



Coby Real Estate

2025 EDITION

The Seller's Guide.

How to price, market, and sell your home in Edmond & OKC.

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Selling is a business decision.

Selling your home involves pricing strategy, marketing, negotiations, and legal disclosures. This guide covers each step clearly — so you know what to expect, what to watch out for, and how to make decisions that protect your interests.

KNOW THESE NUMBERS

8%–10%

Typical seller closing costs in Oklahoma

95%+

Buyers who search online before touring

24 hrs

Time to syndicate your listing to major sites

01 *Understand the market*

Before anything else, understand what the market is actually doing — not what you hope it's doing. Pull recent comparable sales: homes that have actually closed within 90 days, within a reasonable radius, with similar size, condition, and features. Closed prices, not list prices, are what matter.

I'll prepare a full Comparative Market Analysis (CMA) for your home before we discuss pricing.

02 *Price it right from day one*

Pricing strategy is the most important decision in a home sale. An overpriced home sits on the market. A home that sits gets stigmatized — buyers start to wonder what's wrong with it. A stigmatized home typically sells for less than it would have at the right price from day one.

The goal is to price at market value, attract multiple interested buyers, and create the conditions for the best possible outcome.

03 *Oklahoma disclosure requirements*

Oklahoma law requires sellers to complete a Residential Property Condition Disclosure (RPCD) — a detailed form covering known defects. You must disclose everything you know. Failure to disclose is grounds for rescission and potential legal liability after closing.

Pre-1978 homes also require a Lead-Based Paint Disclosure. This is a federal requirement with no exceptions.

04 *Professional marketing*

Your listing photos are your first showing for online buyers. Professional photography significantly impacts how quickly a home sells and at what price. I coordinate professional photography as part of the listing process.

Your home will be listed on MLSOK and syndicated to Zillow, Realtor.com, Redfin, and hundreds of other sites within 24 hours of going live.

05 *Evaluating offers*

The highest offer is not always the best offer. Financing type, contingencies, closing timeline, earnest money, and the buyer's financial strength all factor in. A lower offer with strong terms and a reliable buyer can be worth more than a higher offer that falls apart before closing.

I'll help you evaluate each offer completely and negotiate terms that protect your interests.

06 *Closing*

Once you're under contract, you'll navigate the inspection period, appraisal, and the buyer's financing process. Each of these has deadlines. I'll track every contingency date and keep the transaction on schedule.

At closing, you'll sign documents transferring ownership. Your closing costs — including agent commission, title fees, and any agreed-upon buyer credits — will be deducted from your proceeds. Oklahoma charges a documentary stamp tax of \$0.75 per \$500 of the sale price.

Before you list.

✓ **Declutter and deep clean**

Buyers need to envision themselves in the space. Remove personal items, clear countertops, and have the home professionally cleaned.

✓ **Address obvious issues**

Leaky faucets, broken fixtures, scuffed walls. Small deferred maintenance items signal larger neglect to buyers.

✓ **Consider a pre-listing inspection**

Optional, but it eliminates surprises during the buyer's inspection period and gives you time to address issues on your terms.

✓ **Understand your net proceeds**

Work backwards from list price: subtract agent commission, closing costs, mortgage payoff, and any agreed-upon repairs or credits. Know your number before you list.

✓ **Have your next move ready**

If you're buying simultaneously, understand the timing. In Oklahoma, you can negotiate occupancy terms at closing to give yourself time to move.

Request a free home valuation.

I'll prepare a full CMA and walk you through your options. No obligation.

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