

Virdell "Jackie" Dixon

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JACKIE'S SMART SELLER CHECKLIST

Your Step-by-Step Guide to Selling with Clarity & Confidence

01

Know Your Numbers

Before anything else, understand your equity position. How much do you owe versus what your home is worth today? This is your foundation for every decision ahead.

02

Define Your Timeline

Are you flexible or do you have a deadline? Knowing your timeline shapes your entire strategy — pricing, staging, negotiations, and your next move.

03

Choose the Right Agent

Not all agents are equal. Ask every agent you interview: How will you communicate with me? How often? What happens if I feel left in the dark? Their answers will tell you everything.

04

Price It Right from Day One

Overpricing is the #1 mistake sellers make. A home priced correctly from the start sells faster and for more money than one that sits and gets reduced.

05

Prepare Your Home to Sell

You don't need a renovation — you need presentation. Clean, declutter, depersonalize. Let buyers see themselves in your space, not your memories.

06

Professional Photography is Non-Negotiable

Over 95% of buyers search online first. Your photos ARE your first showing. This is not the place to cut corners.

07

Review Your Marketing Plan

Where will your home be listed? How will it be promoted? Social media, email campaigns, open houses — make sure your agent has a real plan, not just an MLS listing.

08

Understand Every Offer

Price is just one part of an offer. Contingencies, closing timeline, financing type, and terms all matter. Never accept or reject an offer without fully understanding what it means for you.

09

Stay Informed Through Every Step

You should never wonder what's happening with your sale. Expect regular updates, honest feedback from showings, and clear communication from contract to closing.

10

Plan Your Next Chapter

Where are you going? Whether you're right-sizing, relocating, or moving closer to family — have your next move planned before you list. A great agent helps you coordinate both sides seamlessly.

"I built my entire business around one promise — you will never be left in the dark. From our first conversation to the day you hand over the keys, I am with you every step of the way."

— Virdell "Jackie" Dixon