

Fall Seller's Checklist

Everything to think through before listing your Topeka home this fall



1. Pricing

- ☐ Get a current market analysis, not last spring's numbers. Buyer volume and comparable sales shift by season.
- ☐ Price accurately from day one. In a thinner fall market, an ambitious price tends to sit rather than self-correct.
- ☐ Ask your agent how many active buyers are realistically shopping in your price range right now.

2. Showings and Daylight

- ☐ Check exterior lighting. After-work showings increasingly happen in early dusk instead of daylight.
- ☐ Update listing photos for the season. Fall curb appeal looks different than summer curb appeal.
- ☐ Confirm walkways, porch lights, and entry areas are well lit for evening showings.

3. Holiday Scheduling

- ☐ Map out your showing availability around Halloween, Thanksgiving, and early winter break travel.
- ☐ Decide in advance how you'll handle showings during any holiday gatherings or travel weeks.
- ☐ Talk to your agent about a realistic listing date that avoids the busiest holiday weekends.

4. Know Your Buyer

- ☐ Understand who's actually shopping in fall: relocations, expiring leases, and restarted searches from spring.
- ☐ Recognize that fewer showings in fall often means more serious, timeline-driven buyers.
- ☐ Ask your agent what's driving buyer activity in your specific neighborhood this season.

5. Before You List

- ☐ Confirm your timeline: when do you need to be moved, and does that fit a fall listing?
- ☐ Walk the property for any quick fixes that matter more in fall (gutters, leaves, exterior touch-ups).
- ☐ Talk through current local activity with an agent who's actively working the Topeka market right now.

6. Marketing in a Quieter Market

- ☐ Use professional photos that reflect the season. Warm, well-lit fall photos can make a listing stand out.
- ☐ Highlight cozy, move-in-ready details buyers notice more once the weather turns (fireplace, updated HVAC, insulation).
- ☐ Make sure your listing reaches serious, timeline-driven buyers, not just casual weekend browsers.

7. Closing Timeline Considerations

- ☐ Ask your agent how holiday closures at lenders, title companies, and inspectors could affect your closing date.
- ☐ Build in extra buffer time if you're aiming to close before Thanksgiving or year end.
- ☐ Confirm your moving plan accounts for shorter days and possible winter weather delays.

8. Choosing the Right Agent for Fall

- ☐ Ask how many active listings and closings your agent has handled in the current fall market, not just last spring.
- ☐ Get a clear read on how they'll price and market your home differently than they would in peak season.
- ☐ Make sure they can walk you through real, current Topeka buyer activity, not general national trends.

Thinking about listing this fall?

Team Ringgold, Keller Williams One Legacy Partners, Topeka, KS
We're happy to walk through your specific situation with you, no pressure, no obligation.