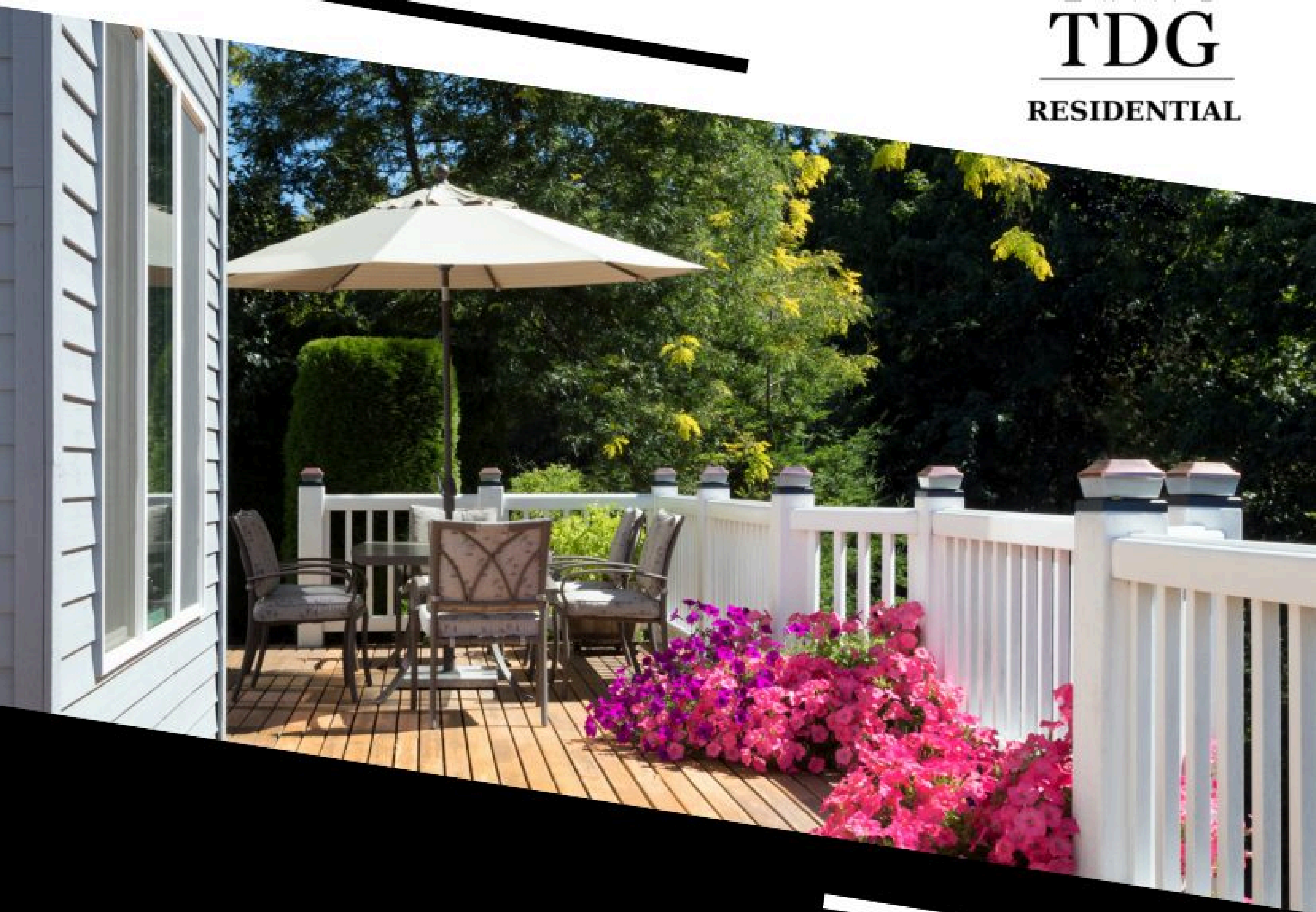

TDG RESIDENTIAL

THE SUMMER SELLING BLUEPRINT

Your Complete Guide to Preparing, Pricing, Listing, Negotiating, and Closing with Confidence

