



WA MOVE REAL ESTATE
WASHINGTON HOME SELLING

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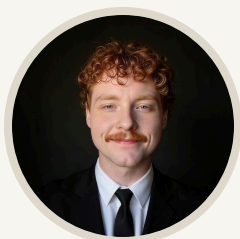
JAREN DAVISON'S COMPLETE SELLER ROADMAP

The Seller Guide

Prepare early. Launch once. Make the big decisions before they become expensive.

Start the conversation 8-12 weeks before your ideal list date.

Two months is a strong planning minimum when a home needs contractors, thoughtful spending, organized packing, or a coordinated move. The goal is a final week with almost nothing left except small touches, media, social promotion, and property management.



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Book a seller strategy conversation

THE CALM-LAUNCH RULE

The best listing week starts months earlier.

A home can sell quickly. Preparing it well usually should not feel rushed.

Plan before purchasing

We decide what matters, what does not, and what the likely buyer will notice before money starts leaving the account in little work-boots.

Hire the long-lead people first

Contractor availability, estimates, materials, permits, weather, and HOA approval can control the calendar more than the work itself.

Work from outside and disruptive to inside and delicate

Exterior, systems, demolition, hauling, and dusty work come before interior finishes, deep cleaning, staging, and photography.

Protect the final week

The last seven days are for small corrections, final presentation, media review, showing setup, social promotion, and launch management - not surprise flooring.

The point is not to do everything.

The point is to do the right things in the right order, once. This guide is a decision system, not a renovation dare.

WHAT THIS GUIDE HELPS YOU DECIDE

SCOPE

What deserves attention and what should be left alone.

SEQUENCE

Who to hire first and which work must happen before the next step.

POSITION

How preparation, price, access, and marketing work together.

RESPOND

How to manage feedback, offers, deadlines, moving, and closing.

By photography, the home should be finished. By launch, the seller should be managing a routine - not managing a construction site.

USE THE CHAPTER YOU NEED

A complete guide that still lets you find the answer.

Read it once from beginning to end, then return to the chapter that matches the next decision. The linked contents work in the web version and PDF.

01	Your selling roadmap	02	Goals, timing, and the decision compass
03	The first strategy meeting	04	The 8-12 week preparation calendar
05	Hiring contractors and bottlenecks	06	Project sequencing that protects launch
07	What to repair, improve, or skip	08	The five-question spending filter
09	Exterior, systems, and major items	10	Interior work and occupied/vacant plans
11	Room-by-room staging and photo readiness	12	Documents and seller disclosure
13	Pre-inspection and specialist decisions	14	Pricing and market position
15	Estimated net and market review triggers	16	NWMLS First Look official rules
17	First Look strategy and seller choices	18	Media, marketing, and launch
19	Final week and showing management	20	Feedback, reporting, and emotional control
21	Comparing offers beyond price	22	Contract, moving, signing, and proceeds
23	Your quick-start checklist and next step		

Property-specific beats generic.

Costs, contractor availability, forms, services, timing, market conditions, and legal obligations vary. This guide gives us a strong structure; your written plan will be built around the actual home and your goals.

[BOOK A SELLER CONVERSATION](#)

[OPEN THE WA MOVE WEBSITE](#)

FROM CURIOSITY TO PROCEEDS

Your selling roadmap.

The process gets easier when you know the next decision and who owns it. Exact dates and forms change by property and contract; the structure stays useful.

01

Define the finish line

Timing, estimated proceeds, next move, certainty, privacy, convenience, and every decision-maker.

02

Review the property and market

Condition, improvements, likely buyer objections, nearby competition, recent sales, and early value range.

03

Set scope, budget, and calendar

Must Do / Consider / Skip priorities, vendor estimates, approvals, dependencies, and a protected launch window.

04

Complete major and exterior work

Address weather-sensitive, safety, systems, access, debris, and disruptive work before delicate finishes.

05

Finish the interior and presentation

Repairs, paint, flooring, packing, cleaning, staging, landscaping refresh, and photo readiness.

06

Choose pricing and launch strategy

Review market position, estimated net, NWMLS status options, showing rules, and decision triggers.

07

Create and verify marketing

Professional media and copy as appropriate, verified MLS facts, campaign, access instructions, and link QA.

08

Manage the active market

Showings, open houses, safety, follow-up, feedback patterns, competition, and formal weekly reporting.

09

Compare offers and manage contract

Price, net, financing, contingencies, dates, credits, inspection, appraisal, title, escrow, and backups.

10

Close, move, and confirm handoff

Seller obligations, final walkthrough, signing, recording, possession, keys, utilities, proceeds, and records.

My job

Research, explain, recommend, coordinate, market, follow up, negotiate, track deadlines, and say plainly when evidence supports an adjustment.

Your job

Share priorities and facts, approve scope and spending, complete assigned items, keep access workable, and decide using the criteria we set together.

BEFORE THE PAINT

Choose what a successful sale means.

The highest possible headline price is not the only goal. Your actual win may depend on timing, certainty, convenience, privacy, or the next purchase.

ESTIMATED NET

What remains after payoff, agreed compensation, taxes and fees, prep, credits, repairs, and moving costs.

TIMING

Your ideal launch, closing, move-out, possession, school, work, lease, and replacement-home dates.

CERTAINTY

How much risk you are comfortable accepting around financing, contingencies, appraisal, and buyer performance.

CONVENIENCE

Occupied versus vacant, contractor access, showing notice, pets, work schedules, children, and daily disruption.

