

# 1. Divorce Listing Checklist (First Call to Final Walkthrough)



## First Call

- Confirm that both parties are aware of and agree to the sale.
- Use neutral language; avoid all legal commentary.
- Schedule a joint call or ask for attorney contact info.
- Request preliminary property information (address, condition, occupancy).



## Initial Joint Meeting

- Clearly explain your role as a **neutral real estate expert**.
- Set expectations for communication:
  - Preferred method (email thread, shared texts, attorneys involved)
  - Decision-making protocol (both parties sign off)
- Ask about personal property, timelines, move-out plans.
- Follow up with a written summary of agreements discussed.



## Listing Prep

- Provide neutral vendor list (cleaning, staging, repairs).
- Recommend cost-effective staging or minimal prep.
- Schedule professional photography.
- Create listing description that avoids distress signals.



## **Listing & Showings**

- Ensure showings are scheduled around both parties' schedules.
- Share calendar invites or showing feedback with both parties equally.
- Monitor and manage feedback professionally.

## **Offers & Negotiation**

- Present comps and net sale sheets to both parties simultaneously.
- Let data lead the discussion and avoid sharing personal opinions.
- Involve attorneys if major disagreements arise.



## **Under Contract to Close**

- Coordinate signatures and documents via separate appointments if needed.
- Communicate status updates regularly to both parties and attorneys.
- Confirm title, proceeds distribution, and move-out terms in writing.



## **Final Walkthrough & Closing**

- Conduct final walkthrough with designated party or rep.
- Ensure both parties have instructions for closing day.
- Confirm all personal items removed and home is in agreed-upon condition.
- Send thank-you emails/cards after closing.

# First Call Scripts: Neutral, Empathetic, & Strategic

**🎯 Goal: Establish trust, confirm both parties are aware, and set tone for neutrality. (Note: These scripts assume your potential client is aware**

## 1

### **Calm & Professional (Best for Analytical/Direct Style Agents)**

*"Hi [First Name]. I specialize in helping homeowners navigate real estate during major life transitions, so I completely understand that this situation comes with a few more moving parts.*

*Before we go too far, I just want to check: Has your spouse or your attorney also discussed the property with you? I want to make sure I'm respectful of everyone involved and that we move forward in a way that's fair and aligned."*

**(If YES)** *"Perfect. I'd recommend we schedule a brief call with both of you, or coordinate through your attorneys if that's easier, so I can walk through the next steps and make sure expectations are set from the start."*

**(If NO)** *"Totally understandable. I'd be happy to stay in touch and reconnect once both parties are on the same page or when your attorney is ready to facilitate the conversation."*

## Warm & Human (Best for Empathic/Relational Agents)

*"Hi [First Name]. I know this probably isn't an easy call to have. I work with people in similarly stressful circumstances every day, and my job is to take the stress out of the real estate piece as much as possible.*

*Can I ask—has your spouse or your attorney talked with you yet about the idea of selling the home? I want to make sure we move forward in a way that's respectful and fair to everyone involved."*

**(If YES)** *"Great. When you're both ready, we can hop on a quick call together or include your attorneys. That way, everyone is on the same page from the start."*

**(If NO)** *"That's completely okay. If it helps, I can provide some info you can share with your attorney or spouse when you're ready—no pressure either way."*

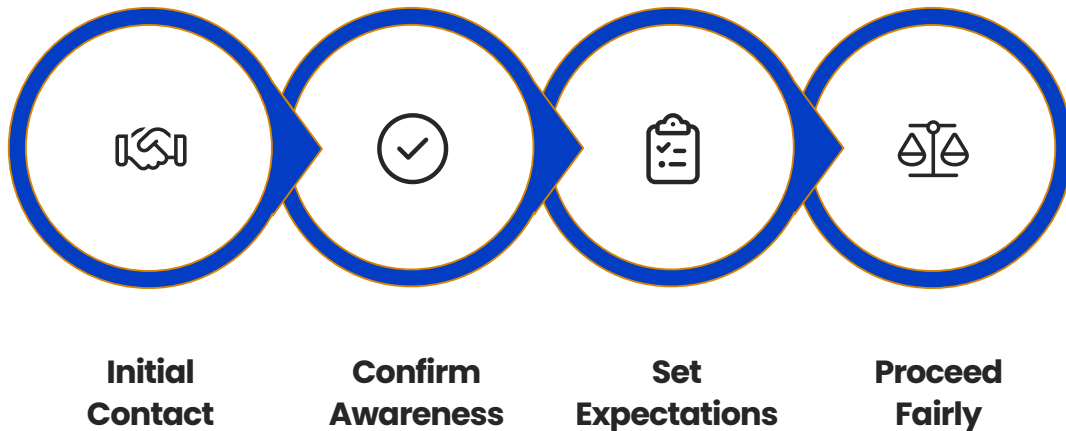
### **Confident & Solutions-Oriented (Best for Investors/Agents who prefer Action Language)**

*"Hi [First Name]. I've helped quite a few clients in your situation, and I know how important it is to keep things efficient, fair, and as stress-free as possible.*

*Quick question: Has your spouse or attorney also indicated they're open to discussing the home sale yet? The reason I ask is because it's really important for everyone to feel like they're being heard and treated fairly."*

**(If YES)** *"Awesome. I usually suggest a brief intro call with both parties, or we can involve your attorneys if that's a better fit. That keeps everything clean and moving forward."*

**(If NO)** *"Got it. Totally fine. When that conversation happens, I'd be happy to help you both evaluate your options and handle the process from start to finish."*



# Post-Closing Attorney Email Template

 **Goal: Stay top-of-mind, reinforce professionalism, and set up future referrals.**

## Option 1: Polished & Process-Oriented

**Subject:** Thank You – Smooth Closing at [Property Address]

Hi [Attorney Name],

I wanted to thank you again for the referral for [Client Names]. We were able to handle the listing with full transparency, minimal stress, and respect for both parties' timelines. Communication remained equal, and I made sure updates were provided to all involved throughout the process.

