

# Minneapolis Home Seller Guide

By Isaac Teplinsky — Minneapolis Realtor

## Your Sale Strategy

Clarify goals and timing, then set a pricing and prep plan matched to the market. I coordinate a trusted A-team: stager, photographer, handyman/contractors, and title company, for smooth execution.

## Pricing that Attracts and Maximizes

We analyze comparables, condition, and competition to price for momentum and net. Options include launch windows, price bracketing, and planned adjustments if needed.

## Preparation and Staging

Prioritize high ROI updates: paint, lighting, hardware, landscaping, and repairs. Staging and styling create emotional pull online and at showings. I manage vendors and timelines.

## Design-Driven Marketing

Professional photography and video, compelling copy, floor plans, targeted social and email campaigns, premium portals, and agent networks. Your home will stand out and reach qualified buyers.

## Showings, Feedback, and Adjustments

We set showing windows and open houses for momentum. Real-time feedback informs presentation, marketing, or pricing adjustments so we stay ahead of the market.

## Offers and Negotiation

We balance price, terms, and risk, compare financing and contingencies, and negotiate clean, low-risk deals. Tools include rent-backs, timing control, and escalation management.

## Inspection to Close

If issues arise, we choose the best path: repairs with invoices, credits, or warranties. Title, appraisal, and underwriting stay on track through clear communication and deadlines.

## Timeline Snapshot

Prep: about 1-3 weeks. On market: about 1-3+ weeks depending on the segment. Contract to close: about 30-45 days.

## FAQs

- Do I need to fix everything? Focus on safety, function, and buyer confidence. Target high ROI items.
- What are typical seller costs? Commission, title/transfer taxes, concessions, and prep. I will estimate your net.
- Can I buy before I sell? Yes, consider bridge loans, extended closings, or rent-backs.
- What if appraisal is low? Renegotiate, challenge, or adjust terms.
- Multiple offers? Set fair rules, compare offers apples-to-apples, and counter strategically.

Let's tailor this plan to your goals. Reach out anytime.

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