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INTRODUCTION

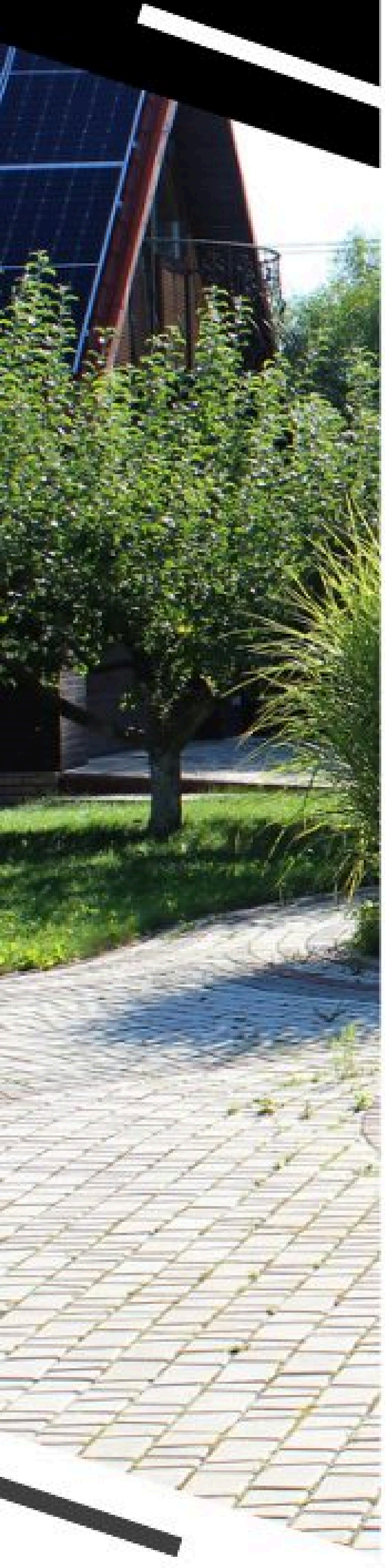
Summer is one of the most active seasons in real estate — and for good reason. Longer daylight hours make showings easier. Curb appeal is at its peak. Families often want to move before the next school year starts. Buyers are motivated, schedules are more flexible, and homes tend to photograph beautifully.

But summer selling also comes with competition.

More sellers choose this season for the same reasons, which means simply listing your home and hoping for the best is not enough. The homes that stand out, attract strong buyers, and secure the best offers usually follow a clear plan. That is where The Summer Selling Blueprint comes in.

This guide walks you through the process from preparation to closing, so you know what to do, when to do it, and how to avoid the common mistakes that can cost sellers time, leverage, or money.

The goal is not to make selling feel complicated. The goal is to give you a clear path so nothing important gets skipped, rushed, or left to chance.



WHY SUMMER CAN BE A POWERFUL TIME TO SELL

Summer gives sellers several built-in advantages. When used correctly, those advantages can help create stronger demand and a smoother sale.

Peak Buyer Activity

Many buyers are actively searching during the summer months. Families may want to move before school starts, relocation buyers may be working on a set timeline, and warmer weather makes home shopping easier.

More active buyers can mean more showings, more feedback, and more opportunity — especially when your home is positioned correctly from the start.

Homes Show Beautifully

Summer is one of the best times to showcase curb appeal. Green lawns, blooming landscaping, natural light, outdoor living spaces, and bright interiors all help buyers imagine themselves living in the home.

A home that feels bright, clean, and well cared for can create an emotional connection quickly.

Longer Days Make Showings Easier

Extended daylight gives buyers more flexibility to tour after work. It also helps homes show better during evening appointments, especially when natural light highlights the best features.

But Competition Matters

The same factors that make summer attractive to buyers also make it attractive to sellers. That means your home needs to be prepared, priced, photographed, and launched strategically.

In a competitive summer market, the strongest results usually come from preparation — not luck.

THE 6-WEEK PREP TIMELINE

A successful sale starts before your home hits the market. This simple timeline helps keep everything on track.