PRIVACY AND ACCESS

Public marketing, photos, address display, signs, open houses, keybox, broker previews, and approvals.

THE NEXT MOVE

Sell first, buy first, temporary housing, possession requests, financing, storage, movers, and utilities.

RANK YOUR PRIORITIES BEFORE THEY COMPETE

EXAMPLE A

A seller accepts slightly less for a cleaner offer, stronger financing, and a closing date that avoids temporary housing.

EXAMPLE B

A seller invests more time in preparation because presentation and certainty matter more than launching this month.

EXAMPLE C

An occupied family limits showing windows, then strengthens marketing and notice procedures to protect access quality.

EXAMPLE D

A seller chooses First Look for a controlled public runway while final preparation finishes, rather than rushing Active.

Every choice has a trade-off. More preparation may improve presentation but delay launch. Fewer showings may protect your schedule but reduce access. A faster closing may be worth more than a slightly higher price.

ASK BEFORE SPENDING

The first meeting builds the decision map.

You do not need to have every answer. You do need to surface the facts that can change preparation, pricing, marketing, access, and closing.

- ✓ Why are you considering a sale, and what would make you decide not to sell?

✓ Who owns the property and who participates in decisions?

✓ Which date matters most: launch, closing, possession, or access to proceeds?

✓ What improvements, repairs, permits, claims, leases, solar, HOA, or system issues should be reviewed?
- ✓ How much preparation can you reasonably manage in money, time, and energy?

✓ Can the home remain occupied during preparation and showings?

✓ What are your exclusions, privacy needs, access limits, pets, tenants, and safety concerns?

✓ What does an acceptable offer look like beyond price?

WHAT WE SHOULD LEAVE WITH

TARGET Ideal and backup launch windows, plus the closing/possession goal.	SCOPE Initial Must Do / Consider / Skip list and questions for specialists.	BUDGET Preparation ceiling, decision authority, and a contingency reserve.	NEXT ACTIONS Who calls which vendor, what documents are needed, and the next review date.
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Start with a walkthrough, not a shopping cart.

Paint, fixtures, flooring, landscaping, staging, and repairs should connect to a buyer objection, presentation goal, risk, timing need, or pricing strategy. “It might help” is not a complete spending plan.

The plan should fit your life and the property - not force both into a generic checklist.

THE STRONG DEFAULT

Plan for 8-12 weeks before launch.

Some homes need less. Contractor-heavy, weather-sensitive, HOA-governed, occupied, estate, tenant, repair, or move-coordination situations may need more. These are planning ranges, not guarantees.

12-10 WEEKS OUT	 Strategy and property review Goals, ownership, next move, value baseline, walkthrough, documents, possible specialist review, budget ceiling, launch target, and decision-makers.
10-8 WEEKS OUT	 Book contractors and long-lead items Written estimates, schedule holds, materials, HOA or permit questions, exterior work, systems, hauling, storage, movers, stager, photographer, and cleaner.
8-6 WEEKS OUT	 Exterior, major, and disruptive work Roof/gutter/drainage, repairs, exterior paint/trim, deck/rail, crawl/attic, system service, debris, demolition, and dusty work as approved.
6-4 WEEKS OUT	 Pack, edit, and prepare the interior Storage, donations, room purpose, closets, repair list, materials, fixture decisions, occupied-versus-vacant plan, and move sequencing.
4-3 WEEKS OUT	 Interior work Interior preparation often takes 1-3 weeks once labor and materials are ready. Patch, paint, flooring, trim, hardware, lighting, doors, and punch list.
3-2 WEEKS OUT	 Clean, stage, landscape, and document Deep clean, windows, yard refresh, staging, property facts, receipts, warranties, disclosure work, access plan, and marketing details.
2-1 WEEKS OUT	 Photo readiness and final strategy Walkthrough, price and net update, media, photo checklist, showing instructions, safety/privacy, sign/keybox, and launch or First Look choice.
Final SEVEN DAYS	 Keep it light Small touch-ups, staging reset, media and MLS quality control, social campaign, showing/open-house setup, property management, and communication. No major projects.

Interior timing: one to three weeks is a useful planning range for many scoped projects, not a promise. Flooring, cabinetry, drywall, specialty work, damage discovery, permits, materials, and occupied-home logistics can extend it.

CALENDAR FIRST

Book the bottlenecks before the calendar gets tight.

A three-day job can become a three-week delay when the trade is booked, the material is backordered, or one task depends on another.

1. ASSESS

Walkthrough, specialist input, priorities, buyer objections

2. SCOPE

Written work, estimates, approvals, responsibility, schedule

3. BOOK

Long-lead trades, materials, movers, storage, staging, media

4. CONFIRM

Start window, dependencies, access, cleanup, completion

Book the likely bottlenecks first

- Specialty trades, roofers, painters, flooring, movers, storage, stagers, cleaners, photographers, septic/well/sewer vendors, and HOA-dependent work.
- Ask what must happen before their work and what must cure, dry, inspect, or arrive afterward.
- Hold realistic windows instead of stacking every vendor into one heroic Tuesday.

Choose with evidence

- Scope fit, qualifications, availability, communication, written terms, and realistic completion matter alongside price.
- Confirm licensing, insurance, permits, and specialist qualifications where applicable.
- Do not start work you cannot finish, document, and clean before media.

