

FREE SELLER GUIDE

SOLD!

The Complete Utah Home Seller's Guide

7 Steps to Selling Your Home for Top Dollar in Utah

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Price Right

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Close

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STEP 01

Price It Right

Data-Driven Pricing That Maximizes Your Net

The most important decision you'll make is your list price. Too high and your home sits — buyers assume something is wrong. Too low and you leave money on the table. Dr. Haws performs a full Comparative Market Analysis using real MLS data to find the exact price that creates competition.

DR. HAWS PRO TIPS

- Price in the sweet spot — not too high, not too low
- Review comps from the last 90 days within 1 mile
- Understand the difference between list price and net proceeds
- A price reduction costs more than pricing right from day one

STEP 02

Prepare Your Home

First Impressions Sell Homes — and Add Value

Buyers decide in the first 30 seconds. Dr. Haws provides a room-by-room preparation checklist and connects you with trusted contractors, stagers, and cleaners. Small investments in preparation consistently return 3-5x in higher offers and faster sales.

DR. HAWS PRO TIPS

- Deep clean everything — buyers notice every detail
- Declutter and depersonalize — let buyers imagine their life here
- Fresh neutral paint is the highest-ROI improvement
- Curb appeal matters — mulch, flowers, and a clean front door

02

STEP 03

Professional Marketing

Your Home Deserves a Hollywood Launch

Dr. Haws markets your home like a product launch, not a classified ad. Professional photography, drone video, 3D Matterport tours, social media campaigns, email blasts to 500+ buyer agents, and featured placement on Zillow, Realtor.com, and the MLS. Your home gets maximum exposure.

DR. HAWS PRO TIPS

- Professional photos are non-negotiable — they drive 40% more showings
- Drone footage showcases lot size, location, and neighborhood
- 3D tours let out-of-state buyers fall in love before visiting
- Social media ads target buyers actively searching in your zip code

STEP 04

Showings & Open Houses

Creating Competition Among Buyers

Dr. Haws uses a strategic showing schedule to create urgency and competition. We hold a broker open house for agent previews, a public open house for maximum exposure, and private showings for serious buyers. Every showing is followed up with feedback to refine our strategy.

DR. HAWS PRO TIPS

- Leave during showings — buyers are more honest without sellers present
- Keep your home show-ready at all times during the listing period
- Secure valuables, medications, and personal documents
- Pets should be removed or secured during showings

STEP 05

Review & Negotiate Offers

It's Not Just About Price — It's About Terms

When offers come in, Dr. Haws analyzes every term — not just the price. Financing type, down payment, contingencies, closing timeline, and possession date all affect your net proceeds and risk. He has negotiated \$200M+ in Utah real estate and knows how to get you the best deal.

DR. HAWS PRO TIPS

- A cash offer at 97% can beat a financed offer at 102%
- Fewer contingencies = less risk for you as the seller
- A flexible closing date can attract more buyers
- Counter-offers are a normal part of the process — don't be offended

Under Contract & Due Diligence

Navigating Inspections Without Losing Your Deal

Once under contract, the buyer's inspection period begins. Dr. Haws prepares you for what inspectors typically find, helps you decide what to fix vs. offer as a credit, and keeps the deal together through appraisal, financing, and any last-minute issues.

DR. HAWS PRO TIPS

- Pre-list inspection removes surprises and strengthens your position
- Decide in advance what repairs you will and won't make
- Appraisal gaps can be bridged with seller concessions or price adjustments
- Stay in close contact with your agent during the due diligence period



STEP 07

Close & Collect

From Contract to Cash in Your Account

Closing day is the finish line. You'll sign documents at the title company, hand over the keys, and receive your net proceeds — typically wired within 24 hours. Dr. Haws coordinates every detail from final walkthrough to possession so you can focus on your next chapter.

DR. HAWS PRO TIPS

- Review your Closing Disclosure 3 days before closing
- Confirm possession date and key handover logistics in advance
- Cancel utilities, forward mail, and update your address
- Your net proceeds wire typically arrives within 24 hours of closing

SELLER CHECKLIST

Your Complete Home Selling Checklist by Dr. Haws

PRE-LISTING PREP

- CMA completed and price set
- Home deep cleaned and decluttered
- Repairs and touch-ups completed
- Staging consultation done

MARKETING LAUNCH

- Professional photos scheduled
- Drone video ordered
- MLS listing live
- Social media campaign active

OFFERS & CONTRACT

- All offers reviewed with agent
- Best offer accepted / counter sent
- Contract signed by all parties
- Earnest money received

DUE DILIGENCE

- Buyer inspection completed
- Repair requests reviewed
- Appraisal ordered
- Financing cleared

CLOSING

- Closing Disclosure reviewed
- Final walkthrough completed
- Keys and garage openers ready
- Net proceeds received

Ready to Sell? Call Dr. Haws Today!

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