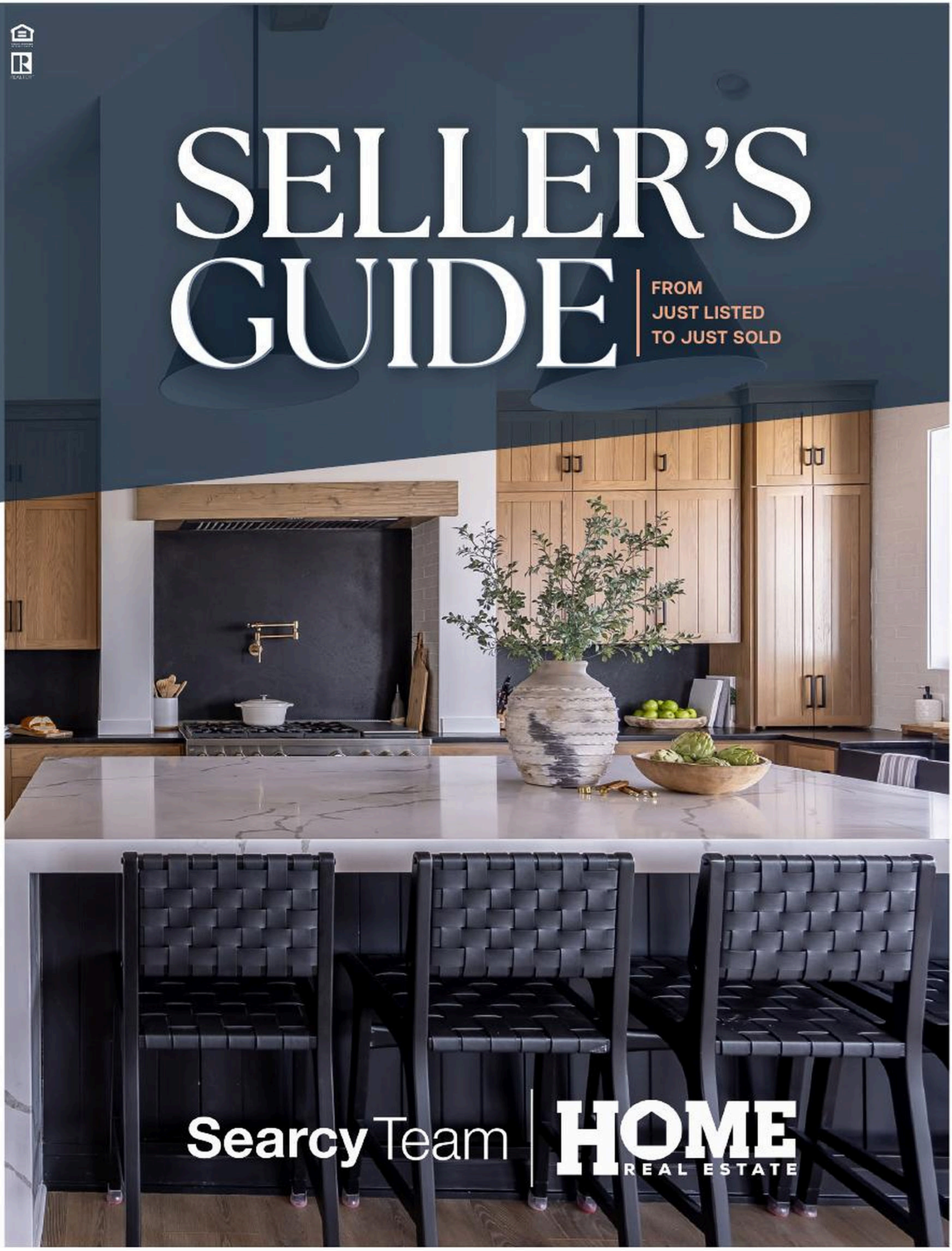
SELLER'S GUIDE

FROM
JUST LISTED
TO JUST SOLD



Searcy Team | HOME REAL ESTATE





Searcy Team | HOME REAL ESTATE

At HOME Real Estate, Hannah Searcy's mission is to deliver personal guidance and careful attention to every buyer and seller. With 21 years of experience and three generations of Searcy family realtors in Lincoln, she brings local knowledge and a steady plan to each move. Hannah loves what she does, and it shows: seeing clients reach closing day is why she loves her work.

Hannah Searcy works with the Searcy Team at HOME Real Estate, combining personal service with the resources of an established Lincoln brokerage. From preparation and financing to negotiation and closing, she keeps each step clear. Her goal is simple: informed decisions, thoughtful guidance and a move that fits your life.

We would love to be a part of your story!





As your listing partner, Hannah Searcy provides personal guidance at every stage: valuation, preparation, marketing, showings, negotiation and closing. This guide explains the process and the services she brings to your sale. Thank you for considering Hannah and the Searcy Team with HOME Real Estate as your trusted real estate partner.

Searcy Team HOME REAL ESTATE

LINCOLN'S LEADERS IN REAL ESTATE



Searcy Team
HOME Real Estate

HANNAH SEARCY

21 years of experience · Three generations
of Searcy family realtors in Lincoln

402.432.5557
hannah@searcyteam.com

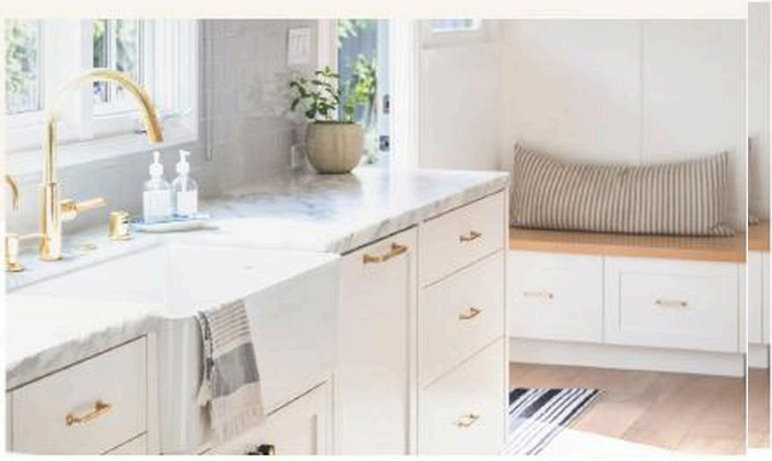
hannahsearcyhomes.com | 402.432.5557





THE SELLING PROCESS

I'll guide you through every step!