QUESTIONS TO ASK BEFORE HIRING

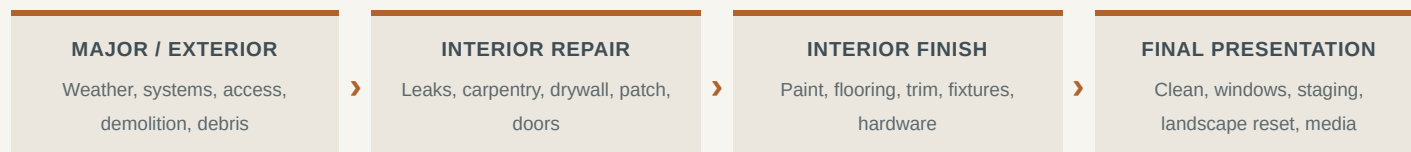
- ✓ What exactly is included and excluded?
- ✓ Who supplies and selects materials?
- ✓ What must happen before you arrive?
- ✓ What is the start window and realistic duration?
- ✓ Could weather, permitting, inspection, or discovery delay it?
- ✓ Who cleans, hauls, protects floors, and restores access?
- ✓ How are changes approved and priced?
- ✓ What records, photos, receipts, permits, and warranties are provided?

Do not confuse an estimate with a reserved schedule. A great quote that starts after your photo date is not your contractor plan.

THE ORDER MATTERS

Work from big and disruptive to clean and delicate.

The exact order changes by property, but the dependency logic is dependable: solve causes before cosmetics and finish the messy work before presentation.



FOUR SEQUENCING RULES THAT SAVE HEADACHES

- 1 Exterior and disruptive first.** Rain, dirt, hauling, cutting, demolition, ladders, and system work should not follow fresh carpet and a deep clean.
- 2 Repair before finish.** Fix the cause before patching the stain. Complete carpentry before paint. Complete paint before most floor finishing.
- 3 Clean once, at the right time.** Use routine cleanup during work and the true deep clean after the trades are out.
- 4 Protect photography.** Leave buffer days for punch-list corrections, curing, odor clearing, staging, weather, and an honest final walkthrough.

Make the scope visible

Written description, estimate basis, start window, completion target, payment schedule, materials, cleanup, access, and who handles changes.

Make the records portable

Keep paid invoices, warranties, permits, service records, before-and-after photos, product details, and specialist reports in one property folder.

The final-week test

If the remaining item creates dust, requires a truck, needs a permit, could uncover more damage, or moves furniture through the house, it probably belongs earlier.

MUST DO · CONSIDER · SKIP

Spend where buyers, risk, and presentation meet.

Preparation money is not automatically returned dollar for dollar. The question is whether the work improves marketability, reduces uncertainty, protects timing, or prevents a predictable objection.

MUST DO	CONSIDER	USUALLY SKIP
Protect function, safety, and trust • Active leaks or water entry • Unsafe access, loose rails, trip hazards • Nonworking basics buyers will test • Strong odor, heavy dirt, debris, or pests • Obvious deferred maintenance that dominates the tour • Items likely to block financing, insurance, appraisal, or closing - after specialist review	Improve the buyer experience • Neutral paint in high-impact areas • Worn or mismatched flooring • Lighting, bulbs, hardware, trim, and doors • Landscape cleanup and exterior presentation • Staging or partial staging • Selected pre-inspection repairs • Professional cleaning and windows	Avoid the renovation rabbit hole • Full trend-driven remodel without market support • Over-improving beyond nearby competition • Projects that cannot finish cleanly before launch • Personal-taste upgrades with weak buyer impact • Cosmetic work that hides rather than solves a problem • Unpermitted shortcuts or mystery DIY

Not every old item needs replacement.

An aged system may call for service, a written estimate, a specialist opinion, a price strategy, or clear disclosure rather than automatic replacement. Guessing is expensive; evidence is useful.

Risk Does the item create a condition, safety, financing, insurance, appraisal, or inspection concern?	Impact Does it improve the first impression, photography, function, or a repeated buyer objection?	Finish Can it be completed well, documented, cleaned, and given contingency time before media?
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BEFORE APPROVING THE INVOICE

Use five questions and one preparation ceiling.

The plan should prevent a string of “small” approvals from quietly becoming a large, late, and unfocused project.

THE FIVE-QUESTION FILTER

- 1 Will buyers notice the issue in photos, at the door, during the tour, or in due diligence?
- 2 Does it create a condition, safety, financing, insurance, appraisal, or inspection concern?
- 3 Will the change materially improve presentation or remove a repeated objection?
- 4 Can it be completed well, on budget, with a realistic schedule and contingency time?
- 5 Is repair, credit, pricing, disclosure, specialist evidence, or leaving it alone the smarter path?

01

Set a prep ceiling.

Approve the total plan, not only one project at a time.

02

Hold a reserve.

Older homes and opened walls occasionally develop a personality.

03

Recheck the net.

Every added dollar, delay, and carrying cost belongs in the proceeds conversation.

COMPARE FOUR PATHS

REPAIR NOW

Useful when a credible repair improves function, trust, presentation, or transaction certainty.

OBTAIN EVIDENCE

A service record, specialist opinion, estimate, permit, or warranty may answer the question better than replacement.

PRICE OR CREDIT

Sometimes the market or buyer is better positioned to choose the final solution, subject to financing and contract strategy.

LEAVE AND DISCLOSE

Appropriate when the item is understood, not worth disrupting the schedule, and handled honestly under current requirements.

Sunk cost does not set market value. What you paid, what you need, and what a project cost matter to your decision - not to the buyer's comparison.

WORK FROM THE OUTSIDE IN

Handle the big, dirty, and weather-sensitive work first.

Buyers form an opinion before the front door opens. More importantly, water, structure, access, and major systems can shape inspections, insurance, financing, and confidence.

