

Pre-Listing Checklist

12 moves that can make or cost you thousands

- 1 Calculate your real net**
Most sellers guess — and leave \$10K–\$50K on the table.
- 2 Decide your next move first**
Listing without a plan leads to rushed decisions.
- 3 Lock in your timeline**
Waiting too long (or rushing) can cost you leverage.
- 4 Set a smart price from day one**
Overpricing is the fastest way to sit and drop.
- 5 Study current buyer behavior**
The market you think you're in may not be real.
- 6 Get ahead of inspection issues**
Surprises kill deals or cost you in negotiations.
- 7 Fix what buyers actually notice**
Small visible issues can scare off big offers.
- 8 Strip out personal touches**
Buyers won't connect if it still feels like your home.
- 9 Make it show-ready, not perfect**
Clean, bright, and open beats fully remodeled.
- 10 Invest in high-quality media**
Bad photos can cost you thousands in missed interest.
- 11 Control your showing strategy**
Too restricted = fewer offers, too open = less control.
- 12 Nail your launch week**
The first 7 days is when you have the most leverage.

*"Most sellers don't lose money in negotiations —
they lose it **before they even list.**"*

Colin Burke

Real Estate Agent | Keller Williams Sun Valley

(406) 224-2205 | colin@colinburkerealestate.com | 540 Second Ave Suite 101, Ketchum, ID