



A COMPANION TO "YOUR HALF OF THE SALE"

The Seller Who Shows Up

*A short guide for agents on turning your client into your
most valuable teammate, and selling for more in less time.*

THE ROISUM COMPANIES

Roisum Residential Photography · Roisum Residential Admin · Style House Staging

You already know the feeling. Two listings on the same street, priced the same. One seller keeps the home camera-ready, says yes to every showing, and shares the listing the day it goes live. The other cancels visits and goes quiet online. Nine times out of ten the first home sells faster and for more. The difference usually isn't the house. It's the owner.

A quick word on why we're the ones writing this. The Roisum name covers a small family of companies, and between us we see a home sale from just about every angle. Our photographers shoot the listings, our friends at Style House stage them, and Roisum Residential Admin coordinates the transactions through to closing. We've had a hand in thousands of sales, start to finish, and one pattern keeps showing up: an involved seller is worth more than almost any single thing you can do on your end.

The good news is that an involved seller is something you set up. A motivated seller is usually one who got a clear role early, understood why it mattered, and stayed in the loop as things moved. This guide walks through how you do that, with words you can borrow when the moment comes.

You've already got a teammate. The work is getting them off the bench.



Start at the Listing Table

Motivation is easiest to build before the sign ever goes in the yard. At the listing appointment your seller is more engaged than they'll be at any other point in the sale. The decision is fresh, the excitement is real, and they're looking to you to tell them how this goes.

Start there by framing the sale as a team sport. Rather than telling them to sit back and let you handle it, hand them their half: here's mine, here's yours, and here's why yours matters. Sellers who hear that early tend to stay switched on for the whole ride. The ones told to relax often do just that, right through the moments you needed them.

TRY SAYING IT LIKE THIS

"My job is to price it right, market it beautifully, and get you to the closing table. Your job is smaller, but it's real, and the homes that sell fastest almost always have an owner who leans in. I'll tell you exactly when and how. Deal?"

Give Them Something to Hold

People engage with a job when they can see its edges. “Help me sell the house” asks for everything and nothing. “Keep the counters clear, say yes to showings, share the listing the day it goes live” is a to-do list, and to-do lists get done.

So put their part in writing. A role a seller can hold onto stops being a vague obligation and turns into a short list they can actually work through. That’s why we wrote “Your Half of the Sale,” the companion to this guide, for them. You’ll also find their whole to-do list, in plain language, at the back of this guide, a reference you can share at the listing table. Pass it along early and you’ve set the frame before you’ve left the kitchen.

“Give a seller a list they can finish, and they’ll finish it.”

Their Network Is Full of Buyers

If you get a seller to do one active thing, make it this. The most valuable move a homeowner can make is to share their own listing. The people most likely to want a home in a neighborhood are often a connection or two from the people already living in it: the friend who has always loved the block, the coworker who has been house-hunting, the sister-in-law who keeps saying she wants to be closer.

Most sellers underestimate this, so make the ask specific and easy to act on. Don't leave it at “you should share it.” Tell them where to post, when to do it, and hand them the words. And remind them the real reach comes from asking their own network to re-share, so it travels well past their own followers.

TRY SAYING IT LIKE THIS

“The day it goes live I'll send you the link and a few photos. Post it once on your Facebook, and drop it in any group chats you're in, whether that's neighborhood, work, or family. And when you post, ask people to share it with anyone they know, since every re-share puts it in front of a whole new circle. You'd be surprised how often the buyer turns out to be a friend of a friend. Even a simple ‘we're selling, know anyone who'd love it? Feel free to pass it along’ does the trick.”

A NOTE FROM OUR PHOTOGRAPHERS

Sellers share more when sharing is effortless. When we deliver a gallery, pull three or four of the strongest images and hand them to your seller with the link already written out. The easier you make it to hit “post,” the more often they will.

Turn Show-Ready Into a Routine

Living in a home that's for sale is a real juggle, and it's where good sellers tend to slip. The first week, everything sparkles. By week three the shoes are back by the door and a showing gets declined because “the place is a mess.”

Nagging rarely fixes that. What works is a reason paired with a routine. Give them the why, that a buyer only ever sees the home the way it looks the minute they walk in, then hand them something simple enough to keep up. A five-minute reset most mornings beats a deep clean nobody sustains.

