

HOME SELLER'S GUIDE

Selling Your Home, *made simple.*

Thinking about selling? This guide breaks down when to sell, pricing it right, preparing your home, marketing and showings, and getting to the closing table — without the stress. Clear language, real steps, all in your language through ASL.

Pricing

Prep & staging

Marketing

Closing

A free guide for the Deaf community

aslrealestatecollective.com

START HERE

From "for sale" to "sold"

Selling your home is a major financial decision – often your biggest single asset. It deserves a clear plan and full access to every detail, in your language.

For Deaf sellers, the stakes are the same as anyone's, but the access often isn't. Contracts, negotiations, and closing documents move fast. This guide walks through the entire process in plain language, so you stay in control and protect your money at every step.

You don't have to master it all today. Read one section at a time. By the end, you'll understand how to price your home, prepare it to shine, market it well, and carry an offer all the way to closing.

HOW TO USE THIS GUIDE

Each section stands on its own. Skim the headers, then go deep where you're curious. Keep the glossary on page 7 nearby – every bolded term is explained there in plain language.

What's inside

01 **Should You Sell Now?**

Your equity, the market, and whether the timing fits your life.

02 **Pricing Your Home Right**

Why the right price sells faster – and for more.

03 **Prep & Staging**

Simple steps that make buyers fall in love.

04 **Marketing & Showings**

Getting your home in front of the right buyers.

05 **Offers to Closing**

Reviewing offers and reaching the closing table.

SECTION 01

Should You Sell Now?

Before listing, get clear on three things: how much equity you've built, what the market is doing, and whether selling fits your life right now.

Your **equity** is the part of the home you truly own – its value minus what you still owe. When you sell, that equity (after costs) becomes cash you can use for your next home or your next goal. Knowing your number is the foundation of every decision that follows.

Three things to weigh



Your equity

What you'd walk away with after the loan and selling costs are paid.



The market

Whether buyers are competing for homes or have plenty to choose from.



Your life

Job, family, space, and where you want to be next. Timing is personal.

KNOW YOUR NUMBER FIRST

Ask an agent for a free estimate of your home's value and your likely net proceeds. You can't plan your next move until you know what this one will give you.

SECTION 02

Pricing Your Home Right

Pricing is the single most important decision you'll make. Price it right, and buyers compete. Price it too high, and it sits.

Your agent prepares a **comparative market analysis (CMA)** – a look at what similar nearby homes recently sold for. That, not hope or feeling, sets the right price. The instinct to "aim high and come down later" usually backfires: the most attention a home ever gets is in its first two weeks, and an overpriced home wastes that window.

HOW PRICING SHAPES YOUR SALE

Approach	What usually happens
Priced right	Strong interest, more showings, and often competing offers near or above asking.
Priced a little high	Fewer showings, slower start, and a likely price cut to re-attract buyers.
Priced too high	The home sits, buyers wonder what's wrong, and it often sells for less than if priced right.

PRICE ATTRACTS BUYERS

The right price doesn't leave money on the table – it creates competition. More buyers through the door means more offers, and more offers means a stronger final price.

SECTION 03

Prep & Staging

Buyers decide in seconds. A clean, bright, well-presented home sells faster and for more – often with small, low-cost effort.

You're not renovating; you're helping buyers picture their life in the space. The goal is simple: clean, decluttered, and neutral, so the home feels bigger, brighter, and move-in ready.

Your prep checklist

- 1 Declutter and depersonalize**
Pack away extra furniture, personal photos, and clutter so rooms feel open.

- 2 Deep clean**
A spotless home signals a well-cared-for home. This is the highest-return step you can take.

- 3 Make small repairs**
Fix leaky faucets, squeaky doors, and chipped paint. Little flaws make buyers worry about big ones.

- 4 Boost curb appeal**
Tidy the yard, clean the entry, add a fresh doormat. First impressions start at the curb.

- 5 Get professional photos**
Most buyers see your home online first. Bright, professional photos are non-negotiable.

PHOTOS ARE YOUR FIRST SHOWING

The vast majority of buyers start their search online. Great photos get more clicks, more showings, and more offers. This is where prep pays off most.

SECTION 04

Marketing & Showings

Great marketing puts your home in front of the right buyers – then showings turn interest into offers.

Your agent lists the home on the **MLS** (the database every agent and major website pulls from), promotes it online and on social media, and coordinates showings. Your job is to keep the home show-ready and be flexible with access, so no serious buyer is turned away.

What strong marketing includes

- **MLS listing** – professional photos, an honest description, and accurate details that reach every buyer's search.
- **Online & social promotion** – the major home sites plus targeted social posts and video.
- **Showings & open houses** – flexible access so buyers can experience the home in person.
- **Feedback** – your agent gathers buyer reactions so you can adjust if needed.

COMMUNICATION ACCESS AT THE TABLE

When offers and negotiations begin, request an interpreter so every term is fully clear. You should never feel rushed or unsure about what you're agreeing to.

SECTION 05

Offers to Closing

An offer arrives — congratulations. Now you evaluate the terms, negotiate, and carry the deal to the closing table.

The highest number isn't always the best offer. Look at the whole picture: the price, the buyer's financing, their contingencies, and the timeline. A slightly lower offer from a fully pre-approved buyer with few conditions can be far safer than a high offer that may fall apart.

1 Review every offer

Compare price, financing strength, contingencies, and closing date — not just the top number.

2 Negotiate or counter

You can accept, decline, or counter with different terms. This back-and-forth is normal.

3 Inspection & appraisal

The buyer inspects the home and their lender appraises it. You may negotiate repairs or price.

4 Clear to close

The buyer's loan is finalized and a closing date is set. Keep the home in agreed condition.

5 Closing day

You sign, hand over the keys, and receive your proceeds. Request an interpreter for the signing.

KNOW YOUR NET PROCEEDS

Your **net proceeds** are what you actually keep — the sale price minus your remaining loan, agent fees, and closing costs. Ask for an estimate early so there are no surprises.

SECTION 05+

Key Terms, in Plain Language

Keep this page handy. Every bolded word in this guide is defined here, simply.

Equity — the part of the home you truly own; its value minus what you still owe.

CMA — comparative market analysis; what similar nearby homes recently sold for.

Listing agreement — your contract with the agent to market and sell your home.

MLS — the shared database that feeds every agent and major home website.

Staging — preparing and arranging a home so it shows at its best.

Contingency — a condition in the contract, such as inspection or financing.

Appraisal — a professional estimate of the home's value for the buyer's lender.

Closing costs — fees due at closing for both sides of the sale.

Net proceeds — the money you keep after the loan, fees, and costs are paid.

Escrow — a neutral third party that holds money and documents until closing.

A note on accessibility: Selling a home moves fast, and you deserve to understand every document and decision. Every concept here, and every course inside the Collective, is taught visually and in American Sign Language so the information is truly yours.

YOUR NEXT STEP

Ready to sell with confidence and clarity?

This guide is the beginning. Inside the **ASL Real Estate Collective** membership, our selling courses walk you through pricing, prep, marketing, and closing in depth — all in ASL — plus live monthly calls where you can ask your questions in real time.

MONTHLY

\$49.99 / month

Full access to every call, course, and document.
Flexible month-to-month.

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YOUR MEMBERSHIP INCLUDES

- ✓ Full selling & pricing courses
- ✓ LIVE monthly Q&A calls
- ✓ On-demand course library
- ✓ Buying, selling & building courses
- ✓ Agent exam prep
- ✓ Worksheets, checklists & templates
- ✓ A nationwide Deaf community
- ✓ Everything delivered in ASL

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