

NORTHWEST LIVING SPACES

JEFF KANALLY · REALTOR®

THE NORTHWEST

HOME *Seller* GUIDE

*Maximizing your home's value in Coeur d'Alene,
Spokane & the Inland Northwest*

A strategic, step-by-step roadmap presented by Jeff Kanally

LICENSED IN IDAHO & WASHINGTON

Coeur d'Alene · Post Falls · Hayden · Spokane · Liberty Lake

INSIDE THIS GUIDE

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your selling roadmap

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clear steps

From pricing to closing day, this guide walks you through every decision — built specifically for sellers in North Idaho and Eastern Washington.

Your Next Chapter

Selling well isn't about luck. It's about a plan, run in the right order.

Hello, and welcome — I'm Jeff Kanally with Northwest Living Spaces. Whether you're selling a waterfront property in Coeur d'Alene, a family home in Post Falls or Hayden, or a historic craftsman in Spokane or Liberty Lake, our market rewards a tailored, local strategy.

Selling a home is one of the most significant financial transactions of your life. I built this guide to remove the guesswork: practical, no-nonsense advice to help you prepare your property, attract serious buyers, and negotiate from a position of strength.

Let's maximize your home's value,

Jeff Kanally

WHO THIS GUIDE IS FOR

Downsizing

Lifelong locals ready for a simpler, right-sized next move.

Move-Up

Growing families selling to step into more space.

Relocating

Out-of-state owners divesting a home or investment.



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LOCAL MARKET INTELLIGENCE

Selling in the Inland Northwest*where you sell shapes how you sell*

Our region isn't one market. A lakefront cabin in Coeur d'Alene, a Spokane Valley rambler, and a rural acreage in Hayden each attract different buyers — and reward different strategies.

North Idaho

CDA · Post Falls · Hayden · Liberty Lake

Pulls lifestyle and relocation buyers chasing lake access, recreation, and the no-state-income-tax draw. Waterfront and view homes often command a premium, and late spring through summer tends to be their strongest season.

YOUR SELLER EDGE

Lead with lifestyle. Drone and twilight photos sell the setting as much as the house.

Eastern Washington

Spokane · Spokane Valley

A deeper, year-round local buyer pool with metro jobs, healthcare, and amenities. Value shifts block by block, so neighborhood-accurate pricing beats any city-wide average.

YOUR SELLER EDGE

Price to the micro-market and highlight commute, schools, and walkability.

KNOW YOUR PROPERTY TYPE**WATERFRONT & VIEW**

Premium pricing, seasonal timing, and drone/3D are non-negotiable. Buyers travel for these.

RURAL & ACREAGE

Well, septic, and access details matter. We market to a wider radius, including out-of-state buyers.

HOA & CONDO

Line up dues, rules, and resale certificates early so disclosures never stall the closing.

THE STATE LINE MATTERS AT CLOSING

Washington charges a graduated real estate excise tax (REET) — roughly 1.1% to 3% of the sale price, paid by the seller — while Idaho has no transfer or excise tax. On the Washington side, build it into your net early. (Confirm current rates with your title company.)

01

STEP ONE · THE FOUNDATION

Strategic Pricing & The CMA

find your sweet spot

Pricing is the single most important decision you'll make. Price too high and your home sits; price too low and you leave money on the table. We find the sweet spot with real data — not an automated online estimate.

WHAT IS A CMA?

A Comparative Market Analysis determines your home's true fair market value by comparing it to similar properties in your specific neighborhood. We look at four kinds of real, local evidence:

<p>RECENT SALES</p> <p>Properties sold in the last 3–6 months show exactly what buyers are paying right now.</p>	<p>ACTIVE LISTINGS</p> <p>Your current competition — what other sellers are asking today.</p>
<p>PENDING SALES</p> <p>Homes under contract reveal where local demand is trending.</p>	<p>EXPIRED LISTINGS</p> <p>Homes that didn't sell — usually overpriced — show the mistakes to avoid.</p>

SMART SELLER TIP

The best pricing strategy is data-driven, not emotional. We weigh square footage, upgrades, and location, then make dollar-value adjustments so your home is priced perfectly for our local market — positioned to attract strong interest while your listing is still fresh.

FROM JEFF'S DESK

“Around here, the first ten days set the tone. I’ve watched well-priced homes in Hayden and Liberty Lake draw multiple offers in a weekend — while overpriced twins three streets over sat for months. We price to start strong.”

