MARCOS DIAZ
Real Estate

FREE GUIDE

The Sioux Falls Home Seller's Guide

How to prepare, price and sell your home for the best result.

Marcos Diaz, REALTOR®
Keller Williams Realty Sioux Falls

605-838-9140
605homesearch.com

Welcome

Selling your home is a big step, and the right plan makes all the difference. This guide covers how to prepare, price, market and close, so you know exactly what to expect from the first conversation to closing day.

Step 1: Know your numbers

Before anything else, it helps to know what you could walk away with. Your net proceeds are your sale price minus:

- Your mortgage payoff
- Agent commissions (negotiable)
- The **South Dakota real estate transfer fee**: 50 cents per $500 of value, paid by the seller (SDCL 43-4-21). On a $345,000 sale that is $345.
- Title and closing fees
- Any repairs or help you agree to give the buyer
- Property tax proration

> Try the free seller net sheet at **605homesearch.com/calculators/seller-net-sheet**, then ask me for an exact net sheet for your home.

Step 2: Price it right from day one

Online estimates can be off by tens of thousands of dollars. I will prepare a home value report using real recent sales near you, active competition, and current buyer demand. Homes priced right from the start usually get the most attention in the first weeks, which is when buyers are most excited.

Step 3: Prepare your home

- [ ] Declutter and clear countertops
- [ ] Deep clean, including windows and carpets
- [ ] Fix small things: leaky faucets, burnt-out bulbs, loose handles
- [ ] Fresh, neutral paint where it is needed
- [ ] Boost curb appeal: mow, trim, sweep, add a few plants
- [ ] Store personal photos and valuables
- [ ] Gather records: utility costs, warranties, recent upgrades

Step 4: Marketing that gets seen

- Professional photos that make your home stand out online
- Listing on the MLS and major home search sites
- Social media promotion in English and Spanish
- Showings and open houses scheduled around your life
- Off-market or "coming soon" options if you prefer privacy

Step 5: Offers and negotiation

When offers come in, we look at more than price: financing type, earnest money, inspection and appraisal terms, closing date, and any requests for help with closing costs. I will explain each one and negotiate to protect your bottom line.

Step 6: Inspection, appraisal and closing

The buyer's inspector will check the home, and the buyer's lender will order an appraisal. I will help you respond to any repair requests and keep everyone on schedule. Closing often happens about 30 to 45 days after an accepted offer, depending on the buyer's loan. At closing, your mortgage is paid off and you receive your proceeds.

Seller checklist

- ☐ Get your home value report
- ☐ Review your estimated net proceeds
- ☐ Declutter, clean and make small repairs
- ☐ Professional photos
- ☐ Go live and start showings
- ☐ Review and negotiate offers
- ☐ Inspection and appraisal
- ☐ Plan your move and close

Sources: South Dakota Codified Laws 43-4-21 (real estate transfer fee).



READY FOR THE NEXT STEP?

Let's talk.

I'm Marcos Diaz, a bilingual REALTOR® with Keller Williams Realty Sioux Falls. I help buyers and sellers move with confidence, in English or Spanish.

Call or text: 605-838-9140

Email: marcosdiaz1@kw.com

Web: 605homesearch.com

Book a call: 605homesearch.com/#contact

Marcos Diaz, REALTOR®, Broker Associate, Keller Williams Realty Sioux Falls, 6300 S Connie Ave, Sioux Falls, SD 57108. Each office is independently owned and operated. Equal Housing Opportunity. This guide is for general information and is not legal, tax or lending advice; confirm details with the right professionals.