AUSTIN CHESSER • OKLAHOMA REALTOR®

THE OKLAHOMA HOME SELLER GUIDE

A practical roadmap for preparing, pricing, marketing, and closing the sale of your Oklahoma home.

Selling does not have to mean fixing everything or guessing at a price. Austin helps you decide what matters, what does not, and how to position the home for the strongest realistic result.

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Good results begin before the listing goes live

1. Define the goal

Clarify desired timing, target net proceeds, next housing move, occupancy needs, and must-have contract terms.

2. Review the property

Identify strengths, likely buyer concerns, practical repairs, key documentation, and low-cost presentation updates.

3. Build the pricing strategy

Study competing listings, recent closed sales, current buyer demand, condition, appraisal exposure, and likely financing.

4. Prepare and launch

Complete essential maintenance, clean and stage, create strong photography, and launch broad MLS distribution.

5. Manage showings and feedback

Make access practical, protect private property, and evaluate patterns in buyer feedback objectively.

6. Compare offers

Evaluate price, buyer financing, available funds, closing-cost requests, contingencies, and realistic timelines.

7. Navigate contract to closing

Coordinate inspections, repair negotiations, appraisal access, title work, lender conditions, final walk-through, and proceeds release.

Strategy influences the outcome

The highest suggested list price is not automatically the strongest plan.

• Market reality: A home’s value is shaped by what qualified buyers will pay and, when financing is involved, what the property can support through appraisal - not simply what a seller needs to net.

• Pricing as marketing: Overpricing can reduce early urgency, increase market time, and create later negotiation or appraisal pressure.

• Strategic alignment: Decide whether the priority is a faster sale, balanced market exposure, or testing the upper edge based on evidence.

• Comparable support: Review recent sales, competing homes, location, condition, updates, size, lot, features, and current demand.

• Adjustment plan: Decide in advance how showing activity, buyer feedback, and new competition will trigger a strategy review.

Austin will show you the evidence, explain the tradeoffs, and prepare an estimated net so the list-price decision supports your actual goal.

Fix what affects confidence, function, or financing

Not every renovation returns its cost. Prioritize work buyers notice or financing may question.

• Safety and function: Address active leaks, broken fixtures, missing handrails or covers, damaged materials, and major system failures.

• First impressions: Clean kitchens and bathrooms, touch up obvious paint damage, improve the entry, manage landscaping, and neutralize pet or household odors.

• Declutter: Clear counters, closets, garages, floors, and outdoor living areas so buyers can understand the space.

• Documentation: Gather useful receipts, warranties, service records, permits, improvement dates, and insurance-claim information.

• Strategic choices: Decide whether to repair, credit, disclose, price accordingly, or sell as-is rather than over-remodeling.

The goal is not perfection. It is to remove preventable doubt and make the home's condition and value easier for buyers to understand.

Digital first impressions create real showings

Strong media earns attention; clear facts and practical access help convert it.

High-quality media

Use professional-quality photos that accurately show layout, lighting, outdoor spaces, updates, condition, and distinctive features.

Fact-based listing

Highlight updates, utility details, location benefits, layout, storage, lot, improvements, and functional features without exaggeration.

Information package

Gather available utility history, association information, warranties, survey or floor-plan information, and inclusion or exclusion details.

Launch and distribution

Coordinate MLS exposure, online portals, brokerage marketing, signs, social content, direct outreach, and property-specific promotion.

Showings and access

Create instructions that balance family privacy, pets, alarms, safety, occupancy, and convenient access for qualified buyers.

Fair and accurate marketing

Describe the property consistently and accurately without promises, misleading statements, or language that could unlawfully discriminate.

Look beyond the headline price

Every offer combines money, risk, timing, and the buyer’s path to performance.

• Compare financing type, lender readiness, available funds, earnest money, contingencies, and appraisal exposure without assuming one legitimate loan program is automatically weaker than another.

• Calculate the estimated net after requested seller-paid costs, credits, repairs, warranties, personal property, and other concessions.

• Review inspection, financing, appraisal, sale-of-property, occupancy, possession, and other contract terms.

• Evaluate repair or credit requests based on cost, lender implications, market leverage, and available alternatives.

• Provide clean appraisal access and accurate documentation of relevant improvements; the appraiser remains independent.

• Complete applicable Oklahoma seller disclosure or disclaimer documents accurately and address title, payoff, ownership, lien, survey, or easement concerns early.

• Maintain the property, complete agreed work, prepare for the final walk-through, and follow the agreed possession terms.

• Independently verify title-company wiring instructions using a known phone number before sending or relying on financial directions.

The strongest offer is the one that balances a good net with acceptable risk and a realistic path to closing. Austin will explain the terms side by side.

YOUR NEXT MOVE

Sell with a practical plan

Austin helps you price with evidence, prepare efficiently, market clearly, compare the real net, and manage every transaction detail through closing.

CALL OR TEXT AUSTIN

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Helpful starting points

Oklahoma Real Estate Commission: oklahoma.gov/orec
Consumer Financial Protection Bureau: consumerfinance.gov

Educational information only; not legal, tax, lending, appraisal, engineering, environmental, insurance, inspection, or title advice. Transaction requirements vary. Verify property-specific matters with the appropriate qualified professional. Prepared August 2026.