Blaise Smith

REAL ESTATE

Seller Roadmap

Taking you to the dotted line and beyond

Woodbury, the East Metro
and the Twin Cities

YOUR MOVE

A plan built around your move.

I'm Blaise. We will start with your home and what you want this sale to accomplish. Then I'll bring the market evidence, explain the tradeoffs and recommend a practical plan.

Selling a home is both a financial decision and a life transition. We'll make room for what this move means to you as well as what the numbers say.

This Roadmap is the framework for our conversation. Your property's value, estimated net and specific preparation and launch choices sit beside it, so we can discuss the actual decision rather than a generic promise.

Your path

We will spend the most time on the decisions in front of you. Later pages are here when you need them.

01 YOUR HOME

Walk through the home and the plan

You know the home from living in it. I bring the perspective of how buyers may compare it with their other choices.

Show me what matters

Tell me about improvements, recurring issues, features you value and anything a quick walkthrough could miss. Available records for major work can help explain the home accurately.

I'll note the layout, presentation, visible condition and questions that need more information. We will separate what you report, what I can observe and what needs a specialist or record check.

Leave with a useful direction

Our conversation connects your goals to the market evidence, likely preparation and a possible launch path. I'll explain what I recommend and why, including work I do not think is worth doing.

You do not need to renovate the home or have every document ready before we meet.

YOUR NEXT STEP

Walk me through the home as it is, including the questions or concerns you want the plan to address.

02 YOUR PRIORITIES

Define a successful move

The right strategy depends on what the sale needs to make possible.

Put the priorities in order

01 **Timing.**

Is there a move, purchase, lease or other commitment the sale needs to fit?

02 **Economics.**

What do you need to understand about estimated proceeds, sale expenses or the cost of waiting?

03 **Certainty.**

How much flexibility do you have if a buyer needs more time or the market responds differently than expected?

04 **Capacity.**

What preparation, showing access and moving work can you realistically take on?

Turn the goals into a plan

I'll use those answers to compare preparation and pricing choices. If you are also buying, we will discuss how the two moves connect before assuming the dates or funds will line up.

The recommendation should fit your situation, not ask you to live inside a standard checklist.

YOUR NEXT STEP

Tell me which matters most if price, timing and convenience pull in different directions.

03 MARKET EVIDENCE

Understand the market around your home

Buyers compare alternatives. Our pricing work starts with the choices that genuinely compete with your home.

Read the evidence together

Relevant sales

show completed transactions, with attention to timing, condition, location, features and verified concessions.

Current competition

shows what a buyer can choose now. A nearby home is not necessarily a close substitute; the comparison needs to make sense.

Your home's differences

can strengthen its position or create an objection. We need to account for both.

What I'll bring

A property-specific comparative market analysis, or CMA, showing the strongest evidence, meaningful differences and a supported view of market position. I'll explain where the evidence is thin rather than make the conclusion look more precise than it is.

An online estimate can prompt a question. It does not replace that work.

YOUR NEXT STEP

Review the property's CMA with me and point out any missing facts that could change the comparison. ↗

04 PRICING

Choose a pricing strategy

We choose a launch position using the evidence and your priorities, then decide how to judge the response.

Look beyond the headline

We'll review the price recommendation beside an estimated Seller Net. The net explains what may remain after the relevant payoff, expenses, credits and other known inputs. Estimates need clear assumptions; they are not final closing figures.

I'll explain the tradeoff if you want to test a different price, including the risk of missing buyers who see stronger alternatives elsewhere.

Decide before the pressure builds

We'll agree on what evidence would cause us to revisit the strategy. That may include showing patterns, competing listings and changes in buyer response, not one isolated comment.

You choose the authorized price. My responsibility is to give you a recommendation I can support, not simply repeat the number you hoped to hear.

YOUR NEXT STEP

Compare the recommended launch price, estimated net and review plan, then decide whether they support your move.

05 PREPARATION

Prepare with purpose

The goal is to remove meaningful objections, not turn your home into an endless project.

Three levels of preparation

Must address.

Material concerns that need attention, disclosure or further investigation before the plan can move forward responsibly.

High-value prep.

Work likely to improve presentation or buyer confidence enough to justify its cost, effort and timing.