- 1 **Water management**
Roof condition, gutters, downspouts, flashing, drainage, grading, standing water, foundation/crawl moisture, and visible staining.
- 2 **Safe access and structure**
Steps, rails, decks, porches, walkways, fences, gates, garage operation, exterior lighting, and trip or fall hazards.
- 3 **Exterior envelope**
Siding, trim, paint, caulk, windows, doors, rot, penetrations, vents, moss, and unfinished surfaces.
- 4 **Systems and specialists**
HVAC, electrical, plumbing, water heater, sewer/septic, well, chimney, fireplace, crawlspace, attic, solar, and property-specific systems.
- 5 **Site and landscape**
Mow, edge, weed, trim away from structures, remove dead material, refresh mulch where useful, clean hardscape, and make the entry obvious.
- 6 **Cleanup and first impression**
Haul debris, organize bins, clean the mailbox and porch, correct house numbers, wash surfaces, and simplify outdoor storage.

Why this phase comes first

Weather and trade schedules create uncertainty. Major work also tracks dirt through the home, affects landscaping, and can reveal interior repairs. Finish it before floors, cleaning, staging, and media.

Walk the buyer's path

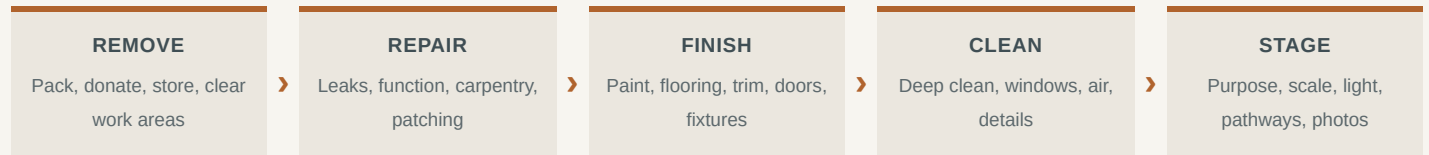
Street, driveway, mailbox, address, front path, porch, door, lock, light, yard edges, pet areas, deck/patio, fence, garage, side yards, utilities, and drainage.

Repair the cause before making the evidence prettier. Use appropriate specialists instead of assumptions when a major system or condition is in question.

OFTEN 1-3 WEEKS

Make the interior clear, functional, and easy to understand.

Interior work commonly takes one to three weeks after contractors and materials are lined up. Larger flooring, cabinetry, drywall, specialty finishes, damage repair, or occupied-home logistics can take longer.



Occupied home

- Pack early and create one off-site storage plan instead of moving piles room to room.
- Keep one comfortable daily-life zone while trades move through the rest in sequence.
- Reduce furniture and surfaces enough to show room size and function.
- Build a simple showing reset for beds, dishes, laundry, pets, bins, lighting, and temperature.

Vacant home

- Keep utilities and temperature appropriate through closing unless the contract and providers say otherwise.
- Schedule landscape, mail, security, insurance, cleaning, and periodic property checks.
- Decide whether full, partial, virtual, or no staging best explains scale and use.
- Remove abandoned personal property and confirm every included/excluded item before photos.

COMMON INTERIOR PRIORITY ORDER

FUNCTION Leaks, doors, hardware, lights, fans, appliances, windows, and obvious damage.	SURFACES Patch, paint, trim, flooring, grout, caulk, and damaged finishes.	CLARITY Furniture scale, room purpose, pathways, storage, cords, and personal clutter.	FINISH Deep clean, windows, neutral air, final bulbs, linens, staging, and photos.
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Do not clean twice. Maintain safe job-site cleanup, then schedule the true deep clean after every dusty trade is finished and before staging/media.

EXPLAIN THE HOME

Give every room a clear job and every photo a reason.

The goal is not to erase the people who live there. It is to remove distractions, show scale and function, improve light, and let buyers understand the property quickly.

ENTRY

Easy lock, clean door, clear path, working light, one intentional welcome point.

KITCHEN

Clear most counters, clean appliances, repair function, organize visible storage, remove excess magnets and cords.

LIVING AREAS

Show pathways, seating, light, focal point, and true size. Remove furniture that makes the plan confusing.

BEDROOMS

Define purpose, make beds simply, reduce furniture, open usable floor, and edit crowded closets.

BATHROOMS

Deep clean, repair drips and fans, remove daily products, use clean neutral linens, and avoid heavy fragrance.

GARAGE / UTILITY

Show systems, panels, shutoffs, parking, storage, laundry, and service access - not a wall of mystery boxes.

PHOTO-READINESS WALKTHROUGH

- ✓ Consistent working bulbs and agreed light temperature
- ✓ Blinds and curtains arranged consistently
- ✓ Loose cords, remotes, chargers, pet items, and bins removed
- ✓ Countertops, desks, nightstands, showers, and refrigerator fronts edited
- ✓ Beds, towels, pillows, chairs, and rugs straightened
- ✓ Windows, mirrors, appliances, fixtures, and floors clean
- ✓ Toilet lids down; personal products and medications removed
- ✓ Vehicles, hoses, tools, toys, project supplies, and yard bins relocated
- ✓ Included/excluded fixtures and personal property confirmed
- ✓ Seasonal or political messaging reduced when it distracts from the home

Clean air, not perfume

Address the odor source, ventilate appropriately, and avoid strong fragrance, candles, smoke, or sprays. Buyers should remember the home, not wonder what the scent is hiding.