1 Initial Consultation

- Determine your goals & timeline
- Assess property & features
- Prepare property valuation

2 Pricing & Strategy

- Review property valuation
- Determine list price & terms offered
- Sign listing agreement

3 Preparing the Property

- Clean & declutter both inside & out
- Make necessary repairs/improvements
- Stage furniture as suggested

4 Marketing the Property

- Listing photos taken
- Listing added to Multiple Listing Service (MLS)
- Property fliers prepared
- Digital marketing posted
- Private showings & open houses arranged

5 Negotiating Offers

- Review & discuss any offers received
- Renegotiate terms if necessary
- Accept offer

6 Inspections & Appraisal

- Visual examination of property by a qualified inspector
- Property evaluated by a licensed appraiser
- After inspections & appraisal renegotiate if needed

7 Closing

- Signing of documents
- Payment of proceeds & fees
- Transfer of ownership
- Settlement & close of escrow

GETTING STARTED

Initial Consultation

The initial consultation involves discussing your goals, timeline and property details so I can best understand your needs and give tailored advice. After touring and assessing the property, I will provide you with an informative property valuation and explain how I determined the price range your property could achieve in the market.



Property Valuation

A property valuation is determined by a several of factors.

Comparative Market Analysis (CMA):

A CMA will help to evaluate similar properties in the area that have recently sold, are currently on the market or were listed but did not sell. This comparison helps identify a price range based on market trends and recent sales.

Property Features Assessment:

Your property's features, such as size, location, condition, age and any upgrades or renovations will be evaluated. Physical characteristics such as a new kitchen, modern amenities or a larger lot can affect the property's value.



Market Conditions:

I will consider current market conditions, including supply and demand, interest rates and economic factors that might influence buyer behavior and property prices.

Local Expertise:

I will leverage my local market knowledge and experience to adjust valuations based on neighborhood desirability, school districts and other local factors.

Your Goals:

I will consider your timeline and financial goals, which may influence the pricing strategy.

PRICING & STRATEGY

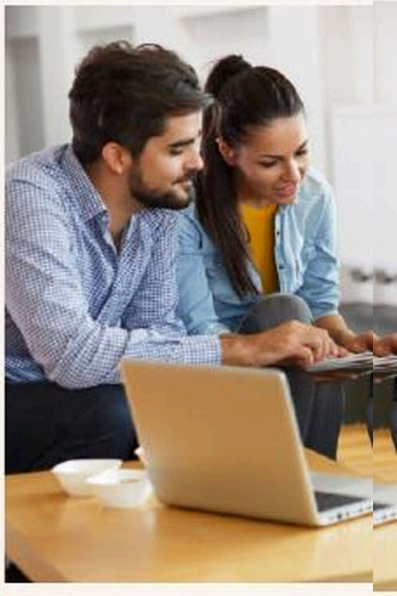


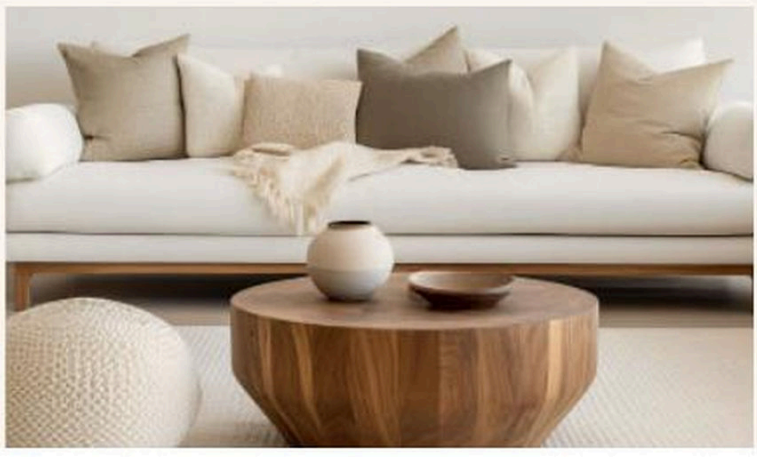
Accurately pricing your home is crucial for a successful sale. To attract more interest we need to set a price that strikes a balance between maximizing your return and meeting buyers' expectations for value. Pricing at market value exposes your home to a wider audience of potential buyers, enhancing your likelihood of a swift sale.

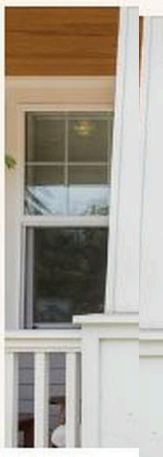
Many sellers mistakenly believe that pricing slightly above market value will allow room for negotiation, but this often discourages buyers from considering the property at all. Instead, we will focus on creating high demand by setting a competitive price. This strategy shifts the dynamic from negotiating with a single buyer to creating a situation where multiple buyers compete for your home, driving up its perceived value.

Terms Offered

In the eyes of a buyer, value goes beyond just the price tag. That's why I take a strategic approach to other key terms that can enhance the appeal of your property. With my extensive knowledge and understanding of the current market, I'll present you with a variety of options to consider, allowing you to make well-informed decisions that can lead to the best possible outcome. These options may include offering a home warranty for added buyer confidence, having your home pre-inspected to highlight its condition, compensating the buyer's agent to incentivize them, covering some or all of the buyer's closing costs, or offering flexibility on the closing date to suit the buyer's timeline. By thoughtfully combining competitive pricing with these attractive terms, we can significantly increase the overall appeal of your property in the eyes of potential buyers.





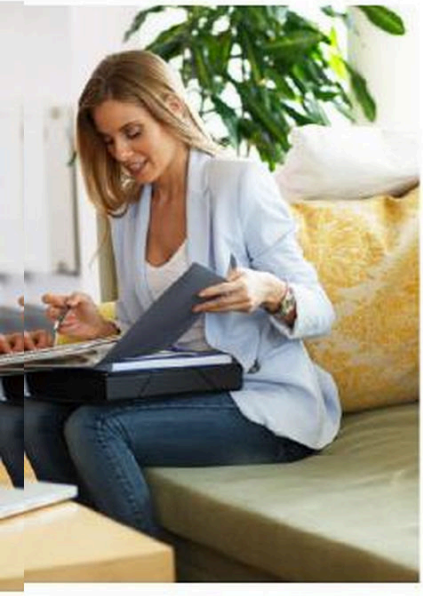




92%
of sellers used a real estate agent to sell their home.