Everything closed smoothly last week, and I've already followed up with each party to close the loop. If you ever need support for future clients in similar situations, I'd be happy to step in early to help them understand their real estate options.

Let me know if you'd like a copy of my "Selling During Divorce" tip sheet—I'm happy to share.

Best regards, [Your Name] [Your Contact Info]

## Option 2: Friendly & Relationship-Focused

**Subject:** Thank You + Let's Stay in Touch

Hi [Attorney Name],

Just a quick note to say thank you for connecting me with [Client Name(s)]. I know these cases can be complex, but I made it a point to keep both sides informed and supported without adding any extra stress to the legal process.

If you ever have clients who just need someone calm and competent to step in and manage the real estate portion, I'd love to help. I also have a short "Divorce Seller Prep" guide if you'd like a copy to share.

Thanks again—looking forward to staying connected.

[Your Name]

# Quarterly Attorney Check-In Email Options

 **Goal: Stay visible, provide value, never feel salesy.**

1

## Q1 – Market Insight Email (Option 1: Professional)

**Subject:** Divorce Real Estate – Market Snapshot You Can Share

Hi [Attorney Name],

I thought you might find this quick market update useful. It outlines average days on market, current local values, and a few insights specifically relevant for divorcing homeowners looking to sell.

Let me know if you'd like a co-branded version to share with clients—I'd be happy to put it together.

Best, [Your Name]

2

## Q2 – Soft Reminder (Option 2: Friendly)

**Subject:** Just Checking In – Real Estate Support if Needed

Hi [Attorney Name],

Hope things are going well for you. Just a quick note to say if you're working with any clients this season who are navigating property division, I'm here to help. I make the process respectful, neutral, and easy to manage.

Always happy to provide a quick property evaluation or market overview if needed—no strings attached.

Warm regards, [Your Name]

### 3

#### **Q3 – Education Piece Offer (Option 3: Educational)**

**Subject:** FAQ: Common Concerns from Divorcing Homeowners

Hi [Attorney Name],

I've compiled a short handout that answers common questions homeowners ask when they're preparing to sell during a divorce—things like:

- Do we have to agree on price before we list?
- What happens if one party won't move out?
- How do we handle repairs when no one wants to pay?

Let me know if you'd like a copy or want to share it with your team.

Best, [Your Name]

### 4

#### **Q4 – Holiday Thank You (Option 4: Personal)**

**Subject:** Grateful for the Partnership

Hi [Attorney Name],

Just wanted to thank you for trusting me this year with your clients' real estate needs. It's always an honor to help people through these complicated transitions and make things just a little easier.

Wishing you and your team a peaceful and joyful holiday season.

All the best, [Your Name]

# Selling Real Estate During Divorce

## What You Should Know About Listing Your Home

### ***A Guide to Reducing Stress, Avoiding Pitfalls, and Making Confident Decisions***

1

#### **Start with Communication & Agreement**

- Both parties must agree to sell or be under a court order mandating the sale.
- If communication is difficult, your attorney can help coordinate decisions or delegate a third-party to manage the transaction.
- You don't have to attend appointments together, we can keep communication separate and neutral.

2

#### **Choose a Neutral, Experienced Real Estate Professional**

Work with someone experienced in divorce-related sales who understands how to:

- Keep communication balanced
- Remain neutral between parties
- Work seamlessly with attorneys and the court, if necessary

The goal is a smooth transaction that respects everyone's time, privacy, and equity.

3

#### **Understand the Home's Value and Timing**

- A market analysis (CMA), *which I can provide*, will help you understand what the property is worth.
- Your chosen agent can explain realistic pricing, estimated timelines, and what to expect from buyers.
- Waiting too long to list can reduce value or lead to unnecessary financial pressure.

4

### What Happens to the Sale Proceeds?

- Proceeds are typically divided based on your divorce agreement or court order.
- Your agent will coordinate with your attorney and title company to make sure funds are disbursed properly.
- We can schedule separate signings so no one has to attend closing together.

5

### You Have Options

- One party can buy out the other if they wish to keep the home.
- You may also decide to sell now and divide equity, your real estate agent can help evaluate both scenarios.
- If one spouse wants to stay in the house, but can't afford to buy it, it is possible an investor could be found to buy the property and lease it back.



### What You Can Expect from a Trusted Divorce Listing Specialist:

- Confidential, fair communication with both parties
- Coordination with attorneys for documentation and timelines
- Professional marketing that keeps your privacy protected
- Calm, solutions-focused support from start to finish