Accurate, not misleading

Media should present the property well without fabricating views, room size, condition, landscaping, fixtures, or features that are not actually included.

Remove distractions, not all personality. We are helping buyers understand the home, not preparing it for witness protection.

START THE PAPER EARLY

Good records reduce preventable surprises.

Preparation is not only paint and landscaping. Ownership, disclosure, permits, warranties, HOA materials, utilities, and property facts can control timing and buyer confidence.

Gather before launch

- ✓ Exact owner names, trusts/estates/entities, and every decision-maker
- ✓ Loan/payoff contacts and known liens or assessments
- ✓ Permits, receipts, plans, warranties, service history, remodel details, and insurance claims
- ✓ HOA contacts, dues, assessments, rules, resale/certificate materials, and pending issues
- ✓ Leases, tenants, solar agreements, rented equipment, or service contracts
- ✓ Septic, well, sewer, propane, oil, utility, survey, boundary, easement, and system records
- ✓ Included/excluded items, keys, remotes, manuals, and personal property decisions

Build the property fact sheet

- ✓ Year and scope of improvements
- ✓ Roof, HVAC, water heater, electrical, plumbing, windows, appliances, and other system details
- ✓ Utilities and service providers
- ✓ Parking, storage, community, access, and property-use facts
- ✓ Features that must be verified before marketing
- ✓ Known conditions and specialist questions
- ✓ Receipts and records that can support accurate answers

SELLER DISCLOSURE APPROACH

- 1 Use the current form and answer carefully and truthfully based on your knowledge.
- 2 Do not guess, minimize, conceal, or repair a symptom while hiding the underlying fact.
- 3 Tell Jaren when something changes after the form is completed or delivered.
- 4 Review exemptions, delivery, amendments, and transaction-specific questions under current forms and brokerage guidance.
- 5 Use an attorney or appropriate specialist for issues outside a real estate broker's scope.

Make one property folder. A clean, portable record system saves time when a buyer, appraiser, inspector, title/escrow team, HOA, lender, or contractor asks the same question in a different way.

DECIDE BEFORE ORDERING

A pre-inspection is a strategy, not a universal badge of honor.

The right choice depends on condition, timing, likely buyer pool, disclosure consequences, seller goals, report use, and whether targeted specialist evaluations would be more useful.

Possible advantages

- Learn about issues before a buyer's contract clock is running.
- Choose whether to repair, obtain estimates, price, disclose, or leave an item.
- Document completed work and reduce some uncertainty.
- Support a more organized launch when the property is older, unusual, remote, or complex.

Important trade-offs

- Cost and additional preparation time.
- Findings may create facts that must be handled or disclosed.
- A buyer may still order a separate inspection.
- Report distribution, reliance, seller-procured forms, and strategy require current broker and form review.

ASK THESE QUESTIONS FIRST

SCOPE

Do we need a broad home inspection or targeted roof, sewer, septic, well, HVAC, electrical, plumbing, structural, environmental, or other specialist input?

PURPOSE

Are we trying to plan repairs, reduce uncertainty, answer a known question, support pricing, or provide seller-procured information?

TIMING

Do we have enough time to receive the report, investigate, complete work, obtain estimates, update disclosure, and keep the launch date credible?

USE AND DISCLOSURE

How will findings, reports, repairs, estimates, receipts, and current forms be handled? Confirm before the appointment.

AFTER ANY EVALUATION

- ✓ Read the full report, not only the summary
- ✓ Separate safety/function from maintenance and preference
- ✓ Use specialists for areas outside the inspector's scope
- ✓ Obtain written estimates before assuming cost
- ✓ Decide repair / evidence / pricing / disclosure deliberately
- ✓ Keep invoices, photos, permits, and warranties
- ✓ Update property information when new facts appear
- ✓ Protect the final week from unresolved discoveries

Scope note: This guide is educational and not legal, inspection, engineering, environmental, insurance, or contractor advice. Current forms, brokerage policy, and qualified professionals control the actual process.

POSITION, DO NOT WISH

Price is a market position and a financial decision.

The launch price should make sense beside the homes buyers can choose now, the homes they recently chose, the condition and uniqueness of your property, and the current pace of demand.

Evidence

Recent comparable sales, active competition, useful pendings, prior listing history, location, lot, size, layout, condition, updates, and verified features.

Buyer behavior

Search thresholds, financing, showings, online engagement, offer patterns, concessions, time on market, and what buyers are rejecting.

Your strategy

Launch timing, preparation, access, offer review, desired certainty, carrying costs, next move, and the minimum acceptable net or terms.

DO NOT ANCHOR TO THESE ALONE

- ✓ An automated online estimate without property context
- ✓ A tax assessment or refinance appraisal used for another purpose
- ✓ A neighbor's number without condition, concessions, timing, or terms
- ✓ The cost of improvements or the amount you need for the next move
- ✓ The highest suggested price when the supporting plan is missing
- ✓ A stale comparable from a different market, condition, or buyer pool

Overpricing has a cost.

It can reduce qualified showings and urgency, increase carrying time, create price-change history, and make buyers wonder what the market already rejected. A later reduction does not return the launch moment.

PRICE SHOULD ANSWER THREE QUESTIONS

COMPARED WITH WHAT?

Which current choices and recent results will the likely buyer use as substitutes?

FOR WHICH BUYER?

Who values the location, property type, layout, condition, features, and use enough to act?

WITH WHAT LAUNCH?

Is the property fully ready, accurately presented, easy enough to access, and supported by the marketing plan?

AT WHAT RISK?

