



# The Home Seller's Playbook

How to sell for top dollar with less stress

Selling your home is part art, part strategy. Done well, you sell faster and for more, with fewer headaches. This playbook breaks down exactly how I help sellers get top dollar — from setting the right price to handing over the keys. When you're ready, I'll build a plan tailored to your home.

#### STEP 1

## Price It Right From Day One

The price you start at is the single biggest factor in your final sale price. Overprice it and the home sits, buyers wonder what's wrong, and you end up chasing the market down. Price it sharply and you can create competition — sometimes multiple offers.

I price using real, recent comparable sales in your specific neighborhood — not a guess and not an automated estimate. The first two weeks on the market draw the most attention; pricing right captures that surge.

#### STEP 2

## Prepare Your Home

You don't need to renovate. The goal is to remove objections — the little things that make a buyer wonder what else is wrong:

- Fix leaky faucets, sticking doors, and chipped paint
- Refresh tired or bold paint with neutral tones
- Deep clean everything, including windows and grout
- Handle small repairs before they become negotiation points

I'll walk your home with you and tell you honestly which fixes are worth it and which aren't.

#### STEP 3

## Stage to Sell

Buyers don't buy your house — they buy the life they imagine living in it. Staging is often just decluttering, depersonalizing, and arranging rooms so they feel bright and spacious. A clean, neutral, well-lit home helps buyers picture themselves there.

#### STEP 4

## Marketing That Reaches Buyers

Most buyers fall in love online before they ever step inside, so presentation is everything:

- Professional photography (non-negotiable)
- Listing across the MLS and all the major sites
- Social media, video, and email to my network
- Well-run open houses that create urgency

#### STEP 5

## Negotiating Offers

Price is only one piece of an offer. Financing, contingencies, inspection terms, and timeline all matter. I negotiate hard on your behalf and translate the fine print into plain English, so you choose the offer that's genuinely best — not just the biggest headline number.

#### STEP 6

## From Contract to Closing

Inspections, appraisal, paperwork, deadlines — this is where deals can wobble. My job is to keep everything on track and head off problems before they threaten your sale, so you get to closing day smoothly and on time.

## Ready For Your Free Home Valuation?

I'll prepare a no-obligation valuation based on real recent sales in your neighborhood and a plan to get you top dollar. Reach out at (215) 403-4096 or [johnlynch2nd@kw.com](mailto:johnlynch2nd@kw.com), or visit [johntherealtydon.com](http://johntherealtydon.com). — John, The Realty Don