02 STEP TWO · FIRST IMPRESSIONS

Preparing Your Home

help buyers picture themselves

Buyers need to visualize themselves living in your home. Clutter and obvious repairs make them walk away — or submit a lowball offer. Here's what smart sellers do before listing.

DECLUTTER & DEPERSONALIZE	DEEP CLEAN & REPAIR	MAXIMIZE CURB APPEAL
<p>Remove excess furniture so rooms feel larger, and pack away photos, collections, and knick-knacks. A good rule: remove roughly one-third of your belongings. A temporary storage unit is often a great investment.</p>	<ul style="list-style-type: none"> • Fix leaky faucets, squeaky doors, cracked windows • Fresh neutral paint over scuffs and bold colors • Replace every burnt-out bulb so the home is bright 	<ul style="list-style-type: none"> • Power wash driveway, walkways, and siding • Mow, trim hedges, add fresh mulch to beds • Repaint the front door and update hardware

WHY CURB APPEAL PAYS

A few hundred dollars on curb appeal — fresh paint, new mulch, a power-wash — often returns many times its cost at the negotiating table. It's consistently one of the highest-return moves you can make before listing.

FROM JEFF'S DESK

“Buyers here are picturing lake mornings and quiet acreage, not just square footage. We stage to the lifestyle — and it's usually the cheapest money you'll spend on the entire sale.”

03

STEP THREE · EXPOSURE

Marketing & Showings

your first showing is online

In today's digital world, your first showing happens online. If your property looks like every other listing, it's easy to get lost in the crowd — so we lead with high-impact visuals.

PROFESSIONAL PHOTOGRAPHY

We invest in high-quality listing photos — the single highest-leverage marketing dollar you can spend.

DRONE PHOTOGRAPHY

Perfect for larger lots, waterfront properties, or showing proximity to local amenities.

3D TOURS & VIRTUAL WALKTHROUGHS

Let relocating buyers tour your home remotely — expanding your buyer pool well beyond the region.

SHOWINGS & OPEN HOUSES

- Empty trash, open all blinds, turn on every light
- Secure pets before you leave the house
- Keep the home ready to show at a moment's notice
- **Always leave** — buyers need space to speak freely

9 in 10
buyers start online

WHY VISUALS PAY FOR THEMSELVES

Nearly every buyer scrolls listings long before they ever book a tour, so your photos are your real first showing. Sharp, professional images earn more clicks, more showings, and stronger offers — some of the highest-leverage dollars in your entire sale.

04

STEP FOUR · DUE DILIGENCE

Inspections & Contingencies

expect it, plan for it

Once we accept an offer, the buyer conducts due diligence. Understanding this phase keeps it from feeling stressful.

WHAT IS A CONTINGENCY?

An “if this, then that” condition in the contract. If the condition isn’t met, the buyer can back out without losing their earnest money. The common ones:

Home Inspection

A professional inspects the home for hidden issues.

Appraisal

The buyer’s lender verifies the home is worth the price.

Financing

The buyer must successfully secure their mortgage.

HANDLING THE HOME INSPECTION

Inspectors find issues in almost every home — it’s their job. When the buyer submits a repair request:

- 01 Don’t take it personally.** It’s a normal part of the process, not a verdict on your home.
- 02 Review the requests strategically.** We separate what materially matters from the small stuff.
- 03 Consider a credit.** Often better than doing repairs yourself.

SMART SELLER TIP

It’s often better to offer the buyer a financial credit at closing rather than doing the repairs yourself. It saves you time and removes the liability of a buyer being unhappy with your contractor’s work.

05

STEP FIVE · NEGOTIATION

Offers & Counter Offers

the highest isn't always the best

When an offer comes in, we don't just look at price. The highest offer isn't the best offer if it carries risky terms. We evaluate the entire package.

EVALUATING THE OFFER

FINANCING TYPE	CLOSING TIMELINE	CONTINGENCIES
All-cash bypasses appraisal & financing hurdles. Strong conventional offers with large down payments are also secure.	Does the buyer's schedule match your moving plans?	Fewer contingencies mean a higher likelihood of closing smoothly.

THE ART OF THE COUNTER OFFER

A counter offer is how we respond with adjusted terms. We can negotiate:

- **Price & closing costs** — ask higher, or decline to pay the buyer's costs
- **Closing date** — shift it to fit your relocation
- **Rent-back** — stay briefly after closing while you find your next home

COMPETITIVE SITUATIONS

If we receive multiple offers, we can issue a call for "highest and best," or use escalation clauses, to secure the maximum value and strongest terms for your property.

