THE COMPLETE SELLER'S GUIDE

SELL YOUR HOME WITH CONFIDENCE

A step-by-step roadmap to getting your home sold — for the best price, with the fewest surprises.

Selling your home is a major financial move — and how you prepare, price, and market it can mean thousands of dollars in your pocket. This guide breaks the entire process into clear, simple steps, so you can sell **prepared, informed, and in control** from your first decision to the day you hand over the keys.

WHAT YOU'LL LEARN INSIDE

01 How to prepare your home to attract top offers

02 How to price accurately from day one

03 How smart marketing gets your home sold

04 How to evaluate and negotiate offers

05 What selling costs — and what you'll net

06 Your obligations and rights as a seller

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01 WHY SELLING IS A STRATEGY

Preparation, Pricing & the Payoff

Selling a home isn't just listing it and waiting. The sellers who walk away with the most money are the ones who prepare thoughtfully, price accurately, and market well. The good news: every one of those levers is within your control — and this guide walks you through each of them.

Your Equity	First Impressions	The Right Price	Net Proceeds
Years of payments and appreciation may be working in your favor	Curb appeal and condition shape a buyer's decision before they step inside	Pricing accurately from day one tends to drive the strongest result	What you keep after payoff and costs — the number that matters

What Actually Drives a Successful Sale

- **Condition & presentation** — a clean, well-staged home photographs better and shows better
- **Accurate pricing** — the right price attracts more buyers and stronger offers than an inflated one
- **Professional marketing** — most buyers start online, so photos and exposure matter enormously
- **Skilled negotiation** — the highest number isn't always the best offer once terms are considered
- **Timing & preparation** — being ready before you list keeps the process smooth and fast

NEVADA ADVANTAGE

Nevada has **no state income tax**, and the Las Vegas / Clark County market continues to draw buyers relocating from higher-cost states. Local knowledge of neighborhood-level demand and pricing is one of your biggest assets as a seller.

A NOTE ON TIMING THE MARKET

No one can perfectly predict prices or interest rates. The best time to sell is usually when it fits your life and finances — and when your home is prepared to show at its best. Focus on what you can control.

02 YOUR HOME SELLING TEAM

Who Does What — and Why Each Role Matters

Selling a home takes a coordinated team. Here are the key professionals who help you get from "for sale" to "sold":

Listing Agent
Represents the seller

Your listing agent prices your home, markets it, manages showings, and negotiates on your behalf. They advise on preparation and pricing, coordinate the transaction, and represent your interests through closing.

Escrow / Title Company
Neutral third party

The escrow company holds funds and coordinates the transaction. The title company confirms clear title, resolves any liens, and issues title insurance so ownership transfers cleanly to the buyer.

Professional Photographer / Stager
Presentation experts

Because most buyers begin online, professional photography (and sometimes staging) can be one of the highest-return investments in a sale — helping your home stand out and draw more showings.

Home Inspector
Hired by the buyer

The buyer typically orders a home inspection after going under contract. Understanding what inspectors look for helps you prepare — and decide whether a pre-listing inspection makes sense for you.

Appraiser
Ordered by the buyer's lender

If the buyer is financing, their lender orders an appraisal to confirm the home's value supports the loan. A well-priced, well-documented home helps the appraisal come in on target.

A NOTE ON WORKING WITH BEAU

Beau is licensed in both real estate and mortgage lending — so beyond selling your current home, he can also help you understand the financing on your next one. You're always free to choose your own professionals; this guide is here to help you make informed decisions, whoever you work with.

03 PREPARING YOUR HOME TO SELL

Small Investments, Big Returns

You only get one chance at a first impression. Preparing your home before it hits the market is often the highest-return work you can do — and much of it costs little more than time.

Declutter & Depersonalize

- Clear countertops, closets, and surfaces
- Remove excess furniture to make rooms feel larger
- Pack away personal photos and collections
- Deep clean — every room, including windows

Curb Appeal

- Fresh landscaping, trimmed bushes, clean walkways
- Paint or clean the front door and entry
- Ensure house numbers and lighting look sharp
- Pressure-wash driveways and exterior as needed

Repairs Worth Making

- Fix leaky faucets, running toilets, and sticky doors
- Patch and touch up walls; refresh neutral paint
- Replace burnt-out bulbs and dated fixtures
- Address obvious issues before a buyer's inspector finds them

Consider Staging

- Even light staging helps buyers picture themselves living there
- Neutral, well-lit spaces photograph best
- Ask your agent which rooms give the biggest payoff

PRO TIP: A PRE-LISTING INSPECTION

Some sellers order their own inspection before listing. It can surface issues early, prevent surprises during the buyer's inspection, and give you time to fix things on your terms rather than under negotiation pressure.

