

TEN STEPS TO SOLD
SIMPLIFYING THE JOURNEY

01

Consultation & Sign Agreement

We will sit down together to discuss your selling goals and timeline. You'll review our services and compensation and get all your questions answered before we sign an agreement to officially work together.

02

Home Assessment & Pricing Strategy

We will analyze your home's features, condition, and recent comparable sales to determine its estimated market value. Together, we'll develop a pricing strategy that balances your desired selling price with market conditions.

03

Prepare & Stage Property

Get your home ready to shine! We will talk about things like decluttering, deep cleaning, making any necessary repairs, and staging your home to highlight its best features and appeal to buyers. Some things you may be able to do yourself, other may require proffessional help.

04

Pre-Marketing, Photography & Implementation:

Professional photos and videos are a must! We will arrange for high-quality visuals to showcase your home in its best light to attract and impress potential buyers. To start drawing interest, the property will be marketed as "Coming Soon" online and by signage.

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05

Listing Launch & Going Live:

Your home's listing goes live or “Active” on the Multiple Listing Service (MLS) and become visable throughout hundreds of platforms like Zillow, Homes.com and Realtor.com with photos, descriptions and facts about the property. We also send complimentary postcards to the neighborhood and launch an online marketing campaign on Social Media.

06

Showings & Open Houses:

Buyers and their agents will schedule showings to view your home. We will also hold several open houses for both brokers/agents and the public.

07

Receive Offers:

Potential buyers will present their offers, detailing their suggested purchase price along with any additional terms. Some buyers may want to have a professional pre-inspection done before makning an offer, and we will coordinate this with you and the buyers agent.

08

Negotiate & Accept:

As offers come in, we will review them, and in close cooperation with you, we will negotiate with buyers (potentially with counteroffers), so you ultimately can accept the offer that best meets your needs and goals.

09

Inspections & Appraisals:

The buyer usually performs a home inspection to verify the condition of the property and spot potential issues, while the lender orders an appraisal to verify the home's value for the buyer’s financing. Findings from both may lead to further negotiations or credits.

10

Closing Day:

Your last step! You will complete all required paperwork to finalize the sale, transfer ownership of the property to the buyer, and receive your proceeds. Once everything is signed and sealed, you can celebrate the successful completion of the sale. Congratulations!

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PRE-LISTING CHECKLIST

GETTING READY TO LIST YOUR HOME

GENERAL

- ◻ Declutter: Remove excess items.
- ◻ Depersonalize: Store personal photos.
- ◻ Clean: Deep clean thoroughly.
- ◻ Neutralize Odors: Eliminate bad smells.
- ◻ Repair & Maintain: Fix minor issues.
- ◻ Paint Touch-Ups: Refresh with neutral paint.
- ◻ Lighting: Ensure all lights work.
- ◻ Temperature: Set a comfortable climate.
- ◻ Valuables: Protect important items.
- ◻ Pets: Arrange care for pets.

KITCHEN

- ◻ Appliances: Clean inside and out
- ◻ Counters: Clear and organize.
- ◻ Cabinets: Organize and declutter.
- ◻ Sink: Clean and shine.
- ◻ Pantry: Organize and check expiration dates.
- ◻ Lighting: Make sure it's bright!
- ◻ Trash: Empty all cans.
- ◻ Floors: Sweep and mop.
- ◻ Windows: Clean windows and blinds/curtains.
- ◻ Backsplash: Clean and touch up grout.
- ◻ Small Appliances: Put away extras.
- ◻ Hardware: Polish cabinet knobs and pulls.
- ◻ Under Sink: Organize and clean..

EXTERIOR

- ◻ Lawn: Mow and edge.
- ◻ Plants: Tidy and add mulch.
- ◻ Front Door: Clean or paint.
- ◻ Porch: Sweep and add a fresh mat & plant
- ◻ Windows: Clean.
- ◻ Siding: Clean or power wash.
- ◻ Driveway/Walkways: Clean and repair.
- ◻ Lighting: Ensure all lights work.
- ◻ Deck/Patio: Clean and stage.
- ◻ Gutters: Clean.
- ◻ Fences: Repair if needed.
- ◻ House Number: Visible and in good condition.
- ◻ Mailbox: Clean and repair.

LIVING & DINING ROOM

- ◻Declutter: Remove excess furniture and items.
- ◻ Surfaces: Dust and clean all surfaces.
- ◻ Fireplace: Clean and ensure it works.
- ◻ Windows: Clean windows and treatments.
- ◻ Floors: Vacuum or clean.
- ◻ Lighting: Ensure good lighting in both areas.
- ◻ Walls: Touch up paint.
- ◻ Electronics: Hide cords and cables.
- ◻ Artwork: Tasteful pieces to enhance the space.
- ◻ Mirrors: Make the room feel bigger.

BEDROOMS

- ◻Declutter: Clear away excess items.
- ◻ Bed: Make it neatly.
- ◻ Closets: Organize and tidy.
- ◻ Nightstands: Clear off the clutter.
- ◻ Surfaces: Dust everything.
- ◻ Windows: Clean windows and treatments.
- ◻ Floors: Vacuum or clean.
- ◻ Lighting: Ensure good lighting.
- ◻ Walls: Touch up paint.
- ◻ Dresser: Clear and organize.
- ◻ Mirrors: Clean and sparkling.