TRY SAYING IT LIKE THIS

“Buyers decide fast, and they only see it the way it looks when they arrive. You don't have to keep it spotless. Just do a quick reset before you head out each morning: beds made, counters clear, blinds open, lights on. Keep one basket to sweep the clutter into on your way out the door. That's it.”

A LITTLE TRICK FROM OUR STAGERS

Give the kids a nightly “tidy your own room” mission, and keep one catch-all basket by the door to sweep into and carry to the car. It's only for a season, and it pays off in showings.

The Last-Minute Showing

Every showing a seller waves off is a buyer who might land on a different home this weekend, and buyers rarely wait around. Sellers don't always feel that. They see the hassle on their own end, not the buyer who moved on to the next listing.

So prepare them for the last-minute ask before it comes. That way, when your phone lights up on a Saturday, the answer is already a yes.

TRY SAYING IT LIKE THIS

"Buyers shop in bursts: a free afternoon, a quick trip to town. Sometimes I'll get a request to show it within the hour. I know that's a scramble, especially with kids or pets. But every 'come on in' is a chance for someone to fall in love, and in the early days those chances add up fast. Let's make yes the default whenever we can."

"The buyer who can't get in today often buys the one down the street that let them in."



Get Them Ready for Photo Day

Photos are the most-seen version of a home there will ever be. Most buyers meet the house on a screen long before they see the driveway. A seller who preps well for photo day hands you a better product to market. A seller who doesn't can undo a lot of good pricing in one scroll.

You don't have to coach them through it yourself. Once photo day is on the calendar, we send sellers our room-by-room prep guide, *Upstage*, so they show up already knowing what to clear, turn on, and put away. And if a home will sit empty, mention staging early. Vacant rooms photograph flat and read cold, and our Style House team handles exactly that. The more lead time, the better it all comes together.

HOW WE HELP

Ask us about *Upstage* and about vacant staging as soon as a listing is on the horizon. A little runway before photo day shows up in every image, and every image is marketing the home while you sleep.

Carry the Energy Through Closing

Once an offer comes in, the pace picks up, and a seller's involvement matters just as much in these last weeks as it did on day one. Appraisals, inspections, and the occasional quick signature all move faster when your seller is reachable and ready.

Our admin team sits in the middle of the closing process all day, and momentum is fragile near the finish. A seller who answers quickly, keeps the utilities on, and holds the home show-ready for the appraiser is a seller helping you land the plane. Remind them the finish line is close, and that a fast reply now is the last stretch of the same teamwork that got them this far.

Keep Them in the Loop

The thing that keeps a seller engaged is momentum, and momentum is mostly visibility. People lean in when they can see their effort working. A seller who has no idea whether anything's happening tends to drift. A seller who can watch the views climb, read the feedback, and see the weekend showings pile up stays in the game.

So share the numbers, even small ones. Tell them how many saves the listing picked up in its first weekend. Pass along the kind comment from Saturday's showing. Mark the small wins out loud. It costs you a two-line text and buys you a seller who keeps showing up, because now they can feel that it's working.

“Show a seller the needle moving, and they'll keep pushing on it.”

TRY SAYING IT LIKE THIS

“Quick update: 340 views and 22 saves in the first three days, which is strong for our area, and two of yesterday's showings mentioned the kitchen. Your prep is doing exactly what we hoped. Keep it up through this next weekend and we're in great shape.”

When a Seller Checks Out

Sometimes, despite everything, a seller goes quiet. Showings get harder to schedule, the home slips out of shape, texts sit unanswered. It's seldom laziness. Usually it's discouragement, or life, or the fear that this isn't going to work.

When that happens, reconnect them to the goal rather than pushing harder on the tasks. Nagging a discouraged seller seldom lands. Reminding them what's waiting on the other side usually does. Name what you're both driving toward, point to one thing that's going right, and give them one small next step. Motivation tends to come back once the finish line feels real again.

TRY SAYING IT LIKE THIS

"I know this stretch is wearing. It's a lot to keep up. But we're closer than it feels, and the interest is real. Let's not lose the momentum now. If you can keep it show-ready through this weekend and say yes to the two requests I've got, I think we're right where we want to be."