Leave it alone.

Changes unlikely to earn their place in this sale, or work that creates more delay and expense than benefit.

A property-specific list

I'll rank the recommendation after the walkthrough. We will identify what you will handle, where a vendor is needed and which items affect photography or launch readiness. Get appropriate estimates before authorizing work; a suggested improvement is not a guaranteed return.

Keep known issues visible in the discussion. Presentation is not a way to conceal a problem.

YOUR NEXT STEP

Agree on the short list of worthwhile work and what needs to be finished before media and launch.

06 LAUNCH

Launch when the essentials are ready

A strong launch starts before the listing goes live. I connect the price, preparation and presentation so buyers can understand your home's strengths and how it compares.

What you can expect from me

Positioning and preparation.

I'll turn the market evidence and walkthrough into a clear recommendation: what to emphasize, what to finish and what to leave alone. We'll identify vendor needs, responsibilities and the work that affects media or launch timing.

Media and MLS presentation.

I'll coordinate the photography and media plan around the home's readiness, shape the listing description around verified features, and review the images, property details and showing instructions before publication. The presentation should make the home understandable, not just attractive.

A coordinated start.

I'll confirm the required seller information and launch readiness, address remaining gaps and explain any timing recommendation. Once the listing is live, you'll receive a clear update on what is published, how showings will work and when we'll next review the response.

Built for this home

The process is consistent; the tactics fit the property. I'll recommend the media, presentation work and promotion that serve your home's strengths, timing and budget. Your property-specific launch plan clearly confirms what will be used, why it fits, who handles it and any cost to you.

YOUR NEXT STEP

Review the launch plan with me and confirm the remaining work, responsibilities and timing. ↗

07 MARKETING & SHOWINGS

Market the home and manage showings

Your listing needs more than publication. I connect exposure with access, buyer questions and follow-through, drawing on Buy Sell Home Team's marketing resources and professional relationships.

Reach buyers and their agents

I'll coordinate the MLS presentation and online exposure, check how the home appears where it is published, and address meaningful errors. I'll recommend the right mix of digital promotion and relevant buyer or agent outreach, then coordinate those activities and follow up on interest. That can include social promotion, digital advertising and direct conversations with agents or buyers whose search fits the property.

Manage access and questions

We'll set showing instructions around notice, availability, pets and security. I'll coordinate access questions, respond to property inquiries and seek feedback after showings. You'll know when a question needs your input and when a showing pattern deserves attention.

Give each tactic a purpose

An open house is a strategy choice, not a box to check. When it fits, I'll explain its purpose, coordinate the timing and promotion, and use visitor questions and follow-up to assess interest. Digital promotion and outreach are chosen with the same focus on this home's opportunities.

Turn response into advice

I'll compare available feedback, showing activity and marketing response with competing homes, then recommend what to keep or change. You receive an interpretation and next step, not just a collection of comments.

YOUR NEXT STEP

Confirm showing arrangements and the best way to reach you for questions and recommendations. ↗

08 MARKET RESPONSE

Read the response and adjust

The market gives us information. The useful question is what it means for your next decision.

What I'll bring to an update

01 **What happened:**
meaningful showing activity, available feedback and changes in the competition.

02 **What it may mean:**
whether a pattern points toward price, condition, presentation, access or another issue worth investigating.

03 **What I recommend:**
keep the plan, gather more evidence or make a specific adjustment, with the tradeoff explained.

Agree on the rhythm

We'll set a communication rhythm that fits the listing and your preferences, with important developments raised when they occur. You can call or text me directly when a question comes up.

One negative comment does not settle the strategy. Neither does a high online view count prove buyers are ready to offer. We'll look at the evidence together without manufacturing urgency.

YOUR NEXT STEP

Decide on any recommended change and confirm what we will watch for afterward.

09 OFFERS

Evaluate offers on the whole picture

The highest price is one part of an offer, not the complete result.

Compare what matters

We'll review price, requested credits, estimated net, financing, contingencies, earnest money, timing and possession. Each can change the economics or the likelihood of reaching closing.

I'll organize the actual offer into a clear decision brief: what is proposed, what matters for your priorities, unresolved questions and my recommendation.