How do price, appraisal, financing, condition, timing, and seller priorities affect the path to closing?

The list price is a marketing decision. The market response is evidence. The final contract is a negotiated package - not a trophy for guessing high.

KEEP PROCEEDS VISIBLE

Review the money and the market before emotion takes over.

A personalized net sheet turns a headline price into a working estimate. Formal reporting and pre-agreed decision triggers keep the active market from becoming a daily mood ring.

Estimated proceeds

Likely sale price	+
Loan / lien payoffs	-
Agreed compensation	-
Taxes, fees, escrow/title	-
Prep, repairs, credits	-
Moving / carrying costs	-
Estimated net proceeds	=

Current estimates and transaction terms vary. This is not a guarantee or tax calculation.

Recheck when...

- ✓ Preparation scope or carrying time changes
- ✓ Price strategy changes
- ✓ An offer requests credits, repairs, costs, or compensation
- ✓ Closing or possession creates additional expense
- ✓ Loan payoff, liens, HOA, title, or tax information changes

Net is not the only goal. Certainty, timing, convenience, and risk may justify choosing a different package.

PRE-AGREE THE ACTIVE-MARKET REVIEW

SHOWINGS

Are the right buyers coming through?

ENGAGEMENT

Are views, saves, inquiries, and shares turning into action?

COMPETITION

What listed, reduced, went pending, expired, or sold?

PATTERNS

What feedback repeats across unrelated buyers?

Day-15 market-position review

Formal weekly reporting, showing follow-up, and a day-15 comparison of activity, feedback, competition, price changes, and seller priorities are part of the planned experience - with earlier conversations when the property or market produces a clear signal.

No panic after one weekend. No denial after repeated evidence.

AVAILABLE SEPTEMBER 4, 2026

First Look adds a public pre-launch option for up to 21 days.

NWMLS announced the new status on August 31, 2026. The official features below are important because First Look is open-market preparation - not a closed private listing network.

Preparation and exposure can overlap.

Sellers and listing brokers may publicly market a property in First Look for up to 21 days while preparing for Active status. It is optional and may be shorter.

21
DAYS
MAXIMUM

UNIVERSAL BROKER ACCESS

The listing must be timely submitted to NWMLS and accessible to all 30,000+ member brokers. It is not a closed private network.

PUBLIC MARKETING WHILE PREPARING

The property may be publicly marketed during First Look while the seller and broker prepare for Active launch.

SHOWINGS ARE OPTIONAL

The seller may allow showings during First Look or wait until Active. Access is a seller strategy and instruction.

SELLER MARKETING CONTROLS

The seller may choose IDX publication or more tailored public marketing during First Look under current rules and instructions.

INTERNAL HISTORY REMAINS

Days in First Look and pre-launch price changes remain in the internal NWMLS database for member-broker context.

ACTIVE IS STILL THE FULL LAUNCH

The Active date, completed media, access, pricing, and campaign should make clear when the home is truly ready.

First Look is not a history reset button wearing a clever hat. It provides flexibility while preserving broker access and internal pre-launch history.

Official source: Northwest Multiple Listing Service, "Northwest MLS Expands Listing Options," published August 31, 2026. Read the NWMLS announcement. Confirm current forms, fields, rules, and brokerage procedure before use.

A TOOL, NOT A DEFAULT

Choose First Look only when it improves the plan.

The right status depends on readiness, access, desired exposure, seller privacy, contractor timing, media, price, and how the Active launch should feel.

First Look may help when...

- A known launch date is approaching but final contractor, staging, or media work remains.
- The seller wants advance public awareness with controlled or delayed showings.
- The property needs a deliberate preview and Active-launch plan without restricting broker access.
- Early questions or buyer-agent interest can be managed without presenting the home as fully ready.

Going directly Active may help when...

- The property, media, pricing, and showing access are fully ready.
- A concentrated launch is more important than a longer public runway.
- Early exposure without full presentation could weaken the first impression.
- The seller wants qualified buyers to act immediately rather than wait for a later access date.

DECISIONS TO WRITE DOWN

- | | |
|---|---|
| ✓ First Look start and planned Active date | ✓ Open-house decision |
| ✓ IDX publication or tailored public marketing | ✓ How inquiries and early interest will be followed up |
| ✓ Photos and information available during each status | ✓ What remaining work must be complete before Active |
| ✓ Whether showings or broker previews are permitted | ✓ Pricing strategy and how internal First Look activity will be reviewed |
| ✓ Advance notice, approved times, seller/broker approval, and access method | ✓ Seller privacy, security, address, map, sign, and photo choices under current options |

Showing and privacy controls remain seller decisions.

NWMLS consumer resources describe options such as appointments, notice, limited days/times, approval, temporary no-showing periods, no open houses, no concurrent showings, broker presence, lender preapproval, restricted keybox access, or no keybox.

Seller choices summarized from NWMLS Buyer & Seller Resources. Review the official privacy, security, marketing, and showing options. The current listing agreement, instructions, rules, and brokerage procedure control.

PRESENTATION CREATES ATTENTION

Preparation is the first marketing channel.

Professional media cannot rescue a confusing, unfinished, hard-to-show property. Strong marketing begins with condition, clarity, pricing, access, and accurate facts.