Source: National Association of REALTORS®, 2026 Profile of Home Buyers & Sellers

LISTING AGREEMENT

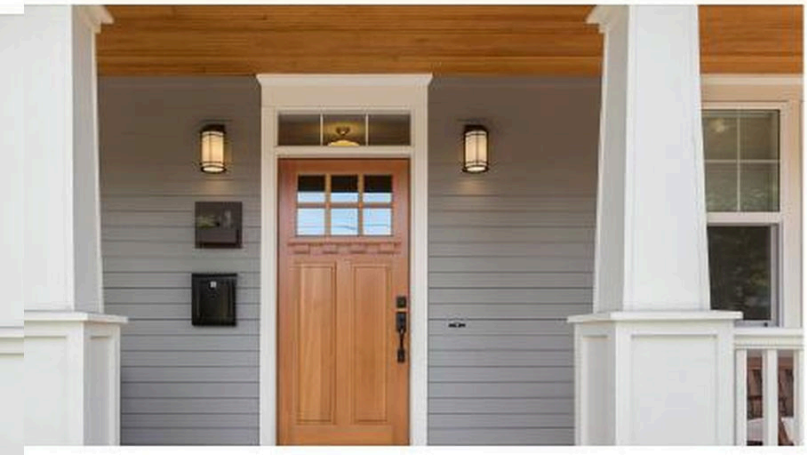


A Listing Agreement is a legally binding contract between a property owner and a real estate broker or agent. This agreement authorizes the broker/agent to represent the owner in selling the property and outlines the terms of this representation. Key components of a listing agreement include:

1. Duties of the Agent: The agreement specifies my responsibilities as the agent, such as marketing the property, conducting open houses and negotiating with potential buyers.

2. Compensation: The contract details the professional service fee, typically a percentage of the sale price and any conditions for payment. Commissions are always negotiable and not set by law.

3. Duration: The agreement specifies the period during which I have the right to sell the property.



4. Listing Price: The initial price at which the property will be listed for sale is included, along with any conditions for adjusting this price.

The listing agreement is crucial because it formalizes our relationship, ensuring clarity of roles, expectations and compensation.

PREPARING THE PROPERTY

First impressions are everything! Home purchasing decisions are not just made on location, price and home features, they're made on emotion. How did the buyer feel when they walked through the front door? What made them want to walk through the front door in the first place? It all starts by looking at your home with fresh eyes.

The goal is to sell your home quickly and maximize your return on your investment. To achieve this, we must showcase your home in its best light to appeal to the broadest range of potential buyers. This means decluttering and giving both the inside and outside of your home a deep clean to minimize distractions and boost its overall appeal. I may suggest some changes, such as repurposing rooms, rearranging furniture or making essential repairs and improvements to enhance the property's attractiveness.

The Power of Staging

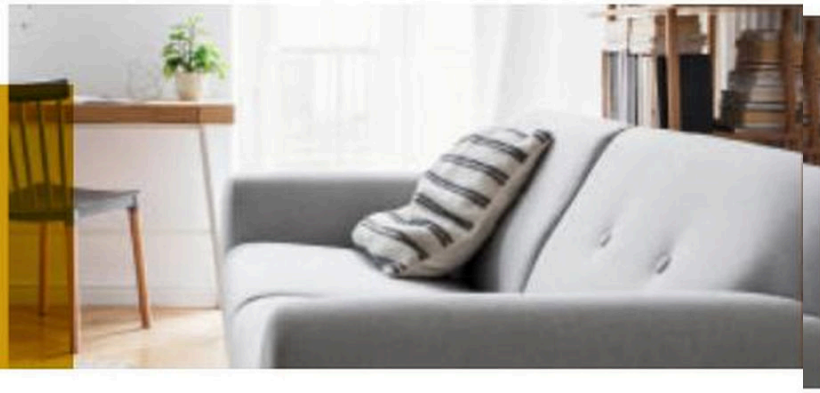
Rest assured, you don't have to spend a fortune to get your house showcase ready, especially if you are intentional in your efforts. The most important rooms to stage for buyers are—in order, living room, kitchen, primary bedroom and dining room. Simply keep the following in mind:

Decluttering: Clutter is a red flag to buyers, stating that storage space is lacking. Remove personal pictures and items that make it hard for buyers to envision the home as their own.

Purpose & Space: Arrange furniture to reflect how functional a space is. Give each room a clear purpose and position furniture to make a clear flow for traffic.

Neutral Decor: Keep things neutral and simple so the home will appeal to a broader range of buyers. If freshening up the walls with paint, choose a soft, neutral tone and pair it with simple bed coverings and curtains.

You never get a second chance, to make a **first impression**





Clean Thoroughly: Whether you decide to clean yourself or hire a professional, a clean house is vital. It shows buyers that the home has been well maintained. Use this time to replace light bulbs that are mismatched or burnt out, fix drawer slides that stick or faucets that drip.

Curb Appeal: Poor exterior appearance can cause a buyer to become doubtful and incapable of having an open mind, after all, it is the first impression. Be sure the lawn is mowed and the walkways are cleared.



Decluttering the home was recommended by

91%

of seller's agents.

Source: National Association of REALTORS®, 2025 Profile of Home Staging

READY TO SELL!

An extensive checklist to help get your home ready for that all-important sale.

