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EDUCATION / TRANSPARENCY / COMMUNICATION / RELATIONSHIPS

# The Johnson County Home Seller's Guide

A practical workbook for preparing, pricing, comparing offers and estimating your proceeds

A PRACTICAL PLANNING GUIDE

Selling a home in Johnson County is a financial decision and a personal one, often tied to where you go next. I wrote this guide to help you plan both sides with clear eyes. It walks through preparation, pricing from comparable sales, showings, comparing offers and closing, with worksheets you can fill in at the kitchen table. It is educational, not legal or tax advice. Bring your notes to our consultation and we will build a plan around your goals.

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**Let’s talk through your next move.**


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01 / YOUR NEXT STEP

# Start with your goals and your next move

Before we talk about price, I want to know why you are selling, when you need to move and where you are going. Those answers shape every decision that follows.

## Coordinate the sale with your next home

If you are also buying your next home, timing matters. Some sellers sell first and rent or stay with family, some buy first with financing that allows it, and some ask for extra time after closing to move out. Each path has tradeoffs in cost and stress. Talk with your lender early about what your sale proceeds need to cover, and we will plan both calendars together.

## Prepare with a short, focused list

Preparation is about removing reasons for a buyer to hesitate. Walk through the house as a stranger would. Fix what is visibly broken, clear counters and closets, and make the entry clean and welcoming. Gather records for the roof, HVAC, water heater and any permitted work. Before spending on bigger updates, ask me what comparable homes offered, so we can weigh the cost against the evidence.

### BEFORE YOU MOVE ON

- ☐ Write down your ideal and latest move dates
- ☐ Ask your lender how sale timing affects your purchase
- ☐ Fix visible repairs before photos
- ☐ Collect receipts, warranties and permit records

**Move planning notes**

Ideal closing date

Where we go next

Repairs before listing

Records to gather

Reference notes: 8. See the resource page for links.

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02 / YOUR NEXT STEP

# Pricing from comparable sales

Pricing is the decision that affects everything else. I base my recommendation on recent comparable sales and current competition, and I show you the evidence so you can judge it yourself.

## How a comparative market analysis works

I look for recently sold homes similar to yours in location, size, age, condition and features, then adjust for meaningful differences. Active and pending listings show what buyers are choosing between right now. Online estimates can be a starting point, but they cannot see your updates or your worn carpet. A price recommendation is a reasoned estimate, not a promise of what a buyer will pay.

## Watch the early response

The first weeks on the market tell us a lot. Showing requests, feedback and whether buyers come back for a second look are all signals. Before we list, we agree on what we will review and when, so any adjustment is a planned decision rather than a reaction. My job is to give you honest feedback, even when it is not what either of us hoped to hear.

### BEFORE YOU MOVE ON

- ☐ Review each comparable sale with me
- ☐ Note updates a buyer cannot see online
- ☐ Agree on a check-in date before listing

**Comparable sales notes**

Address and sale date

Size, age and condition

How it compares to my home

Adjustment notes

03 / YOUR NEXT STEP

# Presentation, showings and disclosures

Buyers often meet your home online first, then in person. A thoughtful presentation helps them notice what matters, and careful showing habits help protect your belongings and your privacy.

## Photos, showings and security

Before photos, put away personal items, family pictures and anything with your name or schedule on it. Lock up or remove medications, jewelry, firearms, spare keys, mail and important papers. Make sure showings are scheduled through a system that records who visits, and ask how lockbox access is controlled. If you use cameras, talk with me first about disclosing them to visitors.

## Disclosures and required forms

Sellers are generally expected to share what they know about the home's condition, and some forms may be required for your sale. Ask me and my brokerage which disclosure forms apply, then complete them yourself, honestly and completely. When you are unsure how to answer, say so and ask, or consult an attorney. A clear, early disclosure usually builds more trust than a surprise found during inspection.

### BEFORE YOU MOVE ON

- ☐ Secure valuables, medications and papers
- ☐ Remove names and schedules from view
- ☐ Ask which disclosure forms apply to your sale
- ☐ List known repairs and dates before filling out forms

**Showing and disclosure prep**

Items to secure before showings

Showing windows that work for us

Known issues and repair dates

Questions about forms

Reference notes: 8. See the resource page for links.

04 / YOUR NEXT STEP

# Compare offers by net and by protections

The highest price is not always the strongest offer. I help you compare what you would likely keep and how likely each offer is to actually reach closing on time.

## What changes your net

Start with the price, then subtract anything the buyer asks you to pay, such as closing cost help or repair credits. Buyer concessions and any compensation to a buyer's agent are negotiable, not fixed, and they belong on the offer comparison. My listing compensation is also negotiable and set in our listing agreement. Use the proceeds worksheet on the next page to estimate each offer the same way.

## What makes an offer more likely to close

Look at the financing type and lender letter, the earnest money amount, the closing date, inspection and appraisal terms, and whether the buyer must sell another home first. A slightly lower offer with fewer conditions may be the safer choice for your situation. I will lay the terms side by side and explain the tradeoffs. The decision belongs to you.

### BEFORE YOU MOVE ON

- ☐ Compare every offer on the same worksheet
- ☐ List all concessions and credits requested
- ☐ Note which conditions could delay closing

**Offer comparison**

| |
|---|
| Offer price |
| Concessions and credits requested |
| Financing and earnest money |
| Contingencies and closing date |

05 / YOUR NEXT STEP

# Close the sale. Plan your proceeds.

After acceptance, the buyer's inspection and appraisal come next, then closing and your move. Use the worksheet below with figures from your payoff statement, title company and contract, not guesses.

## Inspection, appraisal and closing

The buyer hires an independent inspector, and if the buyer is financing, their lender orders the appraisal. If repair requests come in, we review them together and decide what to offer, credit or decline. If the appraisal is low, we look at your options before deadlines pass. The title company handles the closing figures; review your settlement statement, and verify any wiring instructions by phone before money moves.

## Your move and your next step

Plan movers and utility shutoffs around the possession date in your contract, and leave keys, remotes and manuals for the buyer. Keep your closing documents for your records and ask a tax professional about anything tax related. When you are ready to talk pricing or timing, call or text me at 317-478-0124 or email traewilson87@yahoo.com, and I will start with a comparative market analysis of your home at no cost to you.

### BEFORE YOU MOVE ON

- ☐ Request your mortgage payoff statement early
- ☐ Review the settlement statement before closing
- ☐ Verify wiring instructions by phone

**Estimated seller proceeds**

Sale price ($)

Less: payoffs, compensation, concessions and credits ($)

Less: title/closing costs; plus or minus prorations/adjustments ($)

Estimated net ($). Confirm against the settlement statement.

Reference notes: 9. See the resource page for links.

# Ready to make your next move?

Bring this guide and your notes to a seller consultation with me. We will talk through your pricing, preparation and timing, and the questions that still need answers. Call or email me to set up your seller consultation.

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## OFFICIAL RESOURCES

### 8. NAR | Preparing to sell your home

https://www.nar.realtor/the-facts/consumer-guide-preparing-to-sell-your-home

### 9. CFPB | Protect your closing funds

https://www.consumerfinance.gov/archive/blog/mortgage-closing-scams-how-protect-yourself-and-your-closing-funds/

Sources reviewed October 5, 2026. Program terms and requirements may change. Ask the relevant agency, lender or professional to confirm what applies to your situation.

This guide is general education, not a contract, financing offer, appraisal or legal or tax advice. Your signed agreements control deadlines and obligations. Lenders, inspectors, title professionals and other providers are independent businesses you choose. No outcome, financing approval or assistance eligibility is guaranteed.