



A SELLER PREPARATION GUIDE

The 60-Day Seller Success Blueprint

A calm, practical guide for homeowners considering a sale, from the first question to the closing table.

Start with a conversation →

*Your home, your pace.
I'll bring the plan.*

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Before You Read

The fine print for this guide, in one place.

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The "60 days" in the Blueprint's name describes a structured preparation-and-marketing sequence that begins once a property is ready and eligible. It is not a promised timeline to an offer or a closing. Eligibility is reviewed individually, and not every property qualifies.

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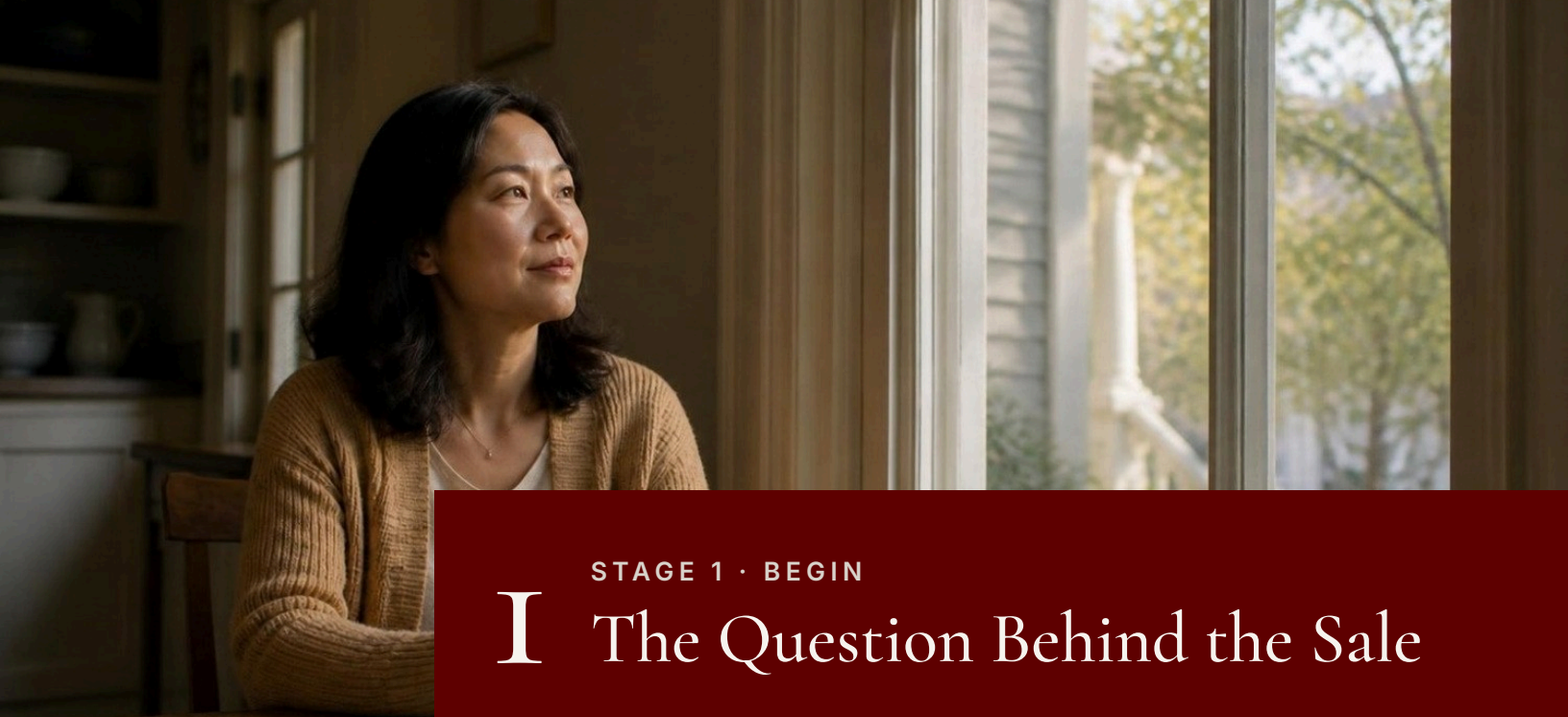
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BROKERAGE AND FAIR HOUSING

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Equal Housing Opportunity.