ENTRYWAY

- ☐ Overall appearance
- ☐ Clean and uncluttered
- ☐ Excess furniture removed
- ☐ Light fixtures are clean and working

LIVING ROOM

- ☐ Overall appearance
- ☐ Walls and ceiling are clean or freshly painted
- ☐ Floors are clean and in good condition
- ☐ Curtains, windowsills and ceiling fans are clean
- ☐ Doors are in good condition and polished
- ☐ Furniture is vacuumed and dusted
- ☐ Room is free of clutter
- ☐ Excess furniture removed
- ☐ Fireplace is clean (ready to use)
- ☐ Lights and outlets are clean and working

DINING ROOM

- ☐ Overall appearance
- ☐ Walls and ceiling are clean or freshly painted
- ☐ Floors are clean and in good condition
- ☐ Curtains, windowsills and ceiling fans are clean
- ☐ Doors are in good condition and dusted
- ☐ Room is free of clutter
- ☐ Excess furniture removed
- ☐ Lights and outlets are clean and working
- ☐ Table is clean and staged

BEDROOM(S)

- ☐ Overall appearance
- ☐ Walls and ceiling are clean or freshly painted
- ☐ Floors are clean and in good condition
- ☐ Curtains, windowsills and ceiling fans are clean
- ☐ Doors are in good condition and dusted
- ☐ Room is free of clutter
- ☐ Excess furniture removed
- ☐ Lights and outlets are clean and working
- ☐ Closets and dressers are tidy
- ☐ Bedding is clean and neatly made

LAUNDRY ROOM

- ☐ Overall appearance
- ☐ Washer and dryer are clean and empty
- ☐ Floors are clean and in good condition
- ☐ All lighting in good condition

BATHROOM(S)

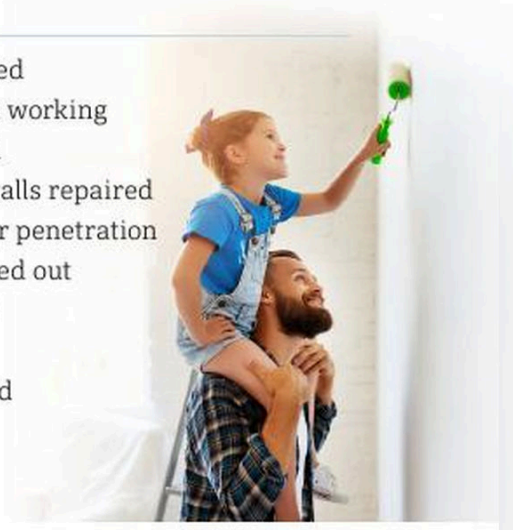
- ☐ Overall appearance
- ☐ Walls and ceiling are clean or freshly painted
- ☐ Floors are clean and in good condition
- ☐ Sinks and tubs scrubbed and no leaks or drips
- ☐ Trash is taken out
- ☐ Light fixtures are clean and working
- ☐ Tile is clean and caulking in good repair
- ☐ All cabinets are cleaned and organized
- ☐ Toilet working and seat cleaned and closed
- ☐ Clean shower curtain and fresh towels hung

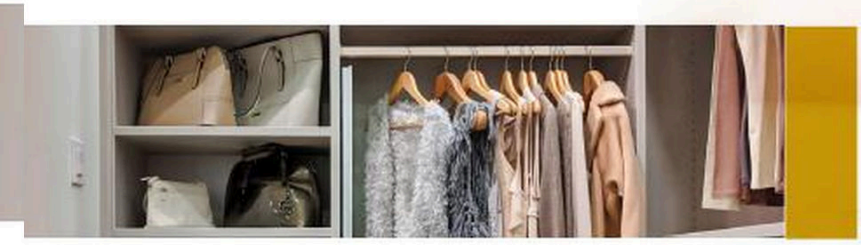
KITCHEN

- ☐ Overall appearance
- ☐ Walls and ceiling are clean or freshly painted
- ☐ Floors are clean and in good condition
- ☐ Sink(s) are scrubbed and no leaks or drips
- ☐ Trash is taken out
- ☐ Pantry, cabinets & drawers are clean & uncluttered
- ☐ All appliances are clean inside and out
- ☐ All appliances are in working condition
- ☐ Counters clear of clutter and small appliances

BASEMENT

- ☐ Clean and uncluttered
- ☐ Lights are clean and working
- ☐ Storage is organized
- ☐ Cracks in ceilings/walls repaired
- ☐ No evidence of water penetration
- ☐ Smells fresh and aired out
- ☐ Dampness removed
- ☐ Drains cleared
- ☐ Sump pump installed
- ☐ Handrail secure







HOME SYSTEMS

- ☐ Furnace is clean and inspected
- ☐ Water heater is clean and inspected
- ☐ Air conditioner is clean and working
- ☐ Heating and air system filters are replaced
- ☐ Ensure smoke detectors & carbon monoxide detectors are present & working

LAWN & TREES

- ☐ Lawn mowed and edges trimmed
- ☐ Trees trimmed up and away from roof/house
- ☐ Shrubs trimmed and clear of walkways
- ☐ All necessary weeding completed
- ☐ Add flowering plants for color and curb appeal
- ☐ Yard cleared of leaves and debris
- ☐ New mulch if needed
- ☐ Walkways swept/shoveled

GARAGE & DRIVEWAY

- ☐ Garage is clean and tidy
- ☐ Uncluttered (junk thrown out)
- ☐ Garage door opens and closes properly
- ☐ Oil and rust stains removed from driveway
- ☐ Driveway shoveled (if needed)

HOUSE EXTERIOR

- ☐ Overall appearance
- ☐ Paint is in good condition
- ☐ Hardware works
- ☐ Clean/new front doormat
- ☐ Exterior lights are working
- ☐ Gates and fences are in good working condition
- ☐ Walkways are clean and free of clutter
- ☐ Trash cans are out of sight
- ☐ Windows are clean, not cracked & caulked
- ☐ Gutters are clear, clean and fastened
- ☐ Roof in good condition

POOL & SPA

- ☐ Pool and spa is clean
- ☐ Equipment is in good working condition
- ☐ Good overall appearance

OTHER RECOMMENDATIONS

- ☐ Light a fire in the winter
- ☐ Open blinds during the daytime
- ☐ Tastefully decorated tables and mantles
- ☐ Have plenty of lights on for nighttime showings
- ☐ Be aware of strong odors; use a light fragrance
- ☐ Take pets with you when house is being shown

THINGS TO DO/REPAIRS NEEDED:

MARKETING

Agents are constantly looking for new homes to show their interested buyer. I will make every effort to provide agents with information and access to your home. My marketing strategy leverages both traditional and digital methods to maximize exposure.

Photography

High-quality listing photos are essential for presenting your home attractively, greatly impacting a buyer's initial impression. With most homebuyers beginning their search online, exceptional photos can make your property stand out from the competition.