DON'T OVER-IMPROVE

Not every upgrade returns its cost. Focus on clean, functional, and neutral rather than expensive renovations right before selling. Your agent can help you spend where it counts.

04 PRICING YOUR HOME RIGHT

The Most Important Decision You'll Make

Price your home right and you attract more buyers, stronger offers, and a faster sale. Price it too high and you can end up chasing the market down — often selling for less than if you'd priced accurately from the start.

How Price Is Determined

- **Comparative Market Analysis (CMA)** — recent sales of similar homes nearby (your "comps")
- **Active competition** — what similar homes are currently listed for
- **Condition & upgrades** — how your home stacks up against the comps
- **Market conditions** — buyer demand, interest rates, and inventory levels
- **Location** — neighborhood, schools, and lot specifics

THE DANGER OF OVERPRICING

An overpriced home gets the most attention in its first two weeks — when it looks expensive next to better-priced competition. Showings slow, the listing goes stale, and buyers start to wonder "what's wrong with it." Price reductions then often net less than pricing correctly from day one.

Pricing & the Appraisal

If your buyer is financing, the home must appraise at or above the contract price for the loan to close as written. Pricing supported by strong comparable sales reduces the risk of an appraisal gap — and the renegotiation that can come with it (covered in Section 08).

PRO TIP

Let the market — not emotion or what you "need" to get — guide your price. Buyers compare your home against every other option, and they're the ones who ultimately set its value.

05 MARKETING YOUR HOME

How Buyers Find — and Fall For — Your Home

The vast majority of buyers begin their search online. Great marketing gets your home in front of as many qualified buyers as possible and makes an unforgettable first impression when they find it.

The Marketing Essentials

Professional Photography	High-quality photos are the single most important marketing asset — they drive clicks and showings
MLS Listing	Your home is entered into the Multiple Listing Service, the backbone of buyer and agent search
Online Syndication	The listing spreads to major portals like Zillow, Realtor.com, Redfin, and more
Compelling Description	Well-written copy highlights the features and lifestyle buyers care about
Social & Digital	Targeted social media and email put your home in front of active buyers
Signage & Showings	Yard signs, lockboxes, and easy scheduling keep qualified buyers flowing through
Open Houses	When they fit your situation, they can generate buzz and additional interest

Making Showings Count

- Keep the home clean and "show-ready" while it's listed
- Be flexible with showing times — more access means more offers
- Leave during showings so buyers feel comfortable exploring
- Let in natural light, set a comfortable temperature, and keep it neutral

WHY EXPOSURE MATTERS

More qualified eyes on your home means more potential offers — and more offers give you leverage on both price and terms. Broad, professional marketing isn't a luxury; it's how you protect your bottom line.

06 OFFERS & NEGOTIATION

Reading an Offer Beyond the Price

The highest offer isn't always the best one. A slightly lower offer with strong financing, few contingencies, and a flexible close can be worth more than a top-dollar offer that's likely to fall through. Here's what to weigh:

Offer Price	The headline number — but only one part of the picture
Financing Type	Cash and strong pre-approvals carry less risk than shaky financing
Earnest Money	A larger deposit signals a serious, committed buyer
Contingencies	Fewer contingencies (inspection, appraisal, financing, home sale) mean fewer exit points
Concessions Requested	Closing-cost credits and repair asks reduce your net proceeds
Close Date & Possession	Timing that matches your needs — and possible rent-back — adds real value
Appraisal Terms	Whether the buyer will cover a shortfall protects you if the appraisal comes in low

Your Options When an Offer Arrives

- **Accept** — sign and move into escrow
- **Counter** — adjust price, terms, dates, or concessions and send it back
- **Reject** — decline, especially if you expect stronger offers

MULTIPLE OFFERS

In a competitive situation you may receive several offers at once. You can counter one, counter several, or ask all buyers for their "highest and best." Look at the full terms of each — not just price — to choose the offer most likely to close smoothly.

COMMISSIONS ARE NEGOTIABLE

Real estate commissions are set by agreement, not by law. Following the 2024 industry settlement, any compensation offered to a buyer's agent is a separate, negotiable decision — discuss the approach that fits your goals with your agent up front.