STAGE 1 · BEGIN

I The Question Behind the Sale

Before the price, before the paperwork, there is usually one question.

GRACE HAS OWNED her Victorian in Flatbush for twelve years. She knows which stair creaks and which window catches the late afternoon light. For a year she had wondered whether it was time to sell, and every time she wondered, the list of unknowns grew: what to fix, what the house might be worth, and how to keep her life running while strangers walked through it.

When she called me, she didn't ask for a price. She asked, "Where would I even start?" That question is what this guide answers.

A sale should begin with clarity, not pressure. The right time to prepare is before you feel rushed.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

First, a short note from me. → P. 4

A Note Before You Begin



What this guide covers, and why you set the pace.

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2	PREPARE	9	5	YOUR MOVE	16
3	MARKET	12	6	CONTACT	21

A home is rarely just an asset. It is years of life, work and memory, and for most owners it is also the largest financial position they hold. A sale deserves the same care as the years that built it.

I'm Shalinthia Miles, a licensed real estate salesperson serving Brooklyn, Queens and the Bronx. This guide follows Grace from her first question to her closing morning: who the Blueprint is for, the questions to answer first, the four stages, a checklist, and the questions worth asking any agent before you list.

Read it at your own pace. Some homeowners read it a year before they act; some read it the week before a conversation. Both are right.

Shalinthia

1 BEGIN	2 PREPARE	3 MARKET	4 CLOSE	YOUR MOVE
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Not sure where you stand yet? Start with a short video call, your questions first.

Book a discovery call →

PREFER TO TEXT?

Text **BLUEPRINT** to 646-863-8071

Who This Guide Is For

And who it is not for, said plainly.

THIS GUIDE IS FOR YOU IF

- You own a house, two-family, co-op or condo in Brooklyn, Queens, the Bronx or nearby, and selling is somewhere on your horizon.
- You want to understand what preparation involves before you speak to anyone about listing.
- You are weighing timing: this year, next year, or not yet.
- You are planning a move, or sharing the decision with co-owners or heirs, and want a calm structure for it.
- You prefer clear information over sales pressure.

IT MAY NOT BE FOR YOU IF

- You need an emergency sale this week. The Blueprint is a structured program, and structure takes some time.
- You want a guaranteed price, timeline or outcome. No honest guide, or agent, can offer one.
- You want a quick valuation without a conversation. Online estimates can't see your property, your block or your goals.
- You are a buyer or investor researching deals. This guide is written for owners considering a sale.

A WORD ON ELIGIBILITY

The Blueprint is a structured marketing and coordination program for eligible properties. Eligibility depends on the property, the timing and your goals, and is reviewed in a private conversation. Reading this guide doesn't require or imply qualification.

Eight questions only you can answer. → P. 6

The Questions to Answer Before Deciding to Sell

Write your answers down. They will shape every later decision.

What would selling make possible?

A smaller space, a different financial position, a move closer to the people and places that matter. The answer guides everything else.

What is my real timeline?

Not the ideal one, the honest one. Include the move itself, not just the sale.

What condition is the home truly in?

Walk through with fresh eyes, room by room. Note what a buyer will notice first.

What do I owe, and what might I net?

Mortgage balance, liens, closing costs, taxes. Bring your attorney and accountant in early.

What documents do I actually have?

Deed, survey, certificates, permits, tax records, warranties. Missing paperwork slows good sales.

Who else is part of this decision?

Co-owners, heirs, tenants. Agreement at the start prevents stalls later.

What if the right offer comes quickly, or not at all?

Thinking both through now keeps either outcome from becoming a crisis.

What matters more: speed, price or certainty?

Most sellers want all three. Knowing your order makes the trade-offs manageable.

1 BEGIN

2 PREPARE

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4 CLOSE

YOUR MOVE

Want to talk through your answers? A short call, no plan or commitment expected.

Book a discovery call →

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STAGE 1 · BEGIN

The Blueprint at a Glance

Four stages, each with a clear purpose.

I

BEGIN WITH WHAT MATTERS TO YOU

Goals, timeline and honest priorities, before any numbers.

2

PREPARE WITH PURPOSE

Condition, documents and presentation: only what earns its cost.

3

BRING THE PROPERTY TO MARKET THOUGHTFULLY

Pricing context, launch and showing coordination.

4

COORDINATE THE PATH TO CLOSING

Offers, negotiation and the professionals who close a sale.