6 Weeks Before Listing: Build the Plan

- Walk through the home and identify repairs, cleaning, staging, landscaping, and pricing strategy.
- Ask:
  - What could turn buyers away?
  - What improves the first impression?
  - What needs to happen before photos?
  - What can be skipped?

5 Weeks Before Listing: Handle Repairs

- Fix obvious maintenance issues like loose handles, dripping faucets, cracked caulk, damaged trim, stained ceilings, and doors that do not close properly.
- Small issues can make buyers worry about bigger ones.

4 Weeks Before Listing: Declutter

- Clear counters, closets, shelves, storage areas, garages, and extra furniture.
- The goal is not empty. The goal is spacious, clean, and easy to imagine.

3 Weeks Before Listing: Deep Clean

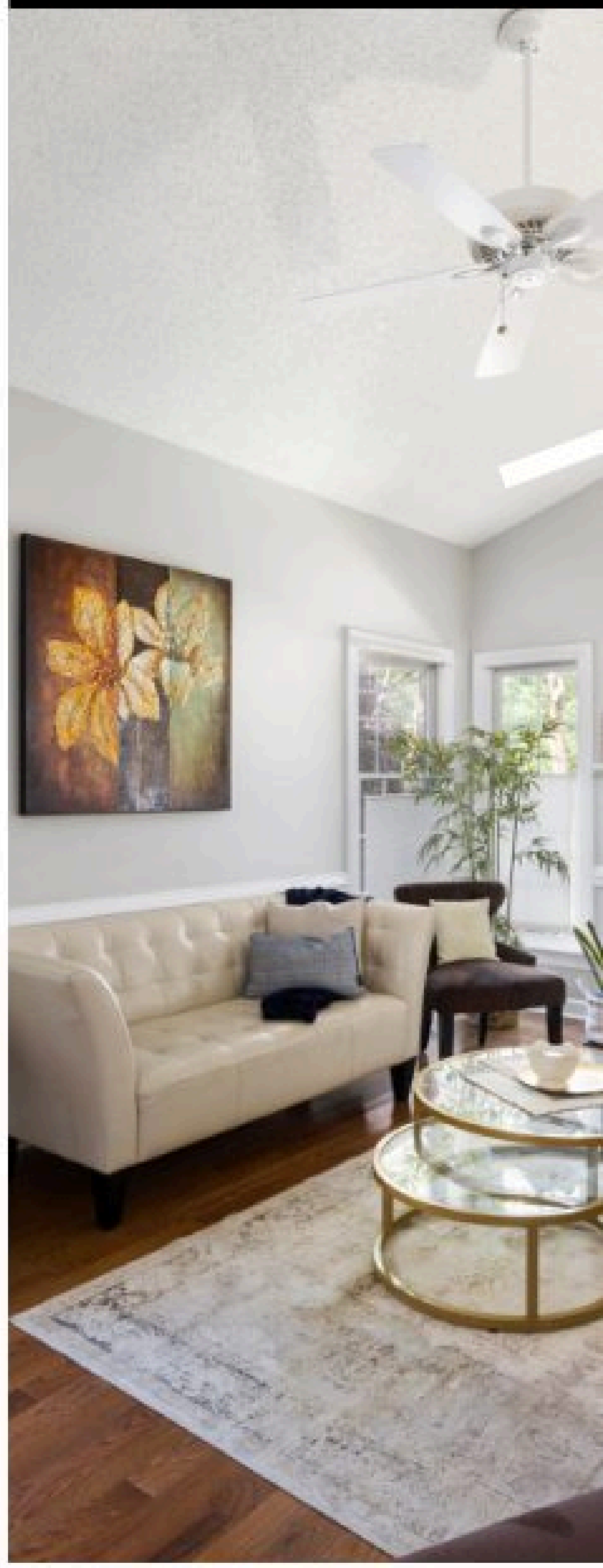
- Focus on windows, baseboards, floors, bathrooms, kitchens, appliances, vents, light fixtures, and entry areas.
- A clean home photographs and shows better.