When there is more than one offer

I'll compare the real terms side by side and explain the strongest choices. A financing label or deposit amount alone does not establish certainty; the details need review.

You decide whether to accept, counter, decline or seek clarification. If a counter makes sense, we'll identify the exact changes you want before it is presented.

YOUR NEXT STEP

Review the offer recommendation with me and confirm your decision within the actual response timeframe.

10 UNDER CONTRACT

Move from acceptance to a clear plan

Once mutual acceptance is verified, the work shifts from finding a buyer to completing the purchase under the contract.

Know the next obligations

We'll identify the actual deadlines, access needs and seller actions. The contract and acceptance record control those details; a general timeline does not replace them.

Your assigned transaction and closing professionals handle their parts of the process. I'll remain your contact for strategy, negotiation and decisions that affect the sale.

Keep changes visible

Tell me about a new property issue, a move-out concern or anything that may affect an agreed obligation. When another party needs information, we will identify what is requested and who should receive it.

An accepted offer is progress, not a reason to assume every condition is resolved. We'll distinguish completed milestones from open work.

YOUR NEXT STEP

Confirm what you need to do next, the relevant date and the person responsible for each open item.

11 INSPECTION & APPRAISAL

Navigate inspection and appraisal

New information can create another decision. We will respond to the actual issue and the contract, not a generic rule.

If the buyer raises inspection concerns

I'll separate the requested changes, supporting information, timing and economic impact. Where a specialist or estimate is needed, we will identify it before treating a cost as fact.

I'll recommend a response and explain the tradeoff between a repair, a financial adjustment or another permitted approach. You authorize any change; a request does not automatically become your obligation.

If appraisal or financing becomes an issue

We'll review what is verified, what the contract allows and what each possible response means for your net, timing and certainty. A low appraisal does not automatically decide the new price.

Routine progress can stay with the assigned professionals. Material choices come back to you with a recommendation.

YOUR NEXT STEP

Review the proposed response, its cost and its effect on the sale before authorizing it.

12 CLOSING & HANDOVER

Close and hand over the home

The final plan needs to cover both closing and the condition and timing of the handover.

Before the appointment

Confirm the closing details with your closing team and review the figures they provide. Raise an unfamiliar amount or unresolved item promptly with the responsible professional.

Before possession changes

Check the agreed move-out and possession terms, items that stay, open work and arrangements for keys or access devices. A buyer's walkthrough may bring an issue to resolve before closing.

We will distinguish signing, confirmed closing and the authorized time for possession rather than assume they happen together.

Protect payment information

Use the closing provider's verified process for proceeds or other funds instructions. Independently confirm an unexpected payment change using a trusted phone number, not the contact details in a suspicious message.

YOUR NEXT STEP

Confirm the open items, move-out plan and handover arrangements, then wait for the authorized closing confirmation before treating the sale as complete.

13 BEYOND CLOSING

Keep the relationship

Taking you to the dotted line and beyond means you can call after the moving truck leaves.

For what comes next

A document question:

I can reconnect you with the appropriate closing contact or point you toward the record you need.

A homeownership decision:

Ask about a future sale, a potential purchase or the market implications of a planned improvement. We'll distinguish the market perspective from questions for a tax, legal or other specialist.

Your next home:

We can review timing, location and search priorities, or discuss a useful connection if the next move is outside my service area.

Someone you care about:

If a friend or family member needs a practical starting point, I welcome the introduction.

Stay in touch

Tell me how the move worked out and what is next for you. The relationship is more than a completed transaction or a request for a review.

Call or text 870-692-2205

YOUR NEXT STEP

Keep my number and bring me the next useful home question.

YOUR NEXT MOVE

Let's decide the next move.

We'll put your goals beside the property's market evidence, estimated net and preparation and launch recommendation.

If the plan fits, I'll ask for the opportunity to represent you in the sale and explain the next steps. If something does not fit, let's address it directly before moving forward.

Blaise Smith

Blaise Smith Real Estate

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Important information

This Roadmap is general education. Your signed transaction documents and applicable requirements control your obligations and deadlines. Pricing and net estimates depend on current evidence and verified inputs; no price, timeline or outcome is guaranteed. Consult qualified professionals for legal, tax and other specialist advice.