ATTRACT	INFORM	ACCESS	FOLLOW UP	ADJUST
Presentation, photography, headline, first image	Accurate features, story, documents, floor plan	Showing rules, notice, keybox, open house	Agent contact, questions, feedback, interest	Weekly report, competition, price-position review

Launch package - as appropriate

- ✓ Professional photography
- ✓ Video, drone, 3D tour, and floor plan when they improve presentation
- ✓ Accurate listing copy and verified feature story
- ✓ MLS distribution, website placement, print, social media, and targeted promotion
- ✓ Open houses and broker outreach when useful
- ✓ Zillow Showcase for qualifying Zillow-connected listings; otherwise quoted separately
- ✓ Up to a \$200 marketing or photography credit under the applicable service plan

Quality-control checklist

- ✓ Address, parcel, type, rooms, size, features, utilities, and included items verified
- ✓ Photos ordered to tell a clear walk-through story
- ✓ No misleading editing, fake views, hidden condition, or unverified claims
- ✓ Fair-housing compliant, plain-English copy
- ✓ Showing, occupancy, pet, alarm, access, and safety details confirmed
- ✓ Every public link, contact button, map, document, and syndication feed checked

A COORDINATED CAMPAIGN, NOT A PHOTO UPLOAD

Before

Prepare teaser assets, agent outreach, sign/keybox logistics, database and social schedule, and First Look plan if used.

Launch

Activate MLS/syndication, website/social, direct outreach, showings, open-house promotion, and immediate accuracy checks.

After

Respond, answer questions, provide documents appropriately, collect feedback, compare competition, and report recommendations.

The package is customized. Property, location, condition, goals, budget, platform eligibility, agreement, and what will actually improve the launch determine the final plan.

ALMOST BORING IS THE GOAL

The final week should be light, controlled, and ready.

Contractors are gone, major decisions are made, and the home is finished. Work shifts to presentation, media, launch QA, social promotion, access, and property management.

7-5 DAYS Final punch list. Deep clean and windows. Yard reset. Staging. Remove project materials. Confirm utility, temperature, pet, and occupancy plan.	4-3 DAYS Professional media. Final property facts. Disclosure/document review. Price and net update. Showing and privacy walkthrough.	2 DAYS Review media, floor plan, copy, MLS fields, links, sign, keybox, status, syndication, launch time, and social schedule.	1 DAY Seller reset: beds, surfaces, blinds, lights, bins, laundry, pet items, valuables, medications, papers, mail, and access codes.	LIVE / ACTIVE Jaren manages inquiries, showing questions, campaign activity, buyer-agent follow-up, feedback, open houses, and seller updates.
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THE 15-MINUTE SHOWING RESET

- ✓ Make beds; put dishes and laundry away
 - ✓ Clear kitchen and bathroom surfaces
 - ✓ Open blinds consistently; turn on agreed lights
 - ✓ Set a comfortable temperature and fresh, neutral air
- ✓ Remove pet waste, bowls, litter, and pets as planned
 - ✓ Take out obvious trash and hide cleaning clutter
 - ✓ Secure medications, documents, valuables, weapons, and irreplaceable items
 - ✓ Leave promptly and let buyers speak freely

Tell Jaren before launch Pets, alarms, cameras/smart devices, health/access needs, tenants, work-from-home limits, childcare, valuables, medications, hazards, gates, parking, septic access, and special instructions.	Keep instructions enforceable Notice, times, approval, keybox, open houses, concurrent showings, broker presence, preapproval, and no-show periods should be accurate, practical, and consistently communicated.
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Access choices summarized from NWMLS consumer resources. Official seller options. The signed listing instructions and current procedure control.

EMOTIONAL CONTROL IS STRATEGY

Listen for patterns without chasing every opinion.

Selling can feel personal because buyers inspect and criticize a place connected to your life. Our job is to separate useful evidence from random commentary.

A comment is not a verdict.

One buyer dislikes the cabinet color, street, layout, or view. We record it, but we do not rebuild the house around it.

A repeated pattern deserves attention.

Different buyers independently raise the same condition, access, price, smell, light, noise, room-function, or documentation concern. That becomes a decision point.

YOUR WEEKLY SELLER REPORT

ACTIVITY

Showings, inquiries, open-house traffic, cancellations, repeat interest

DIGITAL

Views, saves, shares, clicks, document requests, campaign response

FEEDBACK

What repeats, conflicts, is fixable, or is simply preference

COMPETITION

New listings, reductions, pendings, solds, withdrawals, concessions

DECISION LADDER

- 1 **Confirm access.** Are notice, showing windows, occupancy, pets, or approval rules reducing qualified traffic?
- 2 **Correct presentation.** Is there a small, credible condition, cleaning, staging, smell, light, or information fix?
- 3 **Clarify marketing.** Are the first photo, copy, feature facts, floor plan, directions, or agent answers missing the story?
- 4 **Reposition price or terms.** When evidence is consistent, use a meaningful strategy - not a decorative reduction.

Day-15 review

Compare activity, feedback, competition, new pendings/solds, price changes, and seller priorities - sooner when the market gives a clear signal.

Stay steady

- ✓ Use pre-agreed priorities and triggers
- ✓ Sleep on major changes when the deadline allows
- ✓ Do not attend showings or contact visitors
- ✓ Do not defend sunk cost as market value
- ✓ Do not ignore repeated evidence

Calm does not mean passive. It means making the next decision from evidence instead of adrenaline.

PRICE IS ONLY ONE LEVER

The highest offer is not automatically the best offer.

An offer is a package of money, timing, financing, contingencies, costs, obligations, and risk. The comparison should show both estimated net and the probability of reaching closing.