2 Weeks Before Listing: Stage and Style

- Adjust furniture, bedding, towels, artwork, lighting, and simple décor. Highlight the best use of each room.
- Do not forget outdoor spaces — they matter in summer.

1 Week Before Listing: Final Details

- Confirm landscaping, cleaning, staging, lighting, access instructions, pricing, launch timing, and showing strategy.
- This is the final check before your home goes live.



TARGETED IMPROVEMENTS: WHAT TO FIX AND WHAT TO SKIP

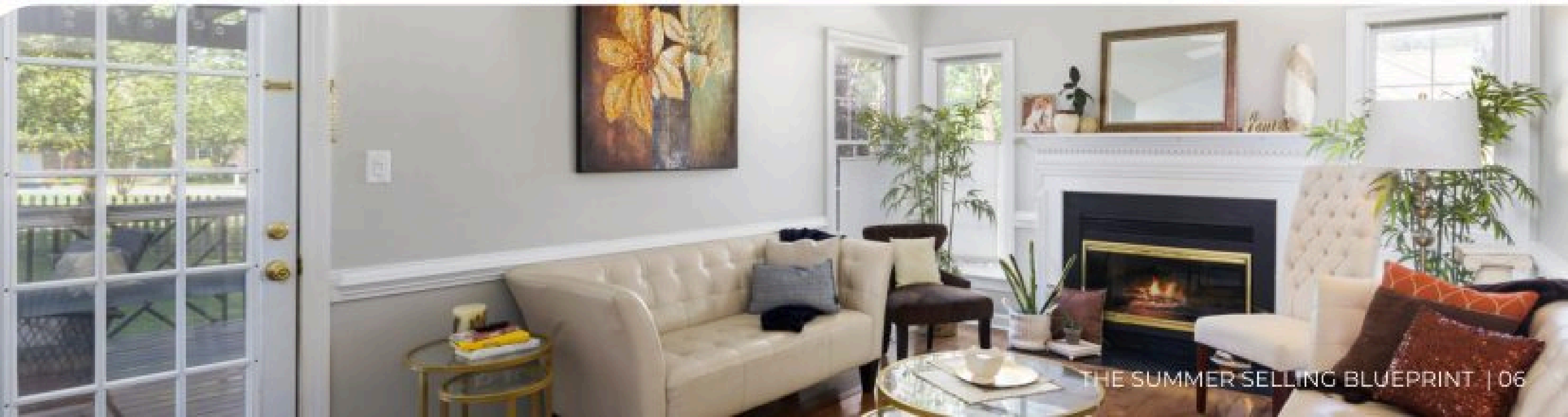
Not every improvement is worth making before selling. The key is knowing which updates help buyers feel confident — and which ones may not return enough value.

