



# THE 'SOLD' PLAYBOOK

YOUR HOME-SELLING TO-DO LIST



# Dear homeowner—

You're taking the first step towards a huge life milestone: selling your home – Congratulations! This guide is your resource for each phase of selling, including questions to ask yourself and checklists that will make this process as seamless as possible. Let's get started, shall we?!

*-Stephanie Smith*





# Seller's Roadmap

- 01 \_\_\_\_\_ Choose  
Your Agent
- 02 \_\_\_\_\_ Prepare  
Your Home
- 03 \_\_\_\_\_ Strategic  
Pricing
- 04 \_\_\_\_\_ Staged vs.  
Vacant
- 05 \_\_\_\_\_ Modern  
Marketing
- 06 \_\_\_\_\_ Showing  
Your Home
- 07 \_\_\_\_\_ Closing  
Process

STEP ONE

# Choose Your Agent

## What to look for in a real estate agent

The right real estate agent should have an in-depth understanding of your goals, your market, and a track record for finding buyers at the price and terms their clients want.



## Interview agents to understand if they're the right fit:

- What's your experience selling?
- How will you determine a price?
- What should I do to prepare my home?
- How will you market my home?
- What's your avg. sale-to-list price ratio?

## STEP TWO

# Prepare Your Home

### Consider home repairs

Most buyers gravitate towards homes that are move-in ready.

Making repairs ahead of listing your home will boost the sale price & keep the sales process moving quickly once a buyer shows interest.

### Property walk through

Your agent should walk the home with you to determine what repairs and upgrades are worthwhile to make before listing. In this step, it's important to think about your home from a future buyer's perspective.

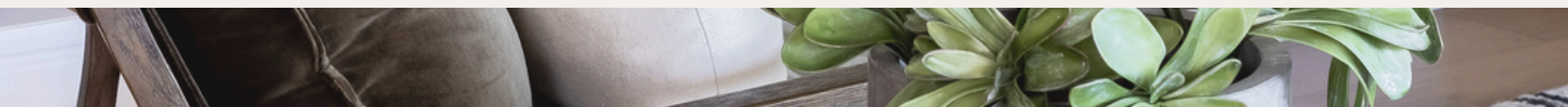
### Small improvements that make a big difference

- Deep cleaning
- Decluttering & depersonalizing
- Making minor repairs
- Sprucing up the exterior



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and *see what they see within the first 8 seconds.*"

BARBARA CORCORAN



# Listing Preparation Checklist

## DEEP CLEAN

- Vacuum carpets, sweep & mop floors, & wipe down surfaces
- Clean windows (interior and exterior)
- Clean appliances (inside and out)
- Wipe down cabinets, counters, tables & backsplash
- Scrub sinks, showers, tubs & toilets
- Eliminate odors with baking soda opening windows for ventilation

## CURB APPEAL

- Lawn care: Mow the grass, trim bushes, weed & clear debris
- Landscaping: Add fresh plants & flowers
- Power wash: Clean the driveway, walkways, siding & deck/patio
- Front door: Repaint or clean the door, remove cobwebs & polish hardware
- Gutters: Ensure gutters and downspouts are free of debris

## DECLUTTER & DEPERSONALIZE

- Clear out personal items, papers, toys, and excess decor to create a clean and neutral space
- Declutter and organize closets, cabinets, and garage
- Donate or store extra furniture & belongings
- Remove fridge magnets & other personal mementos

## REPAIRS & MAINTENANCE

- Minor issues: Patch holes, fix leaky faucets or creaky doors
- Paint: Refresh walls & trim with neutral colors to appeal to more buyers
- Lighting: Replace burned-out bulbs & update or repair fixtures
- HVAC: Clean or replace air filters & confirm systems are running properly
- Appliances: Confirm all appliances are clean & working
- Hardware: Tighten loose door knobs and cabinet pulls

# Strategic Pricing

01

\_\_\_\_\_

Your property attracts the most interest when it is first listed.

02

\_\_\_\_\_

Properties that are priced correctly from the beginning typically sell for more in the end.

03

\_\_\_\_\_

Overpriced homes sit on the market longer.



Your agent should *thoroughly evaluate the market* to determine the value of your home and price it appropriately.



