NORTH IDAHO

Home Seller's Guide

A strategic approach to preparing, pricing, and selling your home.



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REALTOR®

COLDWELL BANKER | SCHNEIDMILLER REALTY

YOUR NORTH IDAHO HOME & LIFESTYLE EXPERT

Meet Kelsey



Selling your home starts with a clear plan.

I help North Idaho homeowners prepare thoughtfully, price strategically, and bring their homes to market with purpose.

With more than 200 closed transactions and a background in new construction, I bring a practical eye for presentation, market positioning, and the details that influence buyer decisions.

You can expect honest advice, intentional marketing, and clear communication—from our first conversation through closing.

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THE PROCESS, AT A GLANCE

Your Selling Roadmap

A clear plan, from preparing your home to handing over the keys. We'll tailor each step to your goals and timing.

01

Plan & Prepare

Discuss your goals, prioritize updates, and create a practical plan to get your home market-ready.

02

Price & Launch

Review comparable homes, set your asking price, and launch professional photography and intentional marketing.

03

Show & Negotiate

Coordinate showings, review buyer feedback, and compare offers with your priorities in mind.

04

Contract to Closing

Track deadlines, navigate inspections and appraisal, and prepare for signing and closing.

05

Move & Transition

Coordinate your move, arrange service transfers, and prepare for the walkthrough and transfer of possession.

Moving preparations often overlap with the contract stage.

A strong sale starts with a clear plan.

Before we talk about a list price or a launch date, we'll talk about you—your goals, your timing, and what a successful move looks like.

Our first meeting

01

Your goals & timeline

We'll discuss why you're selling, your preferred timing, and how the sale fits with your next move.

02

Your home & its opportunities

We'll walk through your property, identify its strengths, and prioritize preparation that makes sense for your budget.

03

Your market & pricing strategy

We'll walk through the home and current competition to build a realistic picture of your home's position in the market.

04

Your next steps

We'll review the listing agreement, discuss services and expectations, and outline a preparation and launch schedule.

Bring your questions.

If available, gather a list of recent improvements, warranties, HOA information, and details about your mortgage payoff. We'll identify anything else needed together.

Prepare with purpose. Spend where it matters.

You don't need to renovate every room before selling. We'll focus on the work that addresses concerns, improves presentation, and makes sense for your home and budget.

01

Address repair concerns

Start with known leaks, damaged surfaces, and items that aren't working properly. We'll discuss which concerns need a qualified professional's attention.

02

Set a budget & schedule

Separate essential repairs from optional updates. Get written estimates and allow time for work, cleaning, and photography.

03

Keep cosmetic updates simple

Touch up scuffs, replace burned-out bulbs, and consider fresh neutral paint where needed. Consistent finishes can help rooms feel well cared for.

04

Evaluate bigger projects carefully

New flooring, countertops, or a bathroom remodel may not be necessary. We'll weigh cost, timing, and competing homes before you commit.

Before you hire or buy, let's talk.

We'll prioritize the work and set a realistic preparation plan. Need help funding eligible improvements? Explore Market Ready Concierge, powered by Notable, on the next page.

Improvements do not guarantee a higher sale price or a dollar-for-dollar return.

PREPARING YOUR HOME FOR SALE

Market Ready Concierge

Powered by Notable

Qualified sellers may finance eligible preparation costs, including painting, repairs, flooring, staging, and landscaping.

Let's discuss whether it fits your plans.

01

Plan your priorities

We'll identify practical updates and a preparation budget.

02

Explore eligibility

Apply through Notable. Approval and available funds depend on lender underwriting.

03

Prepare your home

Use approved funds for eligible expenses with your chosen service providers.

04

Understand repayment

Funds used, interest, and fees are generally repaid through closing, subject to your loan agreement.

Interest and fees apply. Repayment may be due earlier than closing, including listing termination or expiration, loan suspension or acceleration, or 12 months after origination, whichever occurs first. Eligibility is not guaranteed. Terms and conditions apply.

Understand your estimated proceeds.

Your sale price and your take-home proceeds are different numbers. We'll build an estimate so you can plan your next move with clearer expectations.

01

Mortgage & other payoffs

Your lender provides the payoff amount, which may differ from your statement balance. Other liens or obligations may also affect proceeds.

02

Brokerage compensation

We'll review the compensation and services in your listing agreement, plus any buyer-broker compensation you choose to authorize. Compensation is negotiable.

03

Closing costs & concessions

Title and escrow charges, prorations, agreed buyer credits, and other transaction expenses can affect your net. We'll review the applicable estimates.

04

Preparation & moving costs

Budget separately for repairs, cleaning, staging, and moving. Include any preparation financing or other amounts that must be repaid.

An estimate, not a guarantee.

We'll update your estimated proceeds as terms change. The closing statement provides the final transaction figures; consult your tax adviser about taxes.

