

# PRE-LISTING GUIDE

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Helping Bismarck-Mandan homeowners prepare to sell with confidence.



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Terry Stevahn

BROKER ASSOCIATE | REALTOR®

**CENTURY 21** Morrison Realty

## WELCOME — AND THANK YOU FOR CONSIDERING TERRY STEVAHN

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Selling a home is one of life's biggest decisions, and preparation makes all the difference. Since 1992, Terry has helped more than 2,000 families and businesses buy and sell real estate throughout Bismarck-Mandan. This guide will help you feel informed, confident, and ready for every step of the process — whether you're listing soon or simply exploring your options.

## THE PRE-LISTING ADVANTAGE

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Homes that make a strong first impression sell faster and often for more money. This guide will help you understand today's local market, know what buyers are really looking for, and learn which small updates can make a big difference.

## GETTING READY TO LIST

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1. Declutter — Pack away extras so buyers see space, not stuff.
2. Deep Clean — Kitchens, bathrooms, floors, and windows should sparkle.
3. Quick Fixes Pay Off — Touch-up paint, replace lightbulbs, tighten hardware.
4. Boost Curb Appeal — Mow, edge, add a fresh welcome mat or potted plants.
5. Light & Bright — Open blinds, switch on lamps, and let natural light in.

## PRICING & STRATEGY

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Pricing is part art, part science. Terry uses local market data, recent comparable sales, and years of experience to recommend a price that attracts serious buyers and maximizes your return. We'll also review current inventory and buyer activity to identify the best timing for your listing.

## MARKETING THAT MOVES HOMES

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Your home deserves more than a “For Sale” sign. With the reach of the CENTURY 21® brand and Terry’s local expertise, your property is showcased where buyers are looking: MLS, Realtor.com, Homes.com, social media, and more. Haley’s high-quality photography and detailed listing presentation help your home stand out.

## PRE-LISTING CHECKLIST

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- Schedule your pre-listing consultation with Terry
- Review market analysis & pricing strategy
- Complete minor repairs or touch-ups
- Gather utility info, warranties, & spare keys
- Declutter & clean main living spaces
- Schedule photography date

## WHAT TO EXPECT NEXT

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Once you’re ready, Terry will meet with you for a full consultation to finalize your timeline, pricing plan, marketing launch date, and showing schedule. From listing to closing, Terry and Haley guide every detail so you can move forward with confidence.

## YOUR NEXT STEP

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Ready to put your plan in motion? Contact Bismarck REALTOR® Terry Stevahn today for your personalized pre-listing consultation.

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