# PRICING STRATEGIES PRICING STRATEGIES



## BELOW MARKET VALUE

- + The home will generate interest
- + A quicker sale is likely
- + May receive multiple offers
- Risk of selling at a lower price



## AT MARKET VALUE

- + No appraisal issues
- + Buyers will recognize a fair price
- + Listing will appear on more relevant buyer searches



## OVER MARKET VALUE

- Home will take longer to sell
- More hesitation from buyers
- The home might not appraise by the buyer's lender



STEP FOUR

# Staged vs. Vacant

The key is nailing the first impression with buyers—

Staging can be a great tool to help buyers imagine themselves in your space.

There are also cases when a move-in ready vacant home can be just as appealing.

I work with my clients on a case-by-case basis to determine what works for their unique home & situation.

Together with your agent, you can create *warm & inviting atmosphere* that makes buyers excited to be there— vacant or staged!



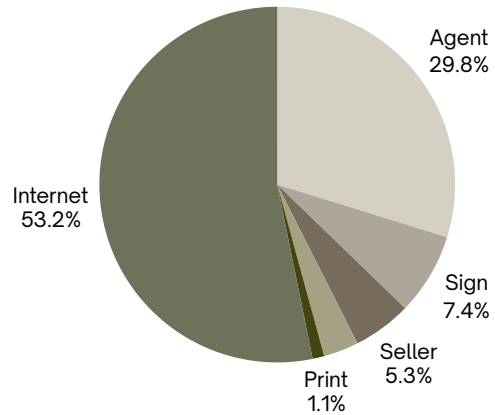
## STEP FIVE

# Modern Marketing

### 01 DIGITAL MARKETING

More than likely, the first place a buyer will see your home *is on the internet*.

Work with an agent who will maximize your home's visibility online with things like:



- Photo & video
- Email marketing
- Social media marketing
- Targeted ads

### 02 TRADITIONAL MARKETING

Equally important are traditional marketing strategies that work hand-in-hand with digital marketing.

Work with an agent who offers a robust traditional marketing package - things like:



- Open houses & showings
- Broker previews
- Postcards to neighbors
- Yard sign captures

# Showing Your Home

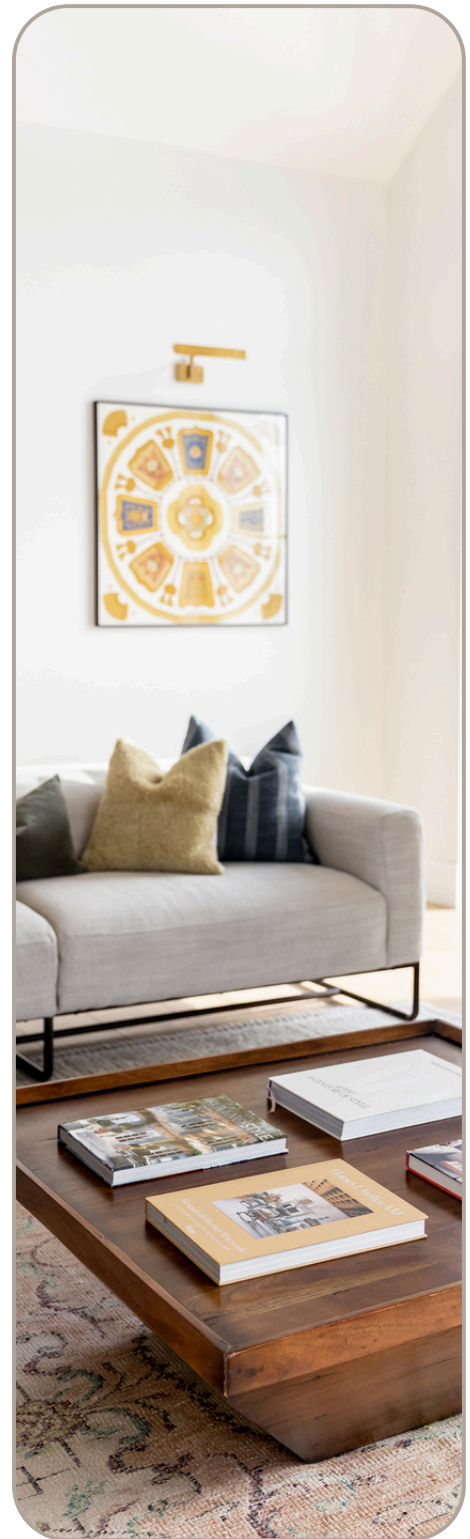
## Next up - Showing time!