ABOUT THE NAME

The "60 days" describes a structured preparation-and-marketing sequence that begins once a property is ready and eligible. It is not a promised timeline to an offer or a closing; every property and every sale is different.

1 BEGIN

2 PREPARE

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4 CLOSE

YOUR MOVE

Stage 1, in detail. → P. 8

Begin With What Matters to You

Every well-run sale starts before the market ever sees the home.

Stage 1 is a private working conversation about your goals, your timeline and the outcome you actually need, not the one a headline suggests.

WHAT THIS STAGE INCLUDES

- A confidential review of your goals: why you are considering a sale, and what a good outcome must make possible.
- An honest look at timing, including whether waiting, or not selling at all, serves you better.
- A first read on your property's position: housing type, condition, block context and the financing buyers are likely to use.
- A plain-language map of the decisions ahead, in the order you will face them.

WHAT THIS STAGE IS NOT

It is not a listing pitch, a pricing promise or a commitment. You won't be asked to sign anything to have this conversation.

If the honest answer at the end of Stage 1 is "not yet," that is a good outcome too.

Stage 2: prepare with purpose. → P. 9



STAGE 2 · PREPARE

2 Prepare With Purpose

Preparation is not renovation.

PREPARATION IS the disciplined work of deciding which improvements earn their cost, and which simply spend your money. Stage 2 builds a preparation plan around your home, your budget and your timeline: a room-by-room review from a buyer's eye, a short list with safety and function first, the documents gathered early, and trusted local help only where the work is worth doing.

For some homes the right preparation is mostly paperwork and a deep clean. For others, a few targeted repairs change how buyers respond. The plan fits the property, not the other way around.

1 BEGIN

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What changes the conversation. → P. 10

What Changes the Conversation

Two similar houses on the same block can call for very different plans.

Timing

A flexible seller can prepare deliberately. A seller anchored to a date, such as an estate, a relocation or a purchase already underway, needs the plan built backward from that date. Neither is wrong.

Condition

A move-in-ready Victorian, a dated two-family and an estate-condition home each speak to buyers with different financing. Preparation should match the buyer you mean to reach.

Pricing context

Context is block-level: recent comparable sales, current competition and how buyers are behaving when you are ready. It is reviewed fresh in a consultation, never printed in a guide.

Documentation

Deeds, surveys, certificates of occupancy, permits, tax records and, for co-ops and condos, building financials and board requirements. Found early, they are items on a checklist.

1 BEGIN

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YOUR MOVE

Want to know what to fix, refresh or leave? Sixty unhurried minutes in your home.

[Book a pre-listing walkthrough →](#)

PREFER TO TEXT?

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A Seller-Preparation Checklist

None of it commits you to a sale. All of it makes any future sale easier.

DOCUMENTS

- ☐ Deed and title documents
- ☐ Survey, if available
- ☐ Certificate of occupancy
- ☐ Permits and sign-offs for past work
- ☐ Property tax records and any exemptions
- ☐ Mortgage and payoff information
- ☐ Warranties, manuals and utility accounts
- ☐ Co-op or condo building documents

PROPERTY

- ☐ Room-by-room condition notes
- ☐ A short repairs list: safety and function first
- ☐ Declutter and storage plan
- ☐ Deep clean, including windows and entry

DECISIONS

- ☐ Your honest timeline, including the move
- ☐ Your next-home plan
- ☐ Your finances, reviewed with your accountant or attorney
- ☐ Everyone who must agree, consulted
- ☐ Your order: speed, price or certainty

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

Ready to walk it together, with a buyer's eye?

[Book a pre-listing walkthrough →](#)

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Bring the Property to Market Thoughtfully

A launch is not an event. It is a sequence.

Stage 3 sets pricing context, presentation and showing logistics so the home meets the market calmly, and on purpose.

WHAT THIS STAGE INCLUDES

- Pricing context built from comparable properties, current buyer behavior and your priorities, not a number picked to win a listing.
- Professional presentation: photography, floor plans and listing materials that show the home honestly.
- A showing and open-house plan that respects your schedule, any tenants and your privacy.
- Clear weekly communication, so you always know what the market is telling us.

