Let's start the conversation and build a plan around your timeline and your goals.

GETTING THERE

You're still working through a few things but you can see the finish line. Reach out and let's map out exactly what it's going to take to get your home market-ready.

JUST EXPLORING

You're not sure yet and that's completely okay. The best time to talk to a realtor is before you think you need one. A conversation now could save you time, money, and stress later.

WHEREVER YOU ARE, THE NEXT STEP IS THE SAME....



Reach out. Let's talk. We'll meet you exactly where you are and help you figure out what makes sense for your situation — whether that's starting your search tomorrow or building a 6-month plan to get there.

We'll keep you informed, supported, and confident every single step of the way.
That's our promise to you.

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