THE SELLER GUIDE

SELL WITH A PLAN.

How we price, prepare, market, and close the sale of your home in central Indiana, step by step.



Prepared for you by

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HI, I'M TANNER

SELLING YOUR HOME, MADE SIMPLE.

Here's the whole sale in a few pages: pricing, prep, marketing, offers, and closing. Questions? Call, text, or email me anytime.

THE 8 STEPS

01 Walk-through
I see your home and learn your plans.

02 Price
A written pricing report.

03 Prep
Only what pays off.

04 Paperwork
Listing agreement and disclosure form.

05 Launch
Photos, video, and live everywhere.

06 Showings
On a schedule you set.

07 Offers
Compared side by side.

08 Closing
Sign and hand over the keys.

From accepted offer to closing: usually 30 to 45 days.

About the paperwork

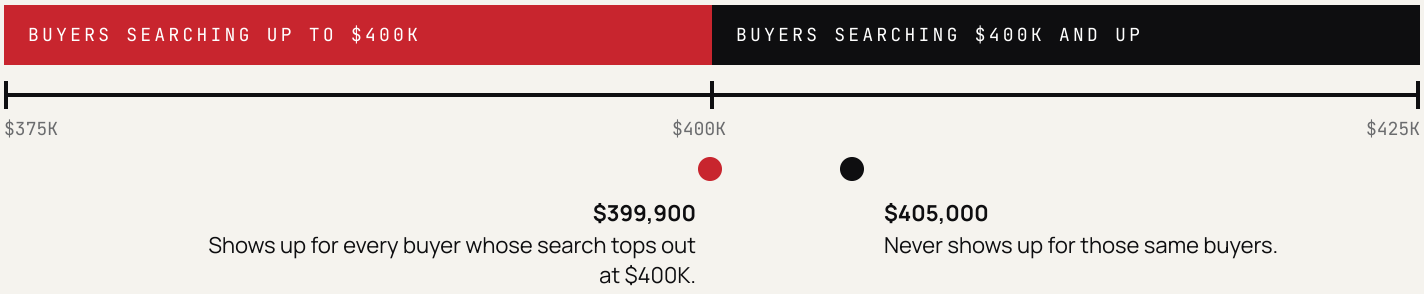
The listing agreement spells out what I do, how I'm paid, and how it ends. Fees are negotiable. Indiana also requires a seller disclosure form. You answer based on what you know. Built before 1978? There's a federal lead paint form too.



PRICE

PRICE IT RIGHT FROM DAY ONE.

Buyers shop in price ranges. Land just over a line, and a whole group never sees your home.



What sets the price

- ☐ Recent sales nearby
- ☐ Today's competition
- ☐ Condition and updates

What doesn't

- ☐ What you paid
- ☐ Online estimates
- ☐ Upgrade costs

You'll see the math.

A written market analysis from MIBOR MLS sold data, plus ShowingTime+ pricing reports.



PREP

PREP THAT PAYS OFF.

Buyers notice clean, bright, and cared for. Big projects rarely pay you back.

DO THESE

- ☐ Deep clean, windows too
- ☐ Declutter and pack early
- ☐ Fix bulbs, drips, sticky doors
- ☐ Touch up scuffed walls
- ☐ Mow, edge, fresh mulch
- ☐ Service the furnace or AC

USUALLY SKIP

- ☐ Big remodels right before listing
- ☐ New appliances just for the sale

PHOTO DAY

- ☐ Every light on, blinds open
- ☐ Cars out of the driveway
- ☐ Counters nearly empty

Spending more than a few hundred dollars? Check with me first.

Why staging helps

83% of buyers' agents say staging helps buyers picture a home as theirs. (NAR, 2025) It can be as simple as fewer things and better light.

THE TOOLS

HOW YOUR HOME GETS SEEN.

Your listing goes everywhere buyers look, starting the day it lists.

Zillow · realtor.com® · RealScout · MIBOR REALTOR® ASSOCIATION

Plus Homes.com. Trueblood partners with Zillow and Realtor.com.

Zillow SHOWCASE

WHEN AVAILABLE FOR YOUR LISTING

Premium placement in Zillow search, a map tag, emails to matching buyers, plus a virtual tour and interactive floor plan.

75%
more views, saves, and shares

2%
more at sale, about $7K on average

Faster
more likely to go pending in the first 14 days

Source: Zillow, as of Oct 2026. Compared to similar, nearby non-Showcase listings on Zillow. Results vary.



RealScout ALERTS TO READY BUYERS

01 Your home goes live in the MLS.

02 RealScout checks it against buyers' saved searches.

03 Every buyer it matches gets an alert the day it lists.

A REAL REALSCOUT SEARCH, LIVE FROM THE MIBOR MLS

HD PHOTOS · DRONE VIDEO · 3D TOUR + FLOOR PLAN · VIRTUAL STAGING · FACEBOOK ADS · EMAIL TO BUYERS · SOCIAL VIDEO TOUR · OPEN HOUSES



SHOWINGS AND OFFERS

SHOWINGS, THEN OFFERS.

BEFORE EACH SHOWING

- ☐ Lights on, blinds open
- ☐ Counters clear
- ☐ Pets out or crated
- ☐ Valuables and meds put away

After every showing, I send you the feedback.

THE BEST OFFER ISN'T ALWAYS THE HIGHEST

	OFFER A	OFFER B
Price	$410,000	$403,000
Credit asked	$8,000	None
Down payment	3.5%	20%
You keep more		**Offer B**

Illustration only. For every real offer, I show you what you'd walk away with.

After you accept

The buyer's inspection (they may ask for repairs or a credit), then the appraisal, then closing. I walk you through each one.

If showings slow down

We look at the feedback and similar homes, then adjust together.



CLOSING

HOW YOUR NET IS FIGURED.

Sale price

− Mortgage payoff

− Brokerage compensation

− Title policy and your share of closing fees

− Property tax credit to the buyer

− Any agreed repairs or credits

= **YOUR NET**

Indiana quirk

Taxes are paid a year behind, so you credit the buyer at closing.

No transfer tax

Indiana doesn't have one. Just small filing fees.

PROTECT YOUR PROCEEDS

Never change where your money goes based on an email or text. Call the title company at a number you already know.



NEXT STEPS

HERE'S HOW WE START.

01 **Get in touch**

Call or text (317) 358-3881, or email me, and we'll pick a time for me to see your home.

02 **Get your pricing report**

A written market analysis for your home, with the comps.

03 **Pick a launch date**

We plan the prep, book photos, and set the day it goes live.



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