

The Sellers Roadmap

THE SELLER'S ROADMAP



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INSPECTION
The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.

FINAL DETAILS
While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

UNDER CONTRACT
At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

CHOOSING AN OFFER
Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.

OFFERS AND NEGOTIATION
If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

MEET WITH A REAL ESTATE PROFESSIONAL
There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

ESTABLISH A PRICE
Your agent will provide a market analysis, which will help you set an asking price.

PREPARE YOUR HOME
View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

LIST IT FOR SALE
When everything is in place your agent will put your home on the open market. It's critical you make it as easy as possible for potential buyers to view your home.

SHOWINGS
Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.

STRATEGIC PRICING
As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

CONGRATULATIONS!

YOU'VE SUCCESSFULLY SOLD YOUR HOME!



CLOSING
This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.

Ready, Set, Stage! Use this handy checklist to prepare your home for potential buyers.

1. Plan Ahead

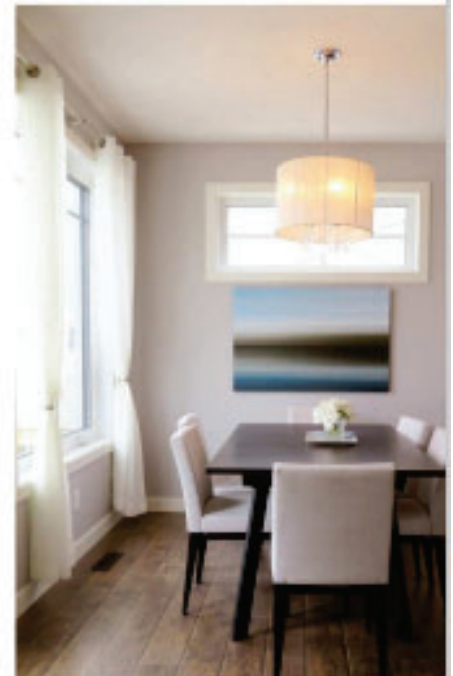
- Walk through each room and critique the home from a buyer's perspective.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Hold a yard sale. Sell, donate or trash anything you don't need.

2. Clean, Declutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of dust bunnies.
- Repair cracks and holes in walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels.
Tip: pale blues and greens are good for bathrooms.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Declutter garage and store unnecessary items off site.
- Secure valuable items, including cash and jewelry.

3. Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean backyard and pool area.



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4. Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear all countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

5. Appeal to the Senses

- Bake cookies or burn scented candles.
- Offer light refreshments.
- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights.
- Open windows to let in fresh air.
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets on the day of the open house.
- Refrain from smoking in the home.

6. Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in driveway and sidewalks.
- Sweep entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Plant colorful flowers and shrubs.
- Store toys or equipment lying on the yard.
- Clean gutters and downspouts.



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