allison SELLS HOMES

RE/MAX ALLIANCE

ALLISON HANSEN
RE/MAX ALLIANCE
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Seller FAQ - What to know before you sell

What steps are necessary to put my home on the market?

1. Prepare your home by decluttering, cleaning, and staging so it feels inviting.
2. Complete the listing paperwork with me and RE/MAX Alliance. This paperwork includes the listing period, price, items staying with the home, commission, and other key details.
3. Schedule professional photography to capture your home at its best — interior, exterior, drone, video, and floor plan.
4. Finalize your list price. I'll provide a recommendation based on comparable sales and my experience, but the final decision is always yours.

How long will my home be on the market?

Most homes in our area sell within a few weeks when priced correctly and marketed well. I'll review current market data with you so you know what to expect, and I'll keep you updated on interest, feedback, and market shifts throughout the process.

Should I stage your home before listing it?

Yes — staging can make a real difference. There are different levels:

- Collaborative staging with me: For example - swap bedding or curtains, add throw pillows, plants, or decorative pieces, and remove personal photos or collections. I will email you a detailed list of my suggestions.
- Full-service professional staging: Stage key rooms or the entire house. Some stagers even allow payment at closing. Professional staging ranges from $1,000 - $3,500.

Why it matters:

- Nearly half of sellers' agents report staging reduces time on the market.
- Staging helps buyers envision themselves living in the home.
- Staging can give your home a competitive edge—making it look its best in photos, attracting more showings, and boosting the likelihood of multiple offers.

What is your sales strategy?

My goal is to create strong interest — ideally multiple offers — so you get the best price, terms, and timeline. We start by marketing your home as "coming soon" for a few days, letting buyers preview photos and floor plans before showings begin. If you would like, I can host an open house to boost early traffic. If multiple offers come in, I keep buyers informed so they can improve their terms. Then we choose and negotiate the offer that's best for you, with backups ready if needed.

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How will I know when someone wants to see my home?

You'll get a text or email with the date and time of each showing, and you can choose to accept or decline. A lockbox on your front door allows agents, inspectors, and appraisers to access your home safely and conveniently.

Will I know what buyers think of my home?

Yes. After each showing, the buyer's agent is asked for feedback—what they loved, what they didn't, and whether they're considering an offer. I'll share all feedback with you as it comes in.

Are inspections required?

Some cities require a city inspection before utilities can be transferred, and typically this is the seller's responsibility. In other areas (for example Edwardsville, Glen Carbon, Maryville, and Troy), inspections aren't mandatory. Buyers can still choose private inspections—such as property, radon, termites, sewer, septic, or mold—at their own expense. You aren't required to make repairs, but you must disclose any defects you know about.

What is an appraisal?

An appraisal is an independent assessment of a home's value, comparing it to similar homes in the area. It helps ensure the buyer is paying a fair price, especially when a mortgage is involved. If the buyer is paying cash, they probably won't need an appraisal.

What if the appraisal comes in lower than the contract price?

If the appraisal is lower than the agreed-upon price, the seller can accept a lower offer, the buyer may pay the difference, or in some cases, the buyer and seller can split the difference. This is quite uncommon, so it's usually not something to worry about.

What happens at closing?

At closing, you'll meet with the buyer at a title company to finalize the sale and officially transfer ownership. The buyer gets the keys and takes possession, and you'll receive your proceeds check—after that, the home is no longer your responsibility.