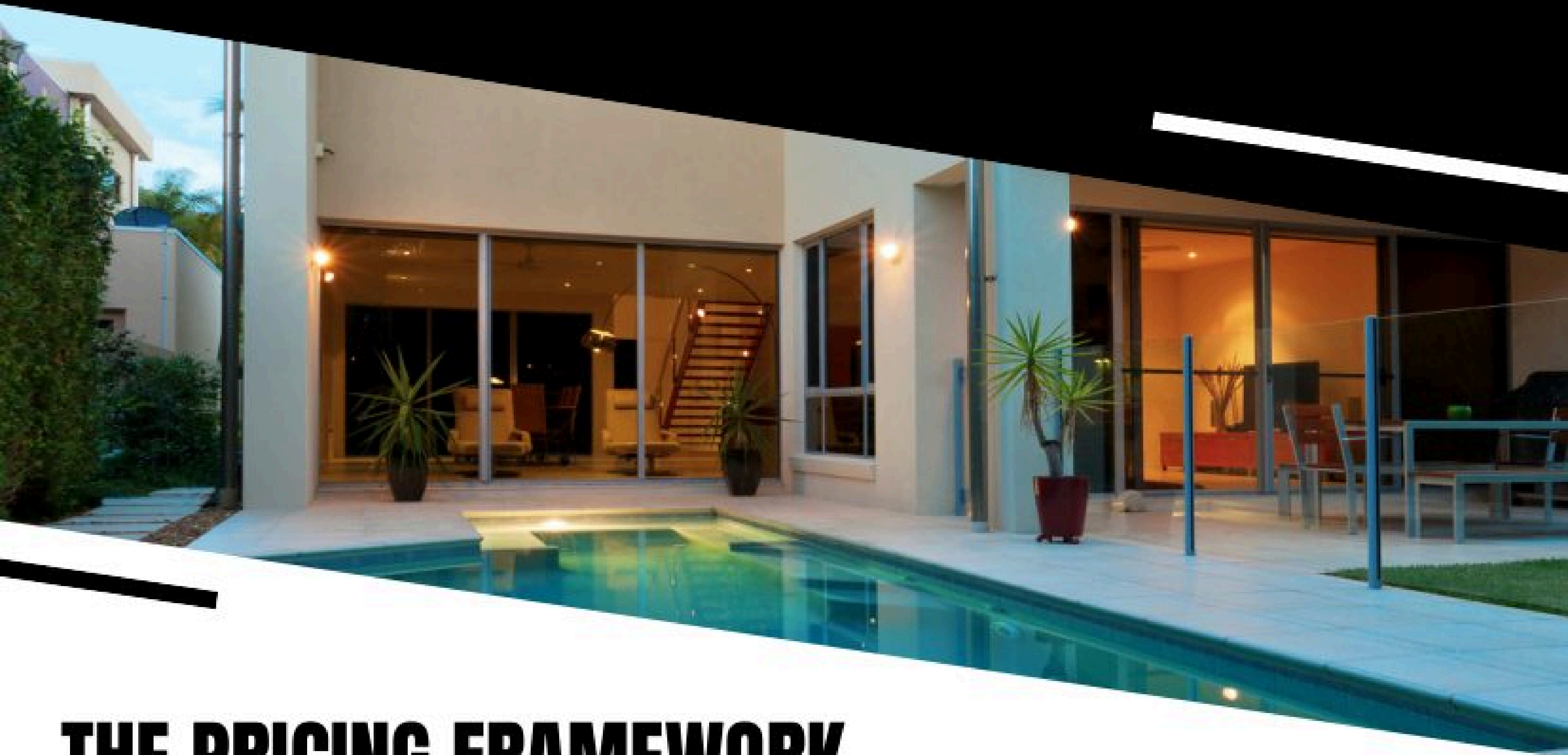
What Is Usually Worth Fixing

- **Curb Appeal**
  - Fresh mulch, trimmed landscaping, clean walkways, a mowed lawn, and a welcoming entry can make a strong first impression.
- **Lighting**
  - Replace burnt-out bulbs and brighten dark spaces. Good lighting makes rooms feel larger and more inviting.
- **Paint Touch-Ups**
  - Scuffed walls, chipped trim, and bold colors can distract buyers. Neutral touch-ups often make the home feel cleaner and brighter.
- **Minor Repairs**
  - Fix loose hardware, slow drains, cracked caulk, damaged screens, squeaky doors, and broken blinds.

What You May Be Able to Skip

- **Major Renovations**
  - Full kitchen remodels, bathroom overhauls, or major flooring projects may not be necessary unless condition is hurting marketability.
- **Over-Improving**
  - Your home should be competitive, but not upgraded beyond what the market supports.
- **Personal Design Updates**
  - Avoid spending money on highly specific finishes, bold colors, or trendy choices buyers may not value.
- **Simple Rule**
  - Fix what creates concern. Improve what builds confidence. Skip what does not clearly support the sale.





THE PRICING FRAMEWORK

Pricing is one of the biggest decisions in the selling process. A smart pricing plan includes three numbers: target price, stretch price, and floor price.

Target Price

- This is the most realistic market-supported price based on comparable homes, condition, location, competition, and buyer demand.
- Your target price should guide the launch strategy.

Stretch Price

- This is the higher-end number that may be possible if demand is strong, competition is low, or your home has standout features.
- It can be useful, but starting too high can slow momentum.

