

Get Your Home Ready to List

The eight steps from decision to sold

THE RIDGE REALTY · BUYER & SELLER RESOURCES

Selling well is a process, not a single event. Here's the path we walk our sellers through, start to finish.

STEP 01

Start with a valuation

Get a realistic, data-backed opinion of value from your agent — based on recent comparable sales, not a guess or an automated estimate.

STEP 02

Make strategic repairs

Fix the things buyers and inspectors notice. Focus on high-impact, visible items; skip over-improvements that won't return their cost.

STEP 03

Declutter and stage

Clear, clean, and lightly stage so buyers can picture themselves in the home. Space and light sell.

STEP 04

Capture it professionally

Editorial photography and video are non-negotiable in luxury — most buyers fall in love online before they ever visit.

STEP 05

Price it right

Price to the market, not to your hopes. A sharp, well-supported price attracts more buyers and often a better final number than an inflated one.

STEP 06

Launch the marketing

Your listing goes live across the MLS, syndication sites, and our channels — in front of serious buyers, second-home seekers, and investors.

STEP 07

Manage showings and offers

Keep the home show-ready, gather feedback, and review every offer with your agent — price is only one term that matters.

STEP 08

Negotiate and close

Negotiate repairs and terms, navigate the appraisal and financing, and close on time. Then hand over the keys.

Selling a former rental? We already know these homes inside and out — and can keep managing it right up to closing.