07 UNDER CONTRACT — THE TIMELINE

What Happens After You Accept an Offer

1. **Days 1–3 — Open Escrow**

   Buyer deposits earnest money • Escrow and title open the file • Title search begins • You provide the Seller's Real Property Disclosure and any HOA documents

2. **Days 3–10 — Buyer's Inspection**

   Buyer orders a home inspection • You may receive a repair request • Negotiate repairs, credits, or price — or stand firm, depending on your position

3. **Days 7–21 — Appraisal (if financed)**

   Buyer's lender orders the appraisal • Appraiser evaluates your home • Value must support the contract price • An appraisal gap may need to be addressed (Section 08)

4. **Days 10–25 — Buyer's Loan Processing**

   Buyer's file moves through underwriting • Respond promptly to any requests routed through escrow • Keep utilities on and the home accessible for final checks

5. **Days 25–28 — Clear to Close**

   Buyer's loan is approved • Final figures confirmed • Schedule your signing • Begin your move-out plan in earnest

6. **Day 30 — Closing Day!**

   You sign the closing documents • Deed records at the county • Proceeds are disbursed to you • Hand over the keys — the sale is complete!

KEEP THE DEAL ON TRACK

Return requested documents quickly, keep the home show-ready and accessible for the appraisal and final walk-through, and stay in close contact with your agent and escrow. Responsiveness is the biggest driver of an on-time close.

Timeline is illustrative; many sales close in 30–45 days. Cash offers can close faster; financed deals depend on the buyer's loan and how quickly items are returned.

08 INSPECTIONS, APPRAISALS & REPAIRS

Navigating the Two Biggest Hurdles

The Buyer's Inspection

After going under contract, the buyer typically hires an inspector. You may then receive a request to repair items, credit the buyer, or adjust price. Your options:

- **Make the repairs** — complete agreed items before closing
- **Offer a credit** — give a closing-cost credit in lieu of doing the work
- **Adjust the price** — reduce the sale price to account for the issue
- **Decline** — hold firm, weighing the risk of the buyer walking

How much leverage you have depends on your contract terms, the market, and how motivated each side is. Focus on health-and-safety and major-system items; minor cosmetic requests carry less weight.

The Appraisal & Appraisal Gaps

If the buyer is financing, the appraisal must support the contract price. When it comes in **below** the agreed price, you generally have a few paths:

- The buyer covers the difference in cash (an "appraisal gap")
- You lower the price to the appraised value
- You meet in the middle and renegotiate
- The buyer requests a reconsideration of value with additional comps

PRO TIP

Pricing supported by strong, recent comparable sales — and giving the appraiser easy access plus a list of your upgrades — is the best way to help the appraisal come in on target.

NEVADA DISCLOSURE REMINDER

Nevada law requires you to disclose known material defects on the Seller's Real Property Disclosure Form (NRS Chapter 113). Disclosing honestly — even issues found in inspection — protects you from future liability. When in doubt, disclose.

09 THE COSTS OF SELLING

What You'll Actually Net

Your **net proceeds** are what you keep after your mortgage payoff and the costs of the sale. Total selling costs in Nevada commonly run about **7–9% of the sale price**, though several items are negotiable. Your agent and escrow officer will prepare a detailed net sheet for your specific sale.

Cost	Description	Typical Range
Real Estate Commission	Fully negotiable; may include compensation to the buyer's agent (now optional)	Negotiable (often 4–6%)
Transfer Tax	Clark County real property transfer tax, customarily paid by the seller	$2.55 per $500 (~0.51%)
Owner's Title Policy	Title insurance for the buyer (Southern Nevada custom places this on the seller)	~$1,800–$2,500
Escrow / Settlement Fee	Escrow company's fee, commonly split 50/50 with the buyer	$500–$1,000
HOA Fees & Transfer	Prorated dues, transfer/demand fees, resale documents (if applicable)	$150–$1,500+
Repairs / Credits	Negotiated repairs or credits from the inspection	$0–$6,000
Buyer Concessions	Closing-cost help you agree to contribute (market-dependent)	0–3%
Prorated Property Taxes	Your share of taxes up to the closing date	Varies
Mortgage Payoff	Remaining loan balance plus any prepayment interest	Your balance

THE NET PROCEEDS FORMULA

Net proceeds = Sale price − Mortgage payoff − Selling costs − Concessions & credits. Ask for a seller's net sheet before you list — and again with each offer — so you always know your bottom line.

CAPITAL GAINS — A POSSIBLE TAX BREAK

Federal law may let you exclude up to **$250,000** of gain ($500,000 if married filing jointly) on the sale of your primary residence if you meet ownership and use tests. This is not tax advice — consult a qualified tax professional about your situation.

10 CLOSING DAY

Signing, Funding & Moving On

What You'll Do

- Sign your closing documents (often at escrow or with a notary)
- Bring valid government-issued photo ID
- Provide payoff and wire instructions for your proceeds
- Turn over keys, remotes, garage openers, and codes

How You Get Paid

- Buyer's funds and loan proceeds arrive at escrow
- Escrow pays off your mortgage and any liens
- Selling costs are deducted from the proceeds
- Your net proceeds are wired to you (or issued by check)

Before You Hand Over the Keys

- Complete your move-out and remove all belongings
- Leave the home clean and in the agreed condition
- Leave manuals, warranties, and spare keys for the buyer
- Cancel or transfer utilities effective the closing date
- Forward your mail and update your address

It's Official When…

- The deed records at the county recorder
- Recording confirms the transfer — the home is sold!