Your home preparation checklist.

Use this checklist as a starting point. We'll tailor the priorities to your home, budget, and launch schedule.

Throughout the home

- [ ] Declutter surfaces and walkways
- [ ] Pack away excess personal items
- [ ] Dust surfaces, vents, and fixtures
- [ ] Clean windows and mirrors
- [ ] Replace burned-out light bulbs
- [ ] Touch up visible scuffs as needed

Kitchen

- [ ] Clear and clean countertops
- [ ] Clean appliances inside and out
- [ ] Wipe cabinet fronts and hardware
- [ ] Clean the sink and faucet
- [ ] Organize pantry and storage areas
- [ ] Remove trash and address odors

Bathrooms

- [ ] Clean tile, grout, and fixtures
- [ ] Address leaks and damaged caulk
- [ ] Remove excess toiletries
- [ ] Wash or replace shower curtains
- [ ] Set out clean, coordinated towels
- [ ] Check ventilation and lighting

Bedrooms & living spaces

- [ ] Make beds and put laundry away
- [ ] Simplify furniture arrangements
- [ ] Organize closets and storage
- [ ] Clean floors and baseboards
- [ ] Remove clutter from nightstands
- [ ] Keep pathways open and inviting

Focus on clean, functional, and welcoming.

You don't need a perfect home. Start with the agreed priorities, and we'll review the final details together before photography.

Make the first impression count.

The exterior sets the tone for a showing. Focus on a clean, cared-for approach to the home, then use the space below to capture your property's preparation priorities.

Entry & outdoor spaces

- [ ] Sweep the porch, steps, and walkways
- [ ] Clean the front door and entry glass
- [ ] Remove clutter & excess outdoor items
- [ ] Tidy outdoor seating and living areas
- [ ] Check that entry lighting works

Yard & curb appeal

- [ ] Mow and edge the lawn as needed
- [ ] Trim overgrown shrubs and branches
- [ ] Remove weeds and yard debris
- [ ] Store tools, hoses, and bins neatly
- [ ] Review visible fence and gate repairs

Your home's priority list

We'll decide what matters most before you spend.

Must address

Worth considering

Before photography

Work with the season.

In North Idaho, preparation may include clearing snow and ice, removing fallen leaves, or refreshing landscaping. Keep access safe and focus on what is practical for the time of year.

The right price starts with the right evidence.

Your asking price should reflect how your home compares with the choices buyers have today. We'll combine local market evidence with your home's condition, features, and your selling goals.

01

Recent comparable sales

Closed sales help show what buyers have paid for similar homes. We'll consider location, size, condition, features, and how recently each home sold.

02

Your current competition

Active listings show the alternatives buyers can choose. Pending listings can offer clues about demand, though final sale prices may not yet be available.

03

Your home's position

We'll assess presentation, improvements, layout, and any factors that distinguish your home. What an upgrade cost is not always what buyers will pay for it.

04

Your launch strategy

I'll recommend an asking-price range and explain the reasoning. You'll choose the list price, and we'll agree on how to review activity and feedback.

Price is a strategy—not a promise.

A market analysis is an informed pricing opinion, not an appraisal or a guarantee of sale price. We'll revisit the strategy as market conditions and buyer response develop.

Make a strong first impression.

Thoughtful presentation helps buyers understand your home. We'll prepare the spaces, choose the right visuals, and agree on a practical launch plan.

01

Prepare for photography

Clear surfaces, simplify furniture, and finish cleaning before the photographer arrives. Let the home's space and features lead.

02

Stage with purpose

We'll assess layout, lighting, and existing furnishings. Professional staging may help with vacant rooms or hard-to-read spaces.

03

Use video thoughtfully

When included in your plan, video can help buyers understand the home's flow and feel before scheduling a visit.

04

Coordinate the launch

We'll confirm the preparation, photography, and marketing schedule so your home is ready when the listing goes live.

Agree on the plan before spending.

We'll discuss services, costs, and timing before booking. The goal is an accurate, inviting first impression.

Marketing with purpose.

Your home deserves a plan built around its features and likely buyers. We'll confirm the services included and review results as the listing develops.

01

Photography & video

Professional photography anchors the launch. Video, when included, adds context and helps communicate your home's layout and setting.

02

Digital exposure

Your listing will be shared through the MLS, participating property websites, brokerage channels, and relevant social content.

03

Targeted outreach

Agent outreach, property materials, and selected print marketing put useful information in front of prospective buyers.

04

In-person opportunities

We'll coordinate the yard sign, showing access, and open houses when appropriate for your property and schedule.

Marketing includes listening.

We'll review activity and showing feedback together, then discuss adjustments to presentation, outreach, or pricing when needed.

Ready for your next showing.

We'll agree on showing hours, notice, access, and a pet plan before launch. When practical, leave during appointments so buyers can explore comfortably.