ON PRICING, PLAINLY

Price is a strategy, not a wish. A price that ignores condition, location and buyer reality tends to cost time, and time on market tends to cost leverage. No pricing conversation comes with a promise: the market decides value, and the aim is a defensible price you understand.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

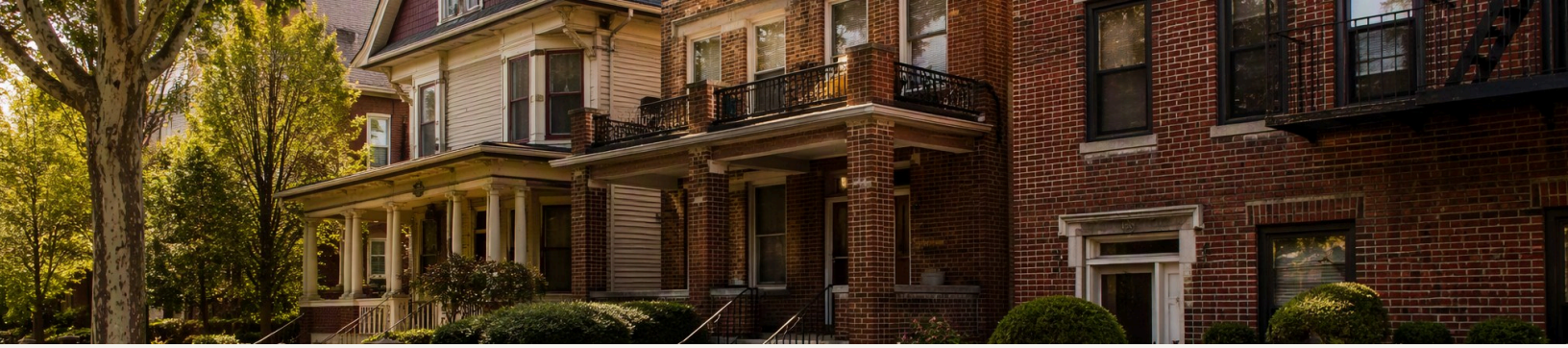
YOUR MOVE

Leaning toward a sale? Let's talk pricing context and a plan for your home.

[Book a home listing consultation →](#)

PREFER TO TEXT?

Text [READYTOSELL](#) to 646-863-8071



STAGE 3 · MARKET · A LOCAL EXAMPLE

Why Local Context Matters

Take Flatbush and East Flatbush. They hold one of Brooklyn's most varied housing stocks: detached Victorian and Colonial Revival houses with porches and driveways, brick two-family homes, prewar co-op and condo buildings, and limestone and brick row houses. Each type draws a different buyer, supports a different preparation plan and answers different questions.

WHAT BUYERS ASK HERE

- What's the commute, and how is parking?
- What are the annual taxes, and is there an exemption or abatement?
- For two-families: what is the rental picture?
- For co-ops and condos: what do the financials and board require?
- What work has been done, and was it permitted?

WHY BLOCK-LEVEL DETAIL MATTERS

Value and demand can change within a few blocks, with the housing stock and the distance to the 2, 5, B and Q trains. A pricing or preparation decision imported from another neighborhood misses what makes your home compelling.

Local context is not a slogan. It is the difference between a plan built for your house and a plan built for a zip code.

1 BEGIN

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YOUR MOVE

Stage 4: from interest to closing. → P. 14



STAGE 4 · CLOSE

4 Coordinate the Path to Closing

Interest is not an outcome.

BETWEEN AN ACCEPTED OFFER and a closing sit appraisals, inspections, lender timelines, title work and, depending on the property, board or association reviews. Stage 4 is the coordination of all of it.

- Offer review beyond the headline number: financing strength, contingencies, timing and buyer readiness.
- Negotiation conducted calmly, with your priorities setting the terms.
- Coordination among your attorney, the buyer's lender, appraisers, inspectors and title professionals.
- Steady communication through every contingency, so nothing surprises you late.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

The team behind a calm sale. → P. 15

The Team Behind a Calm Sale

Details owned, not chased.

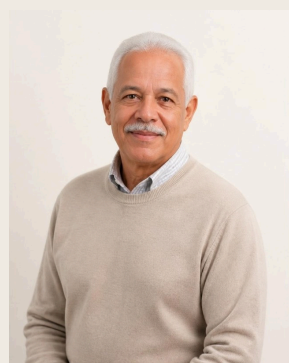
Some steps are outside any agent's control: lender timelines, appraisal outcomes and title clearance among them. What can be controlled is preparation, responsiveness and follow-through. The Concierge Team are my virtual assistants, not licensed agents. They help with scheduling, reminders and organized next steps, and I lead the advice and every decision with you.



