



COLDWELL BANKER
REALTY

FROM LISTED TO SOLD

SELLER GUIDE

DENISSE HICHES- RODRIGUEZ
REAL ESTATE AGENT



DENISSE
COLLECTIVE

SELLER GUIDE

TABLE OF CONTENTS

Introduction

Initial Consult

The Home Selling Process

8 Steps to Selling Your Home

Step 1: Defining Your Selling Goals

- Assessing Your Current Situation & Home
- Common Seller Mistakes to Avoid
- Your Personalized Listing Strategy

Step 2: Preparing Your Home for the Market

- Pre-Listing Checklist
- What to Fix Before Selling
- Discretionary Updates That Add Value
- 5 Curb Appeal Tips
- Pre-Sale Home Inspection

Step 3: Pricing Your Home to Sell

- Understanding Pricing Strategy
- Key Factors That Impact Your Home's Value
- Smart Pricing, Myths, Mistakes & Market Insights
- Determining Fair Market Value

Step 4: Staging & Photography

- Home Staging Tips & Why consider it
- 5 Essential Home Staging Tips
- Why Photography is important
- Pre-Photography Checklist

Step 5: Listing & Marketing Your Home

- Professional Listing Strategy
- Our Marketing Strategy

Step 6: Showings & Open Houses

- Home showings
- Open Houses
- Important Information
- Open House Checklist

Step 7: Offers & Negotiations

- Terms & conditions of an offer
- Factors to Consider When Evaluating Offers
- Counteroffers & Negotiation Strategies

Step 8: Under Contract to Closing

- Home Inspections & Possible Repairs
- Appraisal & Final Walkthrough
- Closing Checklist
- Closing Day: Congratulations!
- Final Steps for Sellers

Additional Resources

- Real Estate Terms Explained
- Notes Page
- Contact Information



YOUR LOCAL NEIGHBOR & REAL ESTATE AGENT



Hi, I'm Denisse Hiches-Rodriguez.

I'm a real estate agent with Coldwell Banker Realty serving Central Ohio and the greater Columbus area, helping individuals and families navigate one of the most important financial decisions they will make – buying or selling a home.

My background in finance and accounting allows me to approach real estate with a more strategic perspective than many agents. I don't just see a property as a transaction – I look at how each decision fits into a client's broader financial goals, equity growth, and long-term investment strategy.

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Whether you are a first-time homebuyer, a homeowner preparing to sell, or an investor exploring opportunities in the Central Ohio real estate market, I believe you deserve clear guidance, honest information, and a well-defined strategy that protects your interests.

Real estate should never feel confusing or high-pressure. My goal is to provide a structured, informed, and transparent process so you can move forward with confidence when buying or selling a home in Central Ohio.

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Initial Consult

WHAT TO EXPECT

A STRATEGY SESSION DESIGNED TO GIVE YOU CLARITY

The initial consultation is designed to help you better understand where you stand, what may be possible, and what steps may make the most sense moving forward. During this meeting, we will talk through your goals, timeline, budget, and overall readiness so we can begin building a strategy based on your situation.

This consultation is meant to be informative, personalized, and pressure-free.

GOALS AND TIMELINE

We will discuss what you are hoping to accomplish, your ideal timing, and any life or financial factors that may affect your move.

BUDGET AND FINANCING READINESS

We may review your general budget, down payment position, debt picture, and whether the next best step may be lender pre-approval or financial preparation first.

HOME SEARCH STRATEGY

We may discuss the type of home, location, lifestyle needs, and priorities that will help shape a more focused and realistic search.

NEXT STEPS

Before the consultation ends, we will identify the most appropriate next step based on your current position, whether that means connecting with a lender, strengthening your finances, preparing for home tours, or creating a timeline to get there.



[AGENDA TU CONSULTA GRATIS AQUI](#)

HOMESELLING PROCESS

A COMPLETE ROADMAP TO A SUCCESSFUL SALE



LEVELS OF SERVICE

COMMISSION OPTIONS FOR HOME SELLERS

PACKAGE 1

2%
COMMISSION

Professional Photography
MLS Listing + Major Website
Syndication
For Sale Yard Sign
Open House Hosting
Home Prep Guidance (Staging
+ Contractor Referrals)
Buyer Showings Coordination
Offer & Negotiation Support
Weekly Seller Updates
Final Walkthrough
Coordination
Closing Review
Buyer Utility Info

PACKAGE 2

2.5%
COMMISSION

**EVERYTHING IN
PACKAGE 1+**

Social Media Marketing
(Instagram, Facebook)
Online Media Ads (Google,
Facebook, Instagram)
Text & Email Blast to Buyer
Pool & Agents
Property Brochures for
Showings & Open Houses
Attendance at Buyer
Inspections & Closing for
Added Support

PACKAGE 3

3%
COMMISSION

**EVERYTHING IN
PACKAGE 1 & 2+**

Drone Footage
Professional Videography
Virtual Tours
Just-Listed Postcards
Mailed to Local Buyers
Featured Property Flyers
for High-End Exposure

most popular

LOOKING FOR A CUSTOM SERVICE PACKAGE?

CONTACT ME FOR A PERSONALIZED PLAN TO
MEET YOUR NEEDS!

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BUYER COMPENSATION

UNDERSTANDING BUYER AGENT COMPENSATION

A buyer's agent is a licensed real estate professional who represents your interests throughout the home-buying process. Their primary role is to help you find the right property, negotiate the best deal, and guide you through the transaction. By leveraging their expertise, market knowledge, and negotiation skills, a buyer's agent saves you time and ensures you get the best value for your investment.

HOW ARE BUYER AGENTS COMPENSATED?

OPTION 1: SELLER OFFERS FULL COMPENSATION

The seller pays the buyer's agent a commission, usually a percentage of the sale price, which comes from the proceeds of the sale. The buyer pays nothing extra. This is a common practice and often outlined in the listing agreement.

Example: If the seller offers a 3% commission on a \$300,000 home, the buyer's agent receives \$9,000 from the seller.

OPTION 2: SELLER OFFERS PARTIAL COMPENSATION

The seller offers to pay a portion of the buyer's agent's commission, but not the full standard rate. Because the seller offers a reduced commission, the buyer covers the difference to fully compensate their agent.

Example: If the seller offers 2% (\$6,000 on a \$300,000 home) while the market standard is 3%, the buyer's agent receives \$6,000 from the seller, and the buyer agrees to pay the remaining 1% (\$3,000) to meet the agent's standard commission.

OPTION 3: SELLER DOES **NOT** OFFER COMMISSION

The seller offers no commission for the buyer's agent. In this case, the buyer agrees to pay the agent directly, typically through an agreement made prior to the home search.

Example: If the home sells for \$300,000 and the commission is 3%, the buyer directly pays their agent \$9,000.

BUYER COMMISSION

WHY OFFERING COMMISSION MATTERS

When it comes to selling your