BATHROOMS

- ◻ Surfaces: Deep clean everything
- ◻ Declutter: Remove personal items.
- ◻ Towels: Fresh and neatly hung.
- ◻ Mirrors: Sparkling clean.
- ◻ Shower Curtain/Door: Clean or replace.
- ◻ Floors: Clean and mop.
- ◻ Grout & Caulk: Clean or repair.
- ◻ Toiletries: Minimize what's visible.
- ◻ Trash: Empty all cans.
- ◻ Air Freshener: Subtle scent.
- ◻ Ventilation: Ensure good airflow.
- ◻ Toilet Paper: Restock!
- ◻ Lighting: Brighten up!
- ◻ Rugs: Clean or replace.
- ◻ Hardware: Polish fixtures.

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PHOTOSHOOT PREPARATION
A CHECKLIST TO PREPARE FOR PHOTOS



General
- [ ] **Declutter:** Remove excess items, personal belongings, and unnecessary furniture. Less is more!
- [ ] **Clean:** Deep clean the entire house, paying close attention to floors, windows, and surfaces.
- [ ] **Depersonalize:** Put away family photos and personal items.
- [ ] **Neutralize:** Aim for a neutral and universally appealing look.

Kitchen
- [ ] **Counters:** Clear everything off, except for maybe one stylish appliance (like a coffee maker) and a bowl of fruit.
- [ ] **Sink:** Make sure it's empty and sparkling clean.
- [ ] **Cabinets:** No magnets or clutter on the outside.
- [ ] **Table:** Clear it off or set it simply with minimal place settings.

Bathrooms
- [ ] **Counters:** Clear of toiletries.
- [ ] **Toilet:** Lid down!
- [ ] **Towels:** Fresh, matching towels neatly hung.
- [ ] **Shower/Tub:** Remove personal items and clean thoroughly.

Living & Dining Rooms
- [ ] **Furniture:** Arrange to maximize space and flow.
- [ ] **Cushions:** Fluff pillows and fold throws neatly.
- [ ] **Mantle:** Simple and stylish décor only.
- [ ] **Dining Table:** Consider a simple centerpiece.

Bedrooms
- [ ] **Beds:** Made perfectly with clean, wrinkle-free linens.
- [ ] **Nightstands:** Clear, except for maybe a lamp and a book.
- [ ] **Closets:** Tidy and organized (buyers will peek!).

Exterior
- [ ] **Lawn:** Mow and edge.
- [ ] **Landscaping:** Tidy and add fresh mulch.
- [ ] **Cars:** Move cars out of the driveway.
- [ ] **Trash Cans:** Hide them away.
- [ ] **Hose/Gardening Tools:** Put them away neatly.

Final Touches
- [ ] **Lights:** Turn on all lights.
- [ ] **Blinds/Curtains:** Open for natural light.
- [ ] **Doors:** Open interior doors for flow.
- [ ] **Pets:** Keep them out of the way during the shoot.

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TIME FOR SHOWINGS

Showings are essential in the home selling process, allowing potential buyers to imagine living in your property. Keeping your home clean, inviting, and clutter-free enhances the showing experience and boosts the chances of a successful sale. Here's how to maximize their impact:

MUST-DOS BEFORE EVERY SHOWING:
To ensure your home is always ready to make a fantastic impression, please remember these essential steps before each scheduled showing:

- **Give Space:**
  Buyers feel more comfortable and can better visualize themselves in the space when the current occupants are not present.
- **Take Your Pets (and Their Evidence):**
  While buyers may love animals, not everyone does. Removing pets ensures no allergies or fears interfere. Don't forget to take pet food bowls, toys, and clean up any pet hair or accidents.
- **Hide Medications and Personal Items:**
  For privacy and security, ensure all medications and sensitive personal items are out of sight.
- **Quick Clutter Control:**
  If time is short, grab a laundry basket and quickly place any visible clutter into it. If you have time, take the basket with you during the showing. This instantly creates a tidier appearance.

SHOW-READY IN MINUTES: A TIME-BASED TIDY GUIDE

1 HOUR NOTICE

- **TARGET HIGH-IMPACT ZONES:**
  Living room, kitchen, bathrooms.
- **SURFACE SHINE:**
  Wipe counters and sinks for a fresh look.
- **AERATE & ILLUMINATE:**
  Open windows (weather permitting) and turn on all lights. Consider subtle scents.
- **FINAL TOUCH-UP:**
  Straighten pillows, fold blankets, and do a quick clutter sweep.

30 MIN. NOTICE

- **PRIORITIZE KEY SPACES:**
  Living room, kitchen, and the primary bathroom.
- **CLEAR & CLEAN:**
  Remove clutter from visible surfaces (tables, counters, vanities).
- **MAKE BEDS:**
  Ensure all beds are neatly made.
- **QUICK TIDY & LIGHT:**
  Straighten visible items, stow shoes/coats, and turn on main lights.

10 MIN. NOTICE

- **CLUTTER CONTROL:**
  Use a "grab-and-go" basket for immediate clutter removal.
- **SPOT CLEAN:**
  Quickly wipe away any visible spills or marks.
- **LIGHTING CHECK:**
  Ensure main lights are on.
- **FINAL SCAN:**
  Take a quick look for any glaring issues.

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