Together with your agent, you'll decide on parameters for welcoming interested buyers your home.

Your agent will provide you with an electronic lockbox to store keys. Anytime it is accessed your agent is notified.

### BEST PRACTICES FOR SHOWINGS

- Electronic lockbox is utilized
- Showings are designated for pre-qualified buyers only
- 30-minute tours
- Owner has stepped out
- Pets are secured or vacated
- Feedback is gathered & shared with owner



# Showing Preparation Checklist

## INTERIOR

- Remove personal items & excess decor
- Wipe down counters, tables & surfaces
- Vacuum carpets, sweep & mop all floors
- Turn on lights & open blinds
- Open windows briefly to neutralize odors
- Don't over do it with candles or scents
- Ensure temperature feels comfortable

## EXTERIOR

- Mow lawn, trim bushes & clear weeds
- Sweep porch, clean doors & hardware
- Clean windows (inside & out)
- Clear leaves & debris
- Arrange patio furniture neatly
- Clean outdoor areas
- Remove cars from driveway

## GET GRANULAR

### Living Room

- Fluff pillows & cushions
- Fold blankets neatly or store them
- Store remote controls & clutter

### Kitchen

- Clear & wipe countertops
- Put away dishes & empty sink
- Take out the trash
- Clean appliances (inside & out)
- Hide sponges & dish soap

### Pet Prep

- Remove pet beds, toys & food bowls
- Eliminate pet odors

### Bedrooms

- Make all beds neatly
- Put away laundry & clothes
- Clear nightstands/ dressers of clutter
- Open blinds & curtains for light

### Bathrooms

- Close toilet lids & shower curtains
- Wipe down mirrors & countertops
- Hang clean towels neatly
- Put away personal items
- Empty trash cans

### Final Touches

- Turn on all lights
- Open all blinds & curtains
- Store & secure valuables



# Closing Process

If priced and marketed correctly, your home will start to receive offers! The closing process begins once you accept an offer. These are the major milestones to expect:

01

## Escrow

The buyer deposits earnest money into a neutral escrow account, which holds funds until the transaction is complete.

02

## Buyer's Due Diligence

The buyer orders an inspection to ensure the property's condition is clear of major issues.

03

## Loan Approval & Appraisal

The lender orders an appraisal to confirm the home's value meets or exceeds the purchase price. The lender approves the buyer for the mortgage.

04

## Final Walkthrough

Before closing, the buyer conducts a final walkthrough to confirm the property's condition is as-expected.

05

## Closing Day

The buyer signs documents, pays closing costs, receives keys, and takes possession, while the seller receives the sale proceeds.

06

## Packing & Moving

The owner can start packing up their belongings and planning to move! Congratulations!

## ABOUT ME

# What You Can Expect Working With Me

### *I'm Curious*

I want to have a clear understanding of your goals, who you are, and what your home means to you.

### *I'm Committed*

I bring my A-game to every transaction, and I'm committed to achieving the best outcomes for my clients.

### *I'm Proactive*

I'm always one step ahead, anticipating potential roadblocks and finding creative solutions to overcome them.

### *I'm Personal*

I believe in building relationships on mutual respect (and some humor!). I've found this is what leads to the best outcomes.

My speciality is helping homeowners get the best price and terms for their home. Shoot me a message if you have any questions about the sales process or what working together could look like - I'm here to be a resource to you!



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Follow along  
on with me!



# What's Next?



## Know what your home is worth

Get a free market analysis tailored to your home and neighborhood. See what similar homes are selling for & understand what buyers in [City Name] are looking for.

[CALCULATE THE VALUE](#)

## Ready to list ASAP?

Let's create a custom selling strategy to get your home sold quickly and for top dollar. We'll identify a competitive price and implement a proven marketing plan tailored to your home.

[SCHEDULE A 15 MIN CHAT](#)

## Not selling anytime soon?

That's okay! I'm here to be a resource regardless - if you have any questions, don't hesitate to reach out.

[FOLLOW ALONG WITH ME](#)