

B|CO.

Why Sell With The Better Co.

At The Better Co., we understand selling your home is both a financial and emotional decision. Our award-winning team brings market expertise, design insight, and proven marketing strategies to help you secure top dollar — all while making the process smooth, transparent, and stress-free.

Tips & Guidance for Sellers

1. Price It Right – A market analysis ensures your home is priced to attract serious buyers quickly.
2. First Impressions Matter – Professional photos, staging, and curb appeal set the tone for success.
3. Leverage Digital Marketing – With 95% of buyers searching online, social media, ads, and email campaigns are critical.
4. Highlight Your Home's Best Features – Staging and minor updates can boost appeal and value.
5. Be Ready for Showings – Keep your home clean, neutral, and flexible for buyer visits.
6. Lean on Expert Negotiation – Our team handles offers, contracts, and inspections so you stay protected.

Home Readiness: Property Checklist

- ☐ Declutter and depersonalize – remove excess furniture, family photos, and personal items.
- ☐ Deep clean and repair – fix small issues (paint touch-ups, loose handles, lightbulbs) and clean thoroughly.
- ☐ Boost curb appeal – mow lawn, trim landscaping, and freshen entryway for a welcoming first impression.

Home Readiness: Personal Checklist

- ☐ Review finances – understand your mortgage payoff, potential proceeds, and moving budget.
- ☐ Plan your next move – identify where you'll live after the sale (new purchase, rental, or temporary housing).
- ☐ Organize documents – gather warranties, utility info, and service records for buyers.

Seller's Preparation Worksheet

- Timeline for selling: _____
- Updates/staging needed: _____
- Non-negotiables (price, terms, etc.): _____
- Ideal buyer looks like: _____
- Where I'm moving next: _____

Seller's Readiness Checklist

- ☐ Market analysis reviewed
- ☐ Home staged & prepped
- ☐ Understand process & paperwork
- ☐ Move-out plan ready
- ☐ Partnered with a trusted agent