Floor Price

- This is the lowest number you would seriously consider based on your goals, equity, timing, and next move.
- Knowing this ahead of time helps you make decisions calmly.

The First 14 Days Matter

- The first two weeks give you important feedback.
- Watch:
  - Showings
  - Online activity
  - Buyer comments
  - Agent feedback
  - Repeat visits
  - Offer activity
- If buyers are looking but not offering, the market may be pointing to price, condition, or presentation.
- A good pricing strategy is not just choosing a number. It is knowing how to respond.

PHOTO DAY AND STAGING GUIDE

Photos are often the first showing. Before buyers visit in person, they decide whether your home is worth their time based on how it looks online.

Before Photo Day

- Prepare the home like buyers are walking in.
- Make sure to:
    - Open blinds and curtains
    - Replace burnt-out bulbs
    - Clear counters
    - Hide cords and remotes
    - Remove personal items
    - Put away trash cans
    - Remove pet bowls and toys
    - Make beds neatly
    - Clean mirrors and windows
    - Sweep porches and patios
    - Mow the lawn
    - Move cars from the driveway
- The goal is bright, clean, simple, and inviting.

Room-by-Room Shot List

Exterior

- Show the front, entry, landscaping, backyard, patio, porch, deck, garage, and outdoor living areas.

Kitchen

- Clear counters and highlight appliances, storage, natural light, and flow.

Living Areas

- Remove clutter and arrange furniture so the room feels open and functional.

Bedrooms

- Use simple bedding, remove extra furniture, and make closets look organized.

Bathrooms

- Clear vanities, use fresh towels, close toilet lids, and remove personal products.

Bonus Spaces

- Give offices, basements, lofts, playrooms, and flex spaces a clear purpose.

Photo Day Tip

- Do not rely on editing to fix preparation. A well-prepared home always photographs better.

THE FIRST-WEEK GAME PLAN

The first week on the market is when your listing usually gets the most attention. Use that time to monitor activity and respond quickly.

Watch Showing Activity

- Strong showing activity usually means your price and presentation are creating interest.
- Low showing activity may point to:
    - Price
    - Photos
    - Condition
    - Weak buyer demand
        - The sooner you identify the issue, the faster you can adjust.

Listen to Feedback

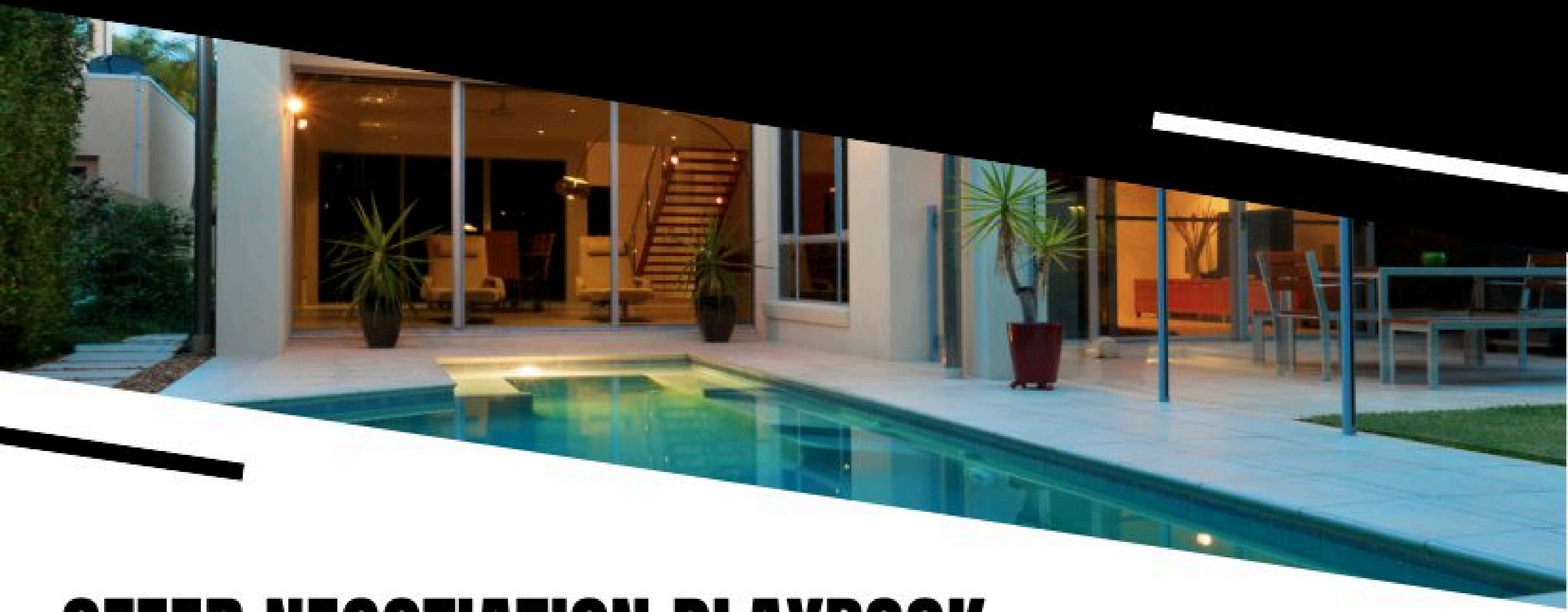
- One comment may be an opinion. Repeated comments are market feedback.
- Pay attention if buyers mention:
    - Price
    - Layout
    - Needed repairs
    - Odors
    - Updates
    - Yard
    - Location

