



Seller's Information



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THE SELLING ROADMAP



INTERVIEW

Find the right real estate agent for you



PRICING

Use CMAs in the area to determine a sale price for your home



STAGING

Prepare your home for photos for its debut on the market



MARKETING

Ads, social media, open houses, yard signs are used to ensure exposure



MLS

Your home will go live on the Multiple Listing Services, giving all agents access to view it



PHOTOGRAPHS

Professional photographs to capture your home and make it marketable online



OFFER

We will review all offers received and make sure you understand the terms of each contract



UNDER CONTRACT

After an offer is accepted, your home will be officially under contract



NEGOTIATIONS

We will negotiate any repairs or requests made by the buyer



CLOSING

Hooray! Time to hand over the keys to the new owners.

PHOTO PREP

GENERAL

- Clean all windows and mirrors
- Switch on all interior lights and open curtains
- Eliminate clutter and depersonalize the rooms

EXTERIOR

- Remove dead plants, leaves, branches from the lawn
- Mow the lawn
- Trim and tidy up the shrubs/plants
- Remove papers from the front yard
- Remove toys, hoses, and garbage bins
- Move vehicles, boats, etc. into the garage and out of driveway
- Make sure dogs are safely put up
- Remove the signs in the front lawn
- Clean the pool and remove the pool vacuum
- Straighten outdoor furniture
- Turn on all outdoor lighting, including pool lights

INTERIOR

Kitchen

- Remove mats, towels, cleaning supplies, and soaps
- Declutter the counter
- Remove any bins and food
- Remove clutter from the outside of the fridge

Living Room

- Place the furniture in the most aesthetically pleasing position
- Put away remotes, gaming systems, and toys
- Remove tablecloths, lounge covers, armrest covers
- Remove ornaments, bean bags, and pet beds
- Remove excessive furniture

Bathrooms

- Remove bathmats, bins, and cleaning products
- Remove soaps, personal hygiene products
- Hang a clean towel neatly on the towel rack

Bedrooms

- Make beds with your best linens and straighten pillows
- Ensure the bedside lamps are switched on
- Remove any bins and children's toys





PREPARING YOUR HOME

EXTERIOR

- Keep the grass freshly cut during the spring-fall months
- Keep the sidewalks/driveways/paths cleared of snow in the winter
- Porch swept and put an attractive mat for people to wipe their feet
- Remove all yard clutter
- Apply fresh paint/stain to wooden fences
- Paint the front door
- Weed and apply new mulch to garden beds
- Clean windows inside and out
- Wash or paint (if necessary) home's exterior
- Tighten and clean all door handles and light fixtures
- Ensure gutters/downspouts are firmly attached

INTERIOR

- Remove excessive wall hangings, furniture and knick-knacks
- Remove all/most "personal" items (photos, etc.) in order to help prospective buyers see themselves in your home
- Clean or paint walls/ceilings
- Shampoo carpets
- Clean and organize cabinets and closets – remove everything "excessive"
- Repair all plumbing leaks, including faucets and drains
- Bathtubs, showers, and sinks should be freshly caulked. The grout should be clean and in good condition.
- Clean all light fixtures and put bright bulbs in every socket. Buyers like bright and cheery.
- Clean ashes out of fireplace if applicable

CHECKLIST FOR MOVING

GIVE ADDRESS CHANGE TO:

- Post Office
- Charge Accounts/Credit Cards
- Subscriptions: Notice requires several weeks
- Friends and Relatives

BANK

- Transfer funds, arrange check cashing in new city

INSURANCE

- Notify company of new location for coverage's; Life, Health, Fire and Automobile Insurance

UTILITY COMPANIES

- Gas, Electric, Water, Telephone, and Fuel
- Get refunds on deposits made

MEDICAL, DENTAL, PRESCRIPTION HISTORIES

- Ask Doctor and dentist for referrals
- Transfer needed prescriptions, eyeglasses, and x-rays
- Obtain birth control, medical records, etc.

DON'T FORGET TO:

- Empty freezer
- Clean Refrigerator (Place charcoal to dispel odors)
- Have appliances serviced for moving
- Clean rugs or clothing before moving (have them wrapped for moving)
- Insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment
- Leave all keys, garage door openers, pool keys, etc. at the property or with your realtor for the new owner

ON MOVING DAY:

- Carry some cash to make sure you have your debit or credit cards to cover cost of moving services and expenses until you make banking connections in the new city.
- Carry jewelry and documents yourself or use registered mail.

AT YOUR NEW ADDRESS:

- Plan for transporting pets; they are poor traveling companions if unhappy
- Double check closets, drawers, and shelves to be sure they are empty
- Check on service for telephone, internet, cable, gas, water, and electricity
- Check pilot light on stove, water heater, incinerator, and furnace
- Have new address recorded on driver's license/apply for state driver's license
- Register your vehicles within 30 days to avoid penalties
- Register Children with the school district
- Arrange for medical services: doctor, dentist, specialist

NEXT MEETING

Please locate the following items and have them ready for our next meeting (if applicable):

- An extra key (or two is best). One to place in the lockbox and one to put in our office for a backup.
- A survey of your property
- Any loan information you have for payoff
- Any receipts for recent repairs done on the property.
- Completed Input Sheet submitted via the link emailed to you
- Any questions that you may have for me.