Agent Connections

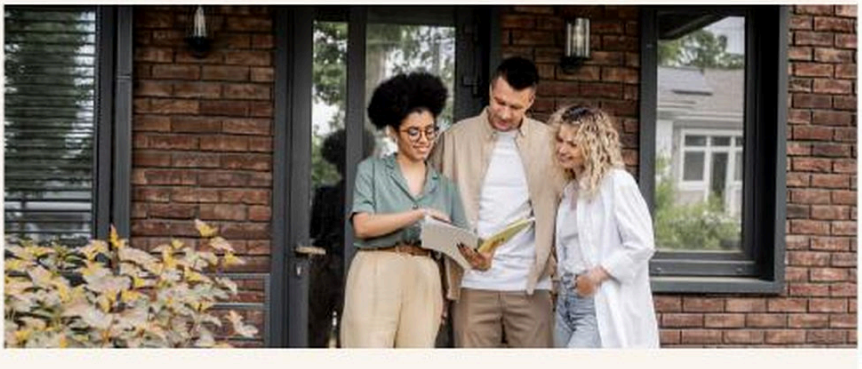
I will promote your property to other agents using our company-wide communication platforms and actively pursue any buyer leads that emerge.

Digital Marketing

Your property will be shared through Hannah's digital platforms and the local Multiple Listing Service (MLS), with distribution to major home-search portals. Every listing receives a dedicated, professionally designed website as one polished destination for buyers and agents.

Your Home's Website

See the Panama example:
hannahsearcyhomes.com/207-w-4th-st-panama/

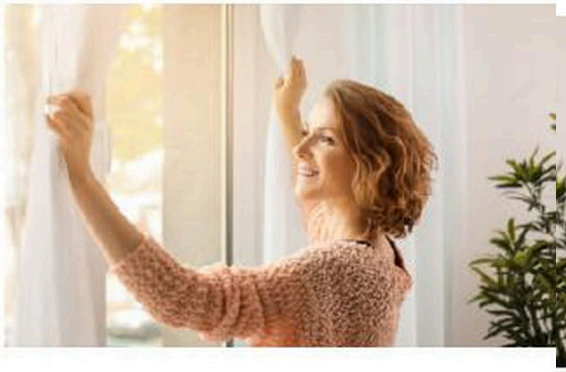


> *"BIG journeys begin with small steps."*

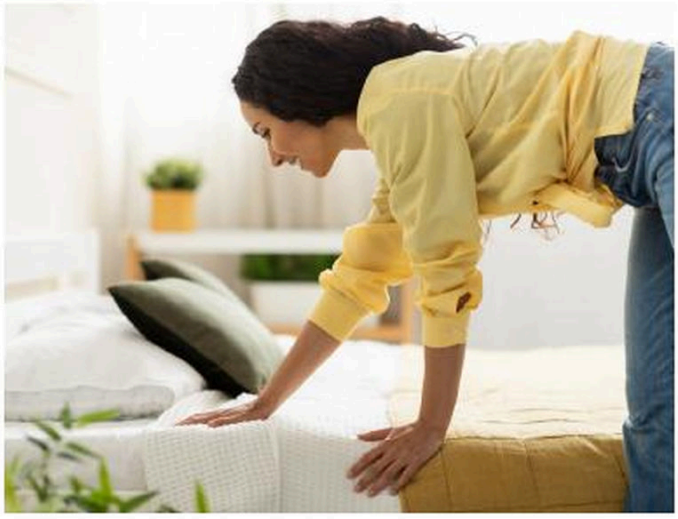
Showings & Open Houses

Private Showings and Open Houses are two ways to present your home to potential buyers. Showings are private, scheduled appointments for interested buyers and their agents. Open Houses are open to the public, allowing any interested parties to visit during the set time.

Listings that are easy to show —thanks to their availability— tend to be very successful due to the amount of traffic they bring. Consider: how much notice do you need to prepare your home for a showing? Are there specific blocks of time that would work best or are you flexible?