FACTOR	WHAT WE EXAMINE	WHY IT MATTERS
Price and net	Price, credits, seller-paid costs or compensation requests, repairs, fees, and likely proceeds.	The largest price may produce a lower net or require more concessions.
Financing and funds	Loan type, down payment, lender/preapproval quality, cash verification, costs, and financing contingency.	Preparation affects performance, appraisal exposure, and timing.
Earnest money	Amount, due date, holder, form, and when it may be refundable or at risk.	It can signal commitment, but the actual contract and contingencies control.
Inspection	Contingency, timeline, scope, waiver or seller-procured information, and property-specific review.	Creates decision windows, renegotiation risk, and obligations.
Appraisal	Contingency, gap language, financing, price, property condition, and low-value remedy.	A high price works only if the buyer can perform under the terms.
Closing / possession	Dates, seller occupancy, rent-back or delayed possession, moving needs, keys, and utilities.	A date or possession term can be worth real money and stress.
Other contingencies	Sale of buyer's home, title, HOA, insurance, review periods, included items, and special terms.	Each affects certainty, control, deadlines, and backup strategy.
Readiness	Complete paperwork, signatures, proof, responsiveness, lender communication, and clear questions.	Clean preparation often predicts a cleaner transaction.

Accept The package fits goals, risk tolerance, timing, and required terms.	Counter or clarify Change selected terms or request proof, explanation, dates, costs, contingencies, or possession.	Reject or hold backup Decline a package that does not work or preserve a qualified alternative.
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Offer deadlines are strategic, not automatic. They can focus attention, but can also discourage or lose buyers. We choose the process based on interest, seller instructions, fairness, timing, and actual response.

Offer forms and legal effects are transaction-specific. Current documents control; legal, tax, lending, title, inspection, or specialist questions go to the appropriate professional.

MUTUAL ACCEPTANCE IS THE MIDDLE

Keep the home, contract, and move coordinated.

Once an offer is accepted, the work changes from marketing to performance. Deadlines, buyer obligations, seller promises, access, repairs, moving, signing, recording, possession, and proceeds must stay aligned.

01 Mutual acceptance and earnest money

Distribute the signed contract, calendar deadlines, confirm contacts, protect wire information, and track required deposits/notices.

03 Appraisal and financing

Prepare access and useful property information, monitor permitted milestones, and address issues if they arise.

05 Repairs and seller promises

Complete only agreed work, use appropriate professionals, retain invoices, allow verification, and avoid unapproved substitutions.

07 Final walkthrough and signing

Remove personal property as required, leave agreed items, clean to contract, organize keys/remotes, and sign with valid ID.

02 Inspection and due diligence

Manage access, response dates, specialist visits, repair/credit conversations, seller decisions, and written documentation.

04 Title, escrow, HOA, and documents

Confirm names, payoff/lien items, association materials, seller documents, signing logistics, and specialist questions.

06 Moving and property care

Maintain condition, utilities, insurance, heat/water, landscape, access, cleanliness, included items, and move-out calendar.

08 Recording, possession, and proceeds

Do not release keys or treat the sale as closed until recording and possession are confirmed under the contract and escrow instructions.

Move-out handoff

- Movers, storage, address changes, utilities, mail, insurance, pet/child plan, cleaning, trash, and final access
- Keys, mailbox, garage, gate, alarm, appliance, fireplace, fan, shed, and community controls
- Manuals, warranties, receipts, paint/product details, maintenance notes, and approved handoff information

Wire-fraud rule

- Never rely on a changed email or last-minute message for wiring or proceeds instructions.
- Verify using a known, independently confirmed escrow contact and phone number.
- Call immediately if anything looks different, urgent, secret, or slightly wrong.

Possession and closing are not always the same moment. Confirm before handing over keys, stopping utilities, or celebrating in the driveway.

YOUR NEXT USEFUL STEP

Start early enough to choose - not just react.

You do not need a finished house or firm list date. A conversation 8-12 weeks ahead gives us time to identify contractors, sequence work, estimate net, coordinate the next move, and protect the final week.

QUICK-START CHECKLIST

- ☐ Book the seller strategy meeting and include every decision-maker.
- ☐ Rank net, timing, certainty, convenience, privacy/access, and next-move priorities.
- ☐ Gather permits, receipts, warranties, HOA/lease/solar documents, utility and system records.
- ☐ Walk the property with Jaren and sort items into Must Do / Consider / Skip.
- ☐ Request specialist input and written estimates where evidence is needed.
- ☐ Book long-lead contractors, movers, storage, staging, cleaning, windows, landscape, and media.
- ☐ Complete exterior, major, dusty, hauling, and weather-sensitive work first.
- ☐ Pack, finish interior repair/paint/flooring, then deep clean and stage.
- ☐ Review disclosure, pricing, estimated net, First Look/Active, access, and offer strategy.
- ☐ Protect the final week for media, QA, social promotion, small touches, and property management.

Request a selling strategy.

Facts, practical preparation, clear communication, and organized follow-through from the first walkthrough through proceeds.

Call or text (206) 640 3215
jaren@move realestate.org
 WA Move Real Estate website



Selling page



Book a time

Sources and review: NWMLS, "Northwest MLS Expands Listing Options," published August 31, 2026; NWMLS Buyer & Seller Resources; Washington Law of Real Estate Agency; WA Move Real Estate service standards and current website materials.

Educational disclaimer: General planning information only. This guide does not replace the listing agreement, purchase and sale agreement, current NWMLS forms/rules, brokerage policy, or legal, tax, financial, lending, appraisal, inspection, engineering, environmental, insurance, title, escrow, or contractor advice. Conditions, services, costs, timelines, eligibility, and outcomes vary. Verify current requirements.

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