A Seller Worth Selling For

An active seller is something you build over the course of a sale. Set the frame at the listing table, give them a role they can hold, and make the big asks easy to act on: share it, keep it lovely, say yes to showings. Then keep them in the loop, because a seller who can see it working is a seller who keeps working. We see every side of this, from the first photo to the final signature, and it's the pattern behind nearly every smooth sale we're part of.

You've already got a teammate. This is how you get the best out of them, and how you both walk away with the sale you wanted.

Whenever a listing is on the horizon, we'd love to help it start strong, with photos that stop the scroll, staging that fills an empty room, and a closing shepherded all the way to the end. And don't forget to hand your seller Your Half of the Sale. It does half of this work for you.

A REFERENCE FOR YOU

The Seller Reference

A checklist of everything a seller can do to help their home sell well, gathered in one place. Use it to guide the conversation at the listing table and to know what to ask of them at each stage. You handle the rest.

A few simple things a seller can do to help their home sell for the most money, in the least time.

YOUR HALF OF THE SALE, AT A GLANCE

A quick reference for the tasks to guide your seller through. Everything here is their part; you carry the rest.

BEFORE IT LISTS

☐ **Get it ready for photo day.**

Those photos are the most-seen version of your home. A little prep makes every room shine. (Ask your agent for our *Upstage* guide, which walks you through each room.)

☐ **Sniff-test for smells you've stopped noticing.**

You go nose-blind to pets, cooking, and smoke. Buyers catch it in seconds, so ask someone honest to check.

☐ **Fix the little annoyances.**

A sticky door or a running toilet makes buyers wonder what bigger things got skipped.

☐ **Gather receipts, warranties, and permits.**

Proof that the roof, HVAC, or a remodel was done right smooths the appraisal and the inspection later.

☐ **Jot down what you love about living here.**

The morning light, the quiet street, the good neighbors. Your agent turns it into marketing, and buyers buy the feeling too.

☐ **Capture the home in its other seasons.**

A few photos of the garden in bloom or the fireplace lit help buyers who tour in the off-season.

☐ **Make a plan to keep it show-ready.**

Buyers only ever see your home the way it looks the moment they walk in.

☐ **Share the listing the day it goes live.**

Post it once on social and drop it in your group chats. The buyer is often a friend of a friend.

☐ **Do a five-minute reset each morning.**

Beds made, counters clear, blinds open, lights on. Keep one basket for the clutter.

☐ **Keep the outside tidy even when nothing's booked.**

Plenty of buyers do a quiet drive-by before they ever ask to come inside.

☐ **Move the cars out of the driveway and garage.**

An empty drive looks bigger, and it lets buyers pull in and picture it as theirs.

☐ **Remember that buyers open everything.**

Tidy the insides of closets, cabinets, even the fridge. A stuffed closet reads as not enough storage.

☐ **Put away valuables, medicines, and mail.**

Strangers are walking through, so this is about safety as much as tidiness.

☐ **Turn off or disclose indoor cameras during showings.**

Buyers who feel recorded won't talk freely, and their honest reactions to each other are where offers begin.

☐ **Say yes to showings, even last-minute ones.**

The buyer who can't get in today often buys the one down the street that let them in.

☐ **Step out while buyers walk through.**

People relax and picture their own life in a home when it's theirs to wander.

☐ **Keep your agent in the loop.**

Pass along questions and feedback. The small notes help your agent steer.

☐ **Reply to your agent quickly.**

Things move fast near the finish, and a quick answer keeps everything rolling.

☐ **Start planning your move now.**

Line up your next place and your movers so you're never the reason the closing date slips.

☐ **Don't change anything mid-escrow.**

Keep the insurance active, leave the fixtures you listed, and hold off on big purchases on credit until you've closed.

☐ **Keep it show-ready and the utilities on.**

The appraiser may stop by, and these last steps still count.

☐ **Leave a little handoff kit for the buyers.**

Manuals, spare keys, garage remotes, trash day, which breaker is which. It's gracious, and it saves calls later.

☐ **Stay the course through closing.**

You're almost there. A little teamwork now carries it across the line.

“That's your half. Your agent handles the rest, and we're all on the same team.”

The Roisum Companies

ROISUM RESIDENTIAL PHOTOGRAPHY

ROISUM RESIDENTIAL ADMIN

STYLE HOUSE STAGING

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*“From the first photo to the final
signature, we're on your team.”*