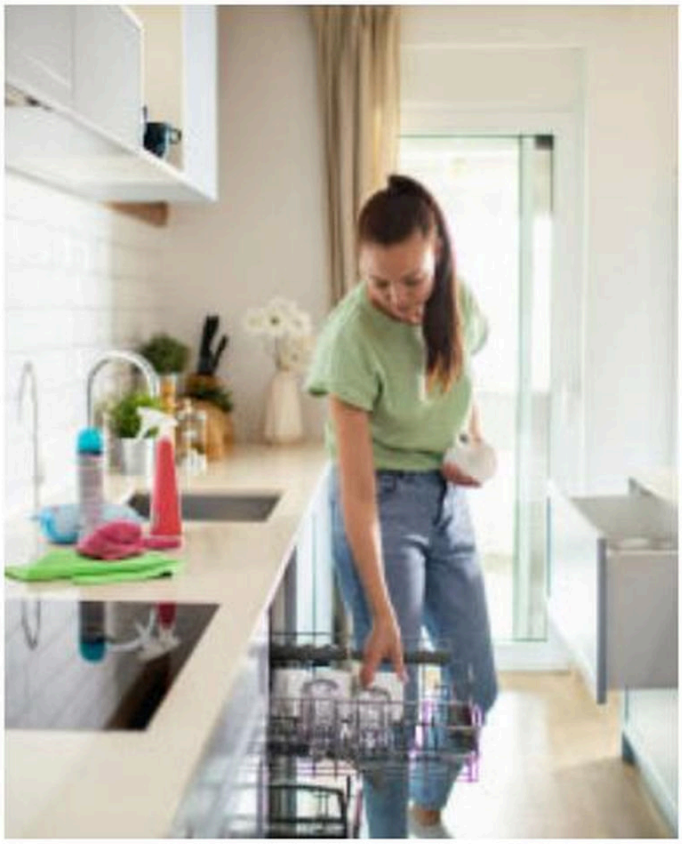


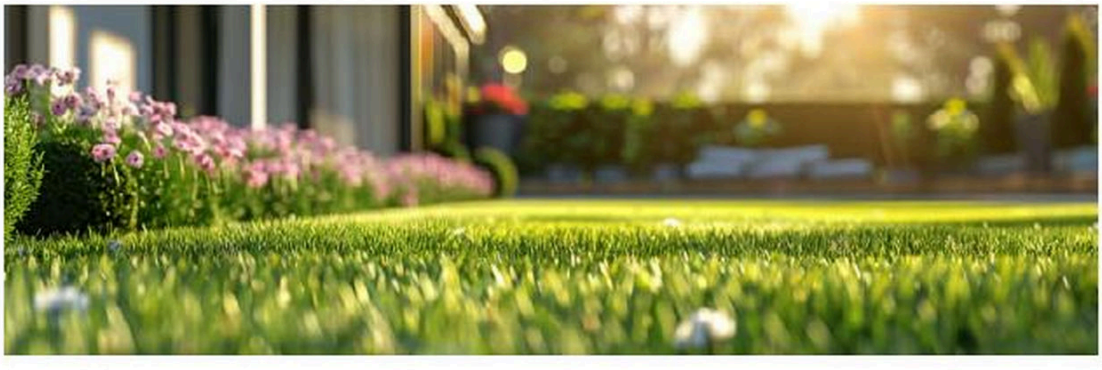
PREP FOR SHOWING

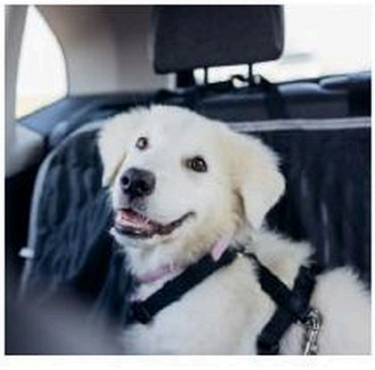


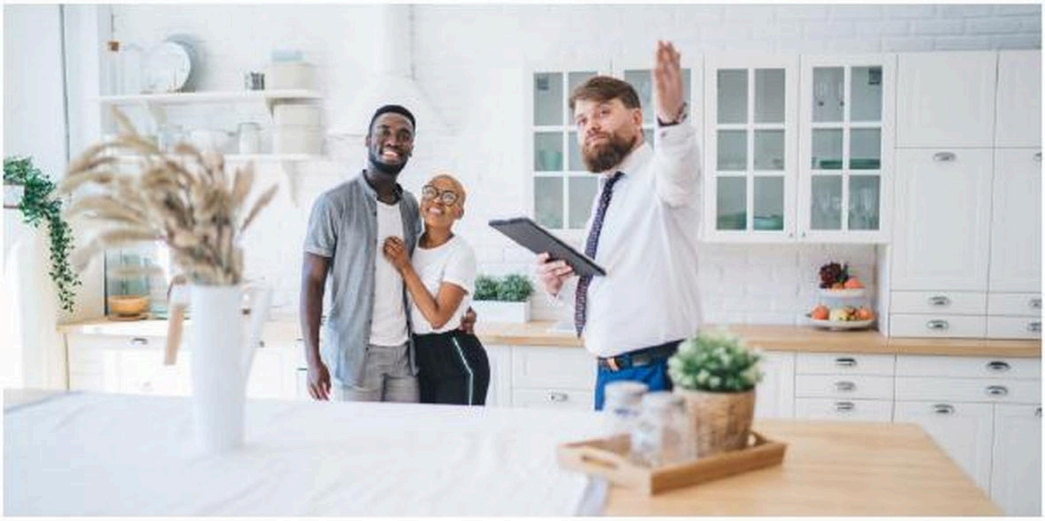
COMPLETE THE DAY OF SHOWING

- ☐ Empty and take out all trash
- ☐ Empty and clean dishwasher
- ☐ Move cars out of driveway
- ☐ Close garage doors
- ☐ Hide all pet related items
- ☐ Remove pets from the home
- ☐ Secure all valuables
- ☐ Turn on all lights
- ☐ Open all blinds and curtains
- ☐ Make all beds and fluff pillows
- ☐ Pick up all extraneous items
- ☐ Put toilet seats down
- ☐ Hide bathroom toiletries
- ☐ Secure prescription medication
- ☐ Wipe down all counter tops
- ☐ Open interior doors all the way
- ☐ Put away mail, bills, etc.
- ☐ Replace burnt out light bulbs
- ☐ Mow the yard / shovel snow
- ☐ Clear all pathways to house















Sellers typically lived in their home for

12 YEARS

before selling.

Source: National Association of REALTORS®, 2026 Profile of Home Buyers & Sellers





RECEIVING FEEDBACK

Listen & Respond

Buyer feedback after showings is invaluable. It provides us with insights into how your property is perceived and will highlight areas that may need our attention. Understanding this feedback can be central in making necessary adjustments to attract potential buyers and close the sale.

Even without direct feedback, remember that silence can still say a lot.



Common Feedback & its Meaning

"The house feels dated."

Meaning: The home may need cosmetic updates, such as new paint, modern fixtures or updated flooring in order to appeal to current buyers.

"The price seems too high."

Meaning: Buyers perceive the home as overpriced compared to similar properties, suggesting a price adjustment.

"The home smelled funny."

Meaning: You need to clean, throw away air fresheners and remove odor. It's amazing how much more a clean/fresh smelling home will sell for vs. one that smells musty, damp or of pet odors.



"The ____ is old and we're not sure."

Meaning: The buyer is afraid of major expenses down the road. So, for the price your house is listed at—they fear it's going to cost too much money later and not be worth it.

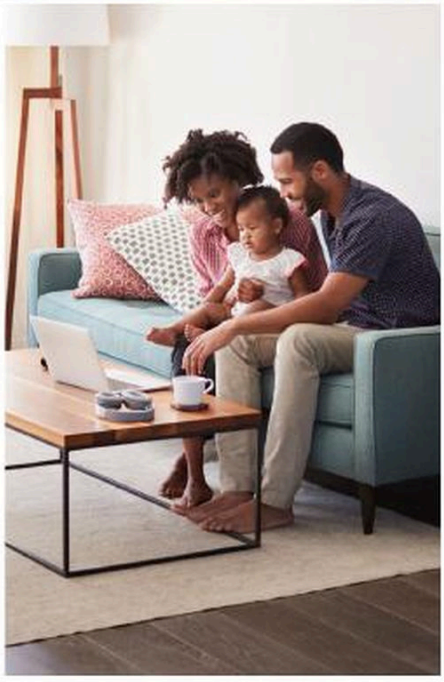
"The home needs too much work."