The strongest sellers negotiate the whole package — price, terms, and certainty — not just the number on top.

06

STEP SIX · THE FINISH LINE

Closing & Tax Considerations

know your net before you sign

WHAT TO EXPECT AT CLOSING

The escrow or title company handles the legal transfer of funds and documents. Bring a valid government-issued ID and all keys, remotes, and codes. Once the buyer's funds cover your mortgage payoff and closing costs, your remaining net proceeds are wired directly to your bank account.

CAPITAL GAINS · SECTION 121

\$250K

SINGLE FILER

\$500K

MARRIED, JOINTLY

Exclude this much profit if you owned and used the home as your primary residence for at least two of the last five years. Always confirm with a licensed CPA.

SAMPLE SELLER NET SHEET

Illustrative only — figures vary by price, payoff, and location. We'll prepare yours with real numbers early.

Sample sale — \$550,000 home	Amount
Sale price	\$550,000
Less — estimated mortgage payoff	– \$310,000
Less — real estate commission (negotiable, ~5%)	– \$27,500
Less — transfer / excise tax (WA only; ID has none)	– \$3,000
Less — title, escrow & recording fees	– \$2,500
Less — seller-paid concessions (estimate)	– \$3,000
Less — prep, repairs & staging (estimate)	– \$2,500
Estimated net proceeds	\$201,500

07 LEARN FROM OTHERS

Mistakes to Avoid

they quietly cost you thousands

Even in a strong market, a handful of avoidable mistakes can cost you real money. Here are the five we watch for.

01 **OVERPRICING AT LAUNCH**

A home draws its strongest interest when it's fresh on the market. Overpriced homes sit, grow "stale," and force painful reductions later.

02 **SKIPPING SMALL REPAIRS**

A broken handle or chipped paint signals neglect — and makes buyers wonder what larger problems are hiding.

03 **GETTING EMOTIONAL IN NEGOTIATIONS**

Attachment is natural, but taking low offers or repair requests personally can derail a great deal. Treat it as a business transaction.

04 **HOVERING DURING SHOWINGS**

Buyers can't speak honestly if the seller is present. Always leave the property during a showing.

05 **NOT KNOWING YOUR NET PROCEEDS**

Don't wait until the closing table to learn your number. We run a Seller Net Sheet early, so you know exactly what to expect after commissions, taxes, and fees.

YOUR LAUNCH IS YOUR LEVERAGE

Price it right and prep it well before you list. A fresh listing pulls the strongest interest — and that early momentum is hard to recreate later.

08 STAY ORGANIZED

The Seller's Checklist

from pre-listing to moving day

FROM PRE-LISTING TO CLOSING

PRE-LISTING

- Interview your agent & review the CMA
- Review your Seller Net Sheet
- Declutter & depersonalize
- Complete minor repairs
- Deep clean (windows & carpets)
- Enhance curb appeal

ON THE MARKET

- Keep the home showing-ready
- Beds made, dishes away, lights on
- Secure valuables & medications
- Secure financial documents
- Leave during every showing

UNDER CONTRACT

- Make home accessible for inspector & appraiser
- Gather warranties & manuals
- Collect receipts for the buyer
- Schedule a moving company

CLOSING

- File change of address (USPS)
- Schedule utility shut-offs for the day after
- Deep clean once empty
- Bring photo ID & all keys to closing

A great sale is just a series of small, well-timed steps. Work the list, and the closing table takes care of itself.

THE NEXT STEP

Let's Get Your Home Sold

Selling in the Inland Northwest doesn't have to be overwhelming. With the right preparation, accurate pricing, and local expertise, we attract the right buyers and negotiate the best possible terms for your situation. Ready for the next step? Reach out for a no-obligation seller consultation and let's map out your strategy.

CONTACT JEFF

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WHAT YOU'LL GET

A custom listing plan

A tailored CMA, a pricing strategy, a Seller Net Sheet, and a marketing plan built around your home and timeline — no obligation.

Market conditions, interest rates, inventory, and lending standards change without notice. This guide is educational and does not constitute legal, tax, or financial advice. Always consult qualified professionals — including a CPA, attorney, title company, and your agent — regarding your specific situation. Backed by Haven Real Estate Group. Equal Housing Opportunity.



**NORTHWEST
LIVING SPACES**



A strategic, profitable way to sell.

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