Track Online Performance

- Views, saves, shares, and inquiries can show whether buyers are interested online.
- If online activity is strong but showings are weak, buyers may be hesitant. If both are weak, the listing may need a stronger adjustment.

Stay Flexible

- Summer buyers can move quickly. Sellers who respond quickly often keep more leverage.
- The first week is not just about waiting. It is about reading the market.



OFFER NEGOTIATION PLAYBOOK

The highest offer is not always the best offer. A strong offer should be reviewed based on price, terms, certainty, timing, and risk.

Price
- Price matters, but it is only one part of the offer. A higher price with weaker terms may not be the strongest choice.

Financing
- Consider whether the buyer is paying cash or using a loan. Also review the strength of their pre-approval and lender.

Contingencies
- Inspection, appraisal, financing, title, and home-sale contingencies all affect risk.
- Fewer contingencies can be helpful, but every offer should be reviewed carefully.

Earnest Money
- A stronger deposit can show commitment, especially when paired with strong financing.

Closing Timeline
- The best offer should fit your timeline. Flexibility can sometimes be just as valuable as price.

Inspection Terms
- Understand what the buyer can ask for after inspections and how those terms may affect the deal.

Appraisal Risk
- If the offer is above comparable sales, appraisal terms matter. Look for how the buyer plans to handle a low appraisal.

The Best Offer
- Do not only ask, "Which offer is highest?"
- Ask, "Which offer is most likely to get me to closing with the best overall result?"

CLOSING CHECKLIST

Once you accept an offer, there are still important steps before closing.

Contract Deadlines

- Confirm inspection, appraisal, financing, title, repair, and closing dates.
  - Know what is due and when.

Inspection Period

- The buyer may inspect the home and ask for repairs or credits. Review requests calmly and negotiate based on your goals and the contract.

Appraisal

- If the buyer is financing, the lender usually orders an appraisal. If value comes in low, additional negotiation may be needed.

Title and Paperwork

- The title company or closing attorney will review ownership, liens, taxes, and required documents.
  - Respond quickly to avoid delays.

Repairs and Receipts

- If you agree to repairs, complete them on time and keep receipts.

Moving Plan

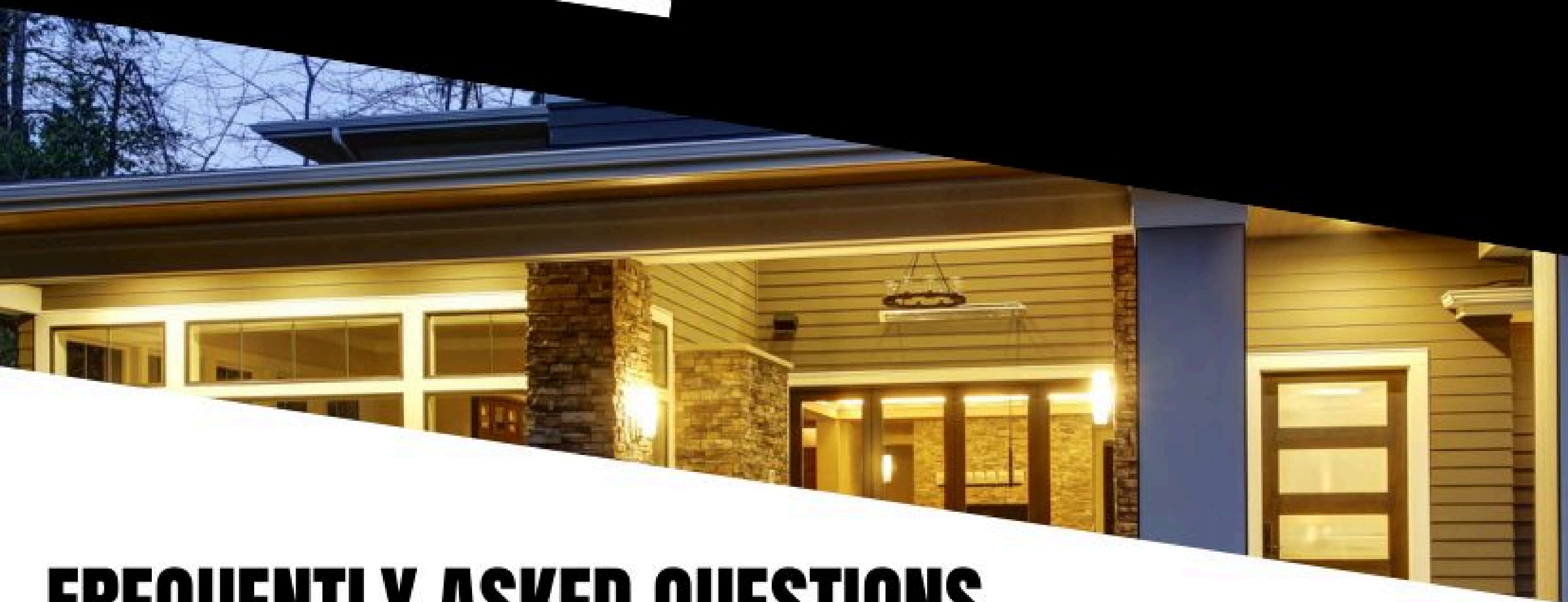
- Schedule movers, transfer utilities, update your address, clean the home, and gather keys, remotes, codes, and warranties.

Final Walkthrough

- The buyer will usually confirm the home is in the agreed condition before closing.

Closing Day

- Review documents, confirm wire instructions carefully, bring required ID, and complete any remaining seller obligations.
- A smooth closing comes from staying organized.



FREQUENTLY ASKED QUESTIONS

Q: Is summer really the best time to sell?

- Summer can be a strong time because buyer activity is high, homes show well, and daylight lasts longer. But the best time depends on your home, market, and goals.

Q: How early should I start preparing?

- Ideally, start about six weeks before listing. This gives you time to repair, clean, declutter, stage, price, and prepare for photos.

Q: Should I renovate before selling?

- Not always. Focus on updates that reduce buyer concerns and improve presentation. Major renovations may not always return enough value.

Q: How do I know if my price is right?

- The first 7 to 14 days will tell you a lot. Showings, feedback, online activity, and offers all help reveal whether the price is aligned.

Q: What matters most when comparing offers?

- Look beyond price. Financing, contingencies, appraisal terms, inspection terms, earnest money, and timeline all matter.

Q: What should I do before photo day?

- Declutter, deep clean, clear counters, open blinds, stage key rooms, prepare outdoor areas, and make sure all lights work.

Q: What happens after I accept an offer?

- The process usually moves through inspections, appraisal, title review, repairs if needed, final walkthrough, and closing paperwork.

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