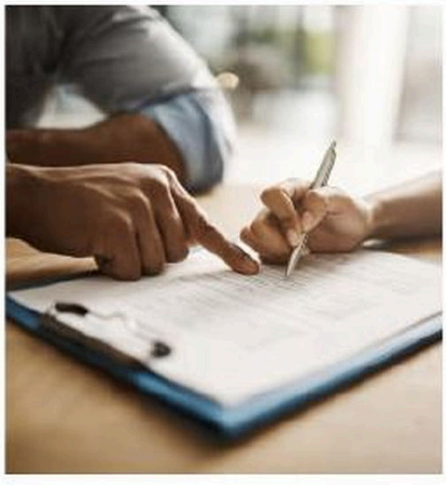
Meaning: The property may require significant repairs or renovations, which deters buyers looking for move-in-ready.

"The decor is too personalized."

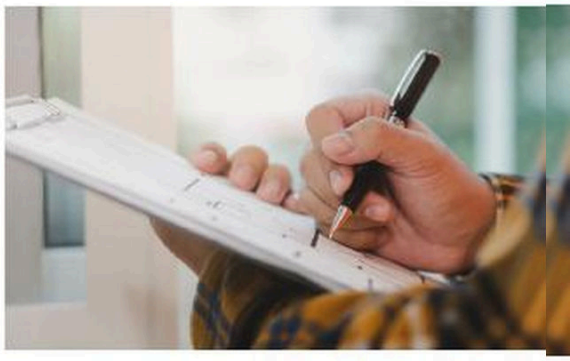
Meaning: The home's decor or style is too specific, making it hard for buyers to envision themselves living there. Neutralizing the decor by removing personal items and opting for a more universally appealing style can make a difference.







RECEIVING OFFERS



Once a potential buyer makes an offer on your home, you will be contact to review the offer and discuss the next steps. I will provide a comprehensive overview, including the proposed price, contingencies (such as financing or inspection requirements) and any other terms or conditions outlined by the buyer.

Together, we will discuss these elements to determine which aspects align with your goals and expectations. If needed, I will advise on potential counteroffers to address any areas of concern or to negotiate more favorable terms. This may involve negotiating the purchase price, adjusting contingencies or setting a closing date that works for you.

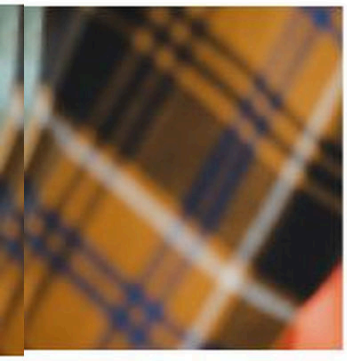
Throughout the negotiation process, I will advocate on your behalf, ensuring that your interests are prioritized. My goal is to achieve the best possible outcome for you, balancing between securing a favorable deal and keeping the transaction on track. Once we reach an agreement, I will oversee the contract process, coordinating with all parties involved to ensure a smooth transition to closing.



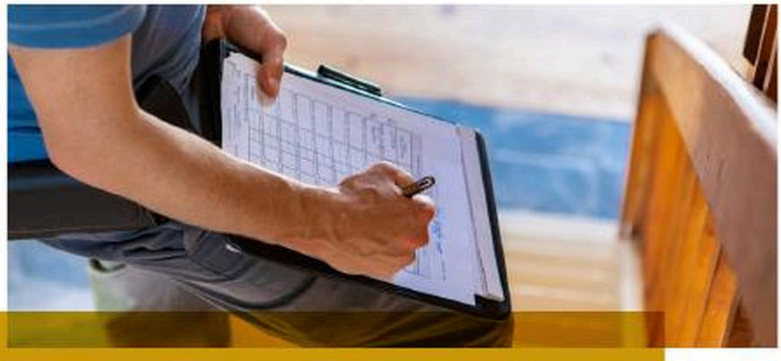
INSPECTIONS & APPRAISALS

The offer and negotiation process will generally include inspections and an appraisal. A qualified home inspector will visually examine the property to assess its condition. This inspection covers various elements, including the foundation, roofing, plumbing, electrical and overall structural integrity.

An appraisal is conducted to determine the home's fair market value. A licensed appraiser evaluates the property by comparing it to similar properties recently sold in the area and considering its condition, location and features. This valuation ensures that the buyer is paying a fair price and helps lenders decide how much they are willing to finance.







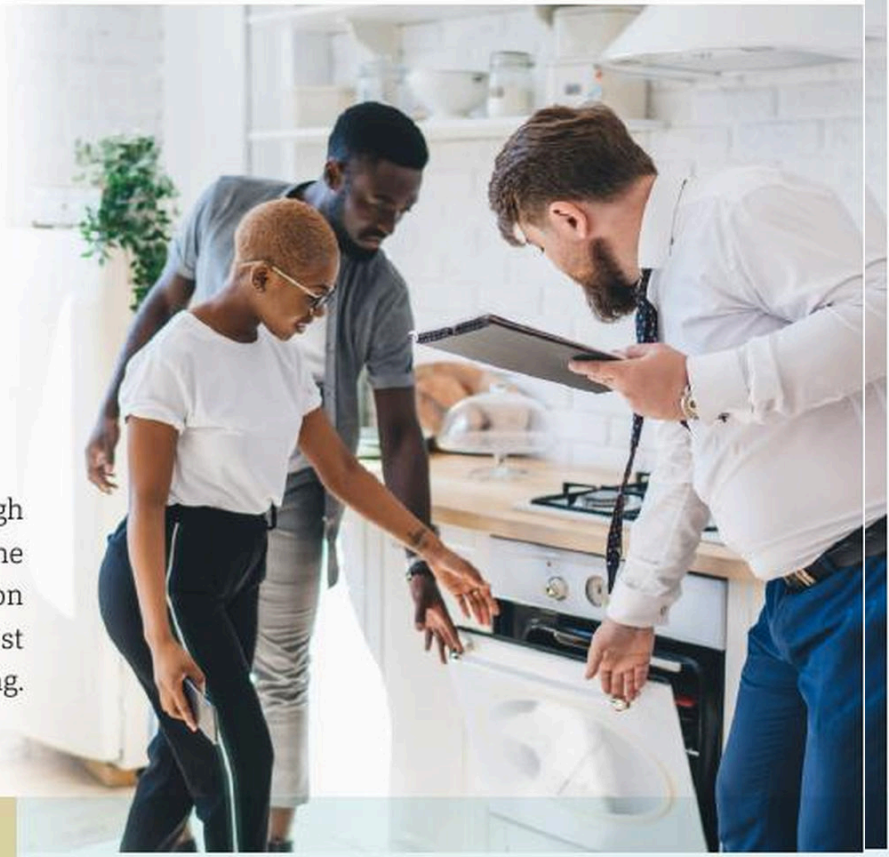
TIP!