WIRE FRAUD WARNING

Wire fraud targeting sale proceeds is real. Before providing or accepting wire instructions, verify them by calling your escrow officer at a number you independently confirmed — never rely on instructions or changes sent by email. Fraudulent wires are nearly impossible to recover.

11 DISCLOSURES & FAIR HOUSING

Your Obligations — and Everyone's Rights

NEVADA SELLER DISCLOSURE (NRS 113)

Nevada law requires sellers of residential property to complete the **Seller's Real Property Disclosure Form (SRPD)**, disclosing known defects and material facts, and to serve it on the buyer before the sale closes. Certain obligations cannot be waived. Honest, complete disclosure is your best protection against future claims.

EQUAL HOUSING OPPORTUNITY

Fair housing laws apply to sellers too. You cannot refuse, discourage, or set different terms for a buyer based on a protected class. Every qualified buyer must be treated equally.

The **Fair Housing Act** (Title VIII of the Civil Rights Act of 1968) prohibits discrimination in the sale, purchase, rental, or financing of housing based on:

- Race
- Color
- National Origin
- Religion
- Sex
- Familial Status (having children)
- Disability

Nevada law adds protections including sexual orientation and gender identity. Decisions in your sale should be based on the merits of each offer — never on personal characteristics of the buyer.

File a Fair Housing Complaint	HUD: 1-800-669-9777 | www.hud.gov/fairhousing
Verify a License	NMLS Consumer Access: www.nmlsconsumeraccess.org
Beau McDougall — NV Real Estate	NV B.145054
Beau McDougall — NMLS	NMLS #2611909

12 GLOSSARY OF KEY TERMS

Common Home-Selling Terms

Term	Definition
Appraisal Gap	The difference when a home appraises below the contract price; the parties must decide who covers it.
CMA (Comparative Market Analysis)	An agent's pricing analysis based on recent sales of comparable homes ("comps").
Concessions	Money a seller agrees to contribute toward the buyer's closing costs, reducing net proceeds.
Contingency	A condition in the contract (inspection, appraisal, financing, home sale) that must be met to proceed.
Counteroffer	A seller's response that changes the terms of a buyer's offer and sends it back for agreement.
Days on Market (DOM)	How long a listing has been active. Long DOM can signal overpricing to buyers.
Earnest Money	A good-faith deposit from the buyer showing serious intent, applied at closing.
Escrow	A neutral third party that holds funds and documents and coordinates the closing.
MLS (Multiple Listing Service)	The database agents use to list and search homes; the backbone of buyer exposure.
Net Proceeds	What the seller keeps after mortgage payoff, selling costs, concessions, and credits.
Payoff	The remaining balance required to satisfy your existing mortgage at closing.
Proration	Splitting ongoing costs (like property taxes and HOA dues) between buyer and seller by date.
Seller Disclosure (SRPD)	Nevada's required form (NRS 113) disclosing known defects and material facts to the buyer.
Staging	Arranging and furnishing a home to show its best and help buyers envision living there.
Title Insurance	Protects the owner and lender against defects in the property's title. One-time premium.
Transfer Tax	A tax on the transfer of real property; in Clark County, \$2.55 per \$500 of value, customarily seller-paid.

ABOUT BEAU McDOUGALL

Your Real Estate & Mortgage Guide

Selling one home and buying the next often means juggling two transactions and two sets of professionals — and hoping they stay in sync. Beau McDougall brings both sides together. He is licensed in Nevada as both a **real estate agent** (NV B.145054) and a **mortgage loan originator** (NMLS #2611909), serving homeowners throughout Las Vegas and Clark County.

For sellers, that means an advisor who understands not just how to price and market your home, but how buyers get financed — and, if you're buying next, how to line up your sale and your next purchase so the pieces fit together. The result is fewer handoffs, fewer surprises, and clearer answers at every step.

Beau's approach is education-first, and this guide reflects how he works: the goal is to make sure you understand each part of the process so you can make confident, informed decisions. Because at the end of the day, real estate is about people, not just properties.

Dual-Licensed
Real estate & mortgage expertise in one place

Local
Las Vegas & Clark County market knowledge

Education-First
You understand every step of the way

Sell & Buy in Sync
Your sale and next purchase, coordinated

#HUMANS OVER HOUSES

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Thinking about selling? Reach out anytime for a no-obligation home value review.