Marek Nowak
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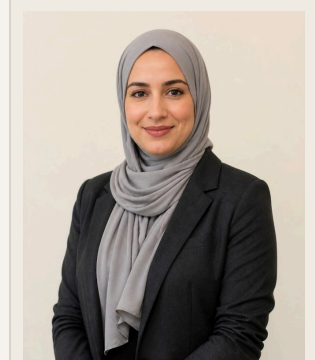
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1 BEGIN

2 PREPARE

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YOUR MOVE

Your move: questions to bring to any agent. → P. 16

Questions to Bring to a Private Consultation

You are deciding whether I'm the right person to advise you. Ask me, or any agent.

ABOUT YOUR PROPERTY

- How would you position my home, and for which buyers' financing?
- What preparation would you recommend, and what would you skip?
- What pricing context would you use, and how current is it?
- What is this home's biggest challenge, and its strongest point?

ABOUT THE PROCESS

- What would the first sixty days look like, week by week?
- How, and how often, will you communicate with me?
- Who else works on my sale, and what does each person handle?
- Is my home a fit for the Blueprint, and if not, what instead?

A good consultation should leave you clearer than you arrived, whether or not we ever work together.

1 BEGIN

2 PREPARE

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YOUR MOVE

Bring these questions to a consultation about your home.

Book a home listing consultation →

PREFER TO TEXT?

Text **READYTOSELL** to 646-863-8071



YOUR MOVE · PATH 1 OF 3

Ready This Season: Start With a Plan

For owners leaning toward a sale in the next few months.



READY

A pricing view, a short preparation list and a launch plan built around your timeline.

HOW IT CAN PLAY OUT

AN OWNER OF A BRICK two-family near Cortelyou Road packs the first boxes while the preparation list gets shorter each week. One consultation turned a long list of worries into an ordered plan with dates.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

A consultation about your home, ending in a plan you keep either way.

[Book a home listing consultation →](#)

PREFER TO TEXT?

Text [READYTOSELL](#) to 646-863-8071



YOUR MOVE · PATH 2 OF 3

Prepare First: Start With a Walkthrough

For owners who want to know what to fix, refresh or leave before anything else.



PREPARE

Sixty unhurried minutes in your home: what earns its cost, and what doesn't.

HOW IT CAN PLAY OUT

IN A SUNNYSIDE ROW HOUSE, an owner measures a bedroom and asks whether to refinish the floors or leave them for the next owner. The walkthrough answers that before any money is spent.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

A walkthrough of your home, with a short list you keep either way.

Book a pre-listing walkthrough →

PREFER TO TEXT?

Text **PREPFIRST** to 646-863-8071



YOUR MOVE · PATH 3 OF 3

Not Sure Yet: Start With a Conversation

For anyone weighing sell, stay or wait, who wants one straight answer first.



NOT SURE

One question answered honestly, with no plan or commitment expected.

HOW IT CAN PLAY OUT

TWO OWNERS of a Kingsbridge row house, weighing whether to sell now or next year, start with a short video call and a notebook of questions. By the end, the next step is clear, even if that step is waiting.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

A short video call, your questions first.

[Book a discovery call →](#)

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EPILOGUE

The Same Porch, a New Season

On the morning of her closing, Grace stood on the porch steps with the keys in her hand one last time. Nothing about the sale had felt rushed: the paperwork was found early, the preparation list stayed short, and each decision came in the order she faced it.

"I thought selling would feel like a leap," she said. "It felt like a plan."

She asked where to start. We started there.

1 BEGIN

2 PREPARE

3 MARKET

4 CLOSE

YOUR MOVE

Your turn. → P. 21

Your Plan Begins With a Question

What would make selling feel like a plan, not a leap?

Bring that question to me. Call, text a keyword or book a time below; you choose the depth. No obligation, and this guide is yours to keep whatever you decide.



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Choose how we meet →

PREFER TO TEXT? TEXT A KEYWORD TO 646-863-8071

READYTOSELL

Talk about selling

PREPFIRST

Plan a walkthrough

BLUEPRINT

Start with a quick call

Shalinthia