While not a necessity, pre-listing inspections can be beneficial, allowing you to get ahead of any potential problems.

Finalize Negotiations

If any issues come up in the inspection or if the appraisal is lower than the sale price, we may need to renegotiate. This could involve making repairs, adjusting the price or other terms. I'll help navigate these final negotiations to move toward closing.

CLOSING

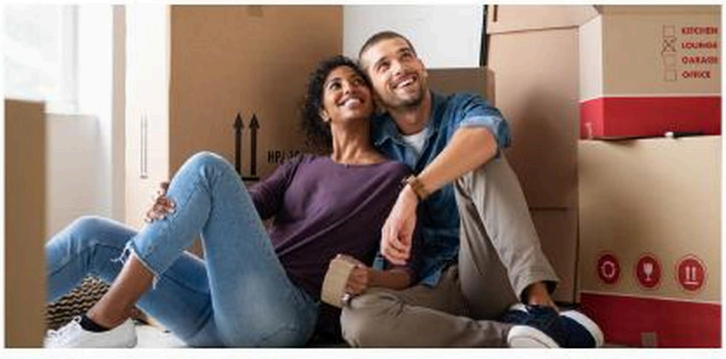


Final Walkthrough

The Buyer(s) will complete a final walk through of the property to assure the condition of the home is in the condition you agreed upon when it was placed under contract. In most cases this takes place 24 hours before closing.

The Buyers will...

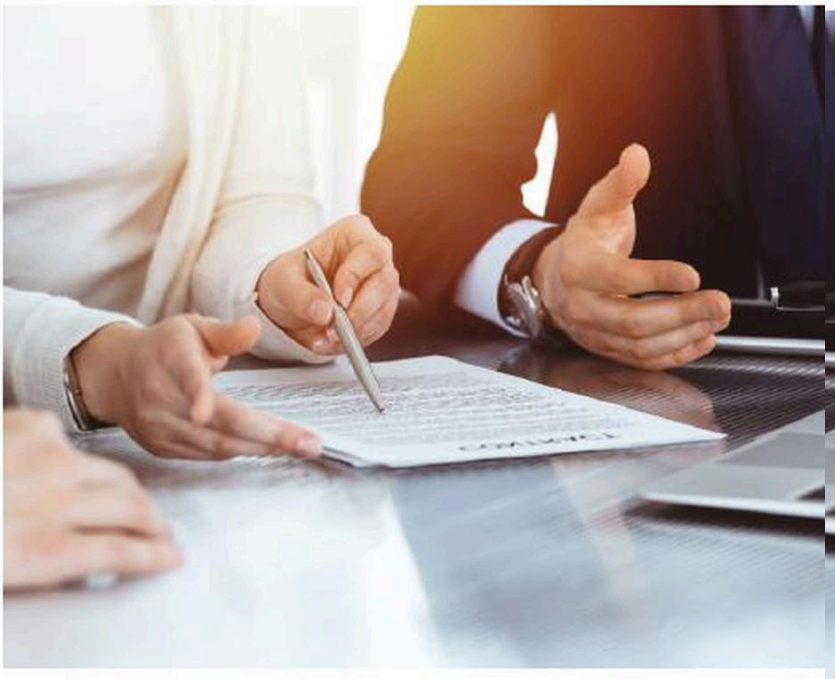
- make sure appliances are in working order
- test the plumbing and check for leaks
- run exhaust fans and garbage disposals
- check for damage caused when vacating
- ensure agreed upon repairs were completed



What to Bring?

When you come to closing, please bring:

- a current government issued photo I.D.



UTILITIES

Utility companies REQUIRE buyers/sellers to call for a change of service PRIOR to closing.

Contact utility providers through official websites or trusted phone numbers. Arrange start and stop dates at least one week before closing. Never send sensitive information in response to an unexpected message.

ELECTRIC & GAS

Confirm service dates with your provider.

WATER & TRASH

Check local service requirements.

DON'T FORGET:

Internet, phone, TV & mail

Allow at least one week before closing.

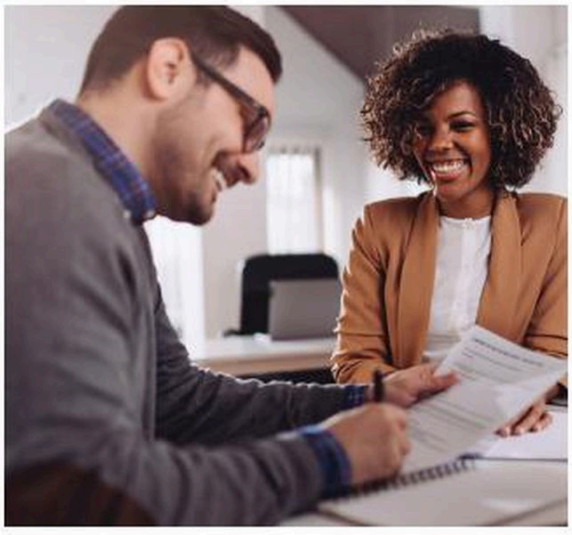
THE VARIOUS STEPS

Signing Documents:

You will sign various legal documents, including the deed, which transfers ownership of the property to the buyer. This is usually done at a title company or lender's office.

Payment of Proceeds:

After the buyer closes and their loan is funded, the proceeds from the sale will be disbursed to you. This includes the sale price agreed upon and any fees associated with the sale, such as title insurance, escrow fees and agent commissions.



Transfer of Ownership:

After all paperwork is signed and funds are transferred, the buyer will receive the keys to the property, completing the transfer of ownership. **Congratulations!**

Buy.
Sell.
Build.



HANNAH SEARCY

Searcy Team · HOME Real Estate
402.432.5557
hannah@searcyteam.com

21 years · Three generations in Lincoln

SCAN TO CONNECT

Searcy Team | HOME REAL ESTATE

LINCOLN'S LEADERS IN REAL ESTATE

hannahsearcyhomes.com