01

Clear & tidy

Clear counters and walkways, make beds, and put laundry away. Focus on a quick reset rather than repeating every preparation task.

02

Clean the essentials

Wipe sinks and visible surfaces, remove trash, and address odors. Keep kitchens and bathrooms fresh and easy to view.

03

Set the scene

Open window coverings and turn on appropriate lights. Keep the temperature comfortable and follow the agreed pet plan.

04

Secure personal items

Put away valuables, medications, sensitive documents, and personal information. Follow our agreed access and security arrangements.

Feedback gives us direction.

I'll request showing feedback and share useful patterns. Buyer comments help inform decisions; they do not guarantee an offer.

Look beyond the offer price.

We'll compare the complete offer against your priorities. A higher price may come with costs, conditions, or timing that change the overall picture.

01

Price & estimated net

Consider the purchase price alongside requested credits, concessions, compensation, and other expenses that affect your proceeds.

02

Financing & funds

Review the buyer's financing terms, supporting documentation, earnest money, and any requirements that could affect closing.

03

Contingencies & deadlines

Inspection, appraisal, financing, and other conditions create obligations and decision points. We'll review the actual contract terms.

04

Closing & possession

Compare the proposed dates with your move and next purchase. Possession timing deserves as much attention as the closing date.

You make the decision.

I'll explain the options and help you negotiate. You choose whether to accept, counter, or decline based on your goals and the terms.

From accepted offer to closing.

An accepted offer starts the next stage. We'll track the agreement's deadlines, coordinate next steps, and keep you informed as conditions are addressed.

01

Open title & track dates

Follow the agreement's instructions for earnest money, title, and deadlines. Keep requested property documents accessible.

02

Navigate inspections

We'll review inspection requests, discuss your options, and document any agreed repairs or changes within the contract's timelines.

03

Address remaining conditions

Financing, appraisal, and title requirements vary by transaction. We'll monitor progress and discuss issues as they arise.

04

Prepare for the finish

Complete agreed work, retain receipts, and prepare for the final walkthrough. Coordinate signing and possession with the closing team.

The contract controls the details.

Signing, funding, recording, and possession follow your agreement and closing instructions. Earnest-money release is not automatic in a dispute.

Prepare for a smooth handoff.

Closing works best when the final details are planned ahead. We'll coordinate with the closing team and confirm what needs to happen before possession transfers.

01

Finish work & prepare the home

Complete agreed repairs, keep receipts, remove belongings, and leave the property in the condition required by your agreement.

02

Confirm services & coverage

Coordinate utilities and insurance with the actual closing and possession schedule. Confirm dates before cancelling coverage or service.

03

Review documents & proceeds

Follow title's signing instructions, bring required identification, and review the closing statement. Confirm when funds will be available.

04

Gather keys & access details

Collect keys, remotes, manuals, warranties, and access information. Release them as instructed when possession is authorized.

Verify before you wire.

Confirm wiring instructions directly with the title company using a trusted phone number. Closing and possession may occur at different times.

Your moving checklist.

Use this timeline as a starting point and adjust it to your closing and possession dates. Allow time for packing, service transfers, and the handoff.

01

Four to six weeks before

Compare movers and book your date. Declutter, donate, arrange storage if needed, and plan for schools, healthcare, and insurance.

02

Three to four weeks before

Update your address with the post office, banks, insurers, and other contacts. Schedule utility transfers for the confirmed dates.

03

Two to three weeks before

Arrange child and pet care, confirm transport for large items, and plan end dates for security and other home services.

04

The final week

Confirm the moving plan, label boxes, pack an essentials bag, and check each room and storage area before you leave.

Plan around possession.

Your move-out deadline follows the agreement. Confirm service and insurance timing, and keep keys available for the authorized handoff.

Support for the work ahead.

A useful preparation plan includes knowing who can help. We'll identify the work that makes sense, then discuss providers, scheduling, and budget.

01

Local service referrals

Ask for help identifying cleaners, stagers, movers, inspectors, or contractors. Confirm qualifications, insurance, scope, and pricing directly.

02

C & K Contracting LLC

My husband, Cameron, owns C & K Contracting LLC. We can discuss whether your project fits its services and availability if you'd like an estimate.

03

Your choice of provider

You are free to hire any provider. Contracting services are separate from your real estate representation and require their own agreement.

04

Preparation-payment options

If upfront costs are a concern, ask about current brokerage options. Review provider eligibility, costs, and repayment terms before committing.

Start with priorities, not projects.

Let's decide what deserves attention before you spend. A larger renovation is not always the best next step for your sale.

LET'S MAKE YOUR NEXT MOVE

A clear plan.
A confident next move.

Your next move starts with a conversation. Let's talk about your goals, your home, and what comes next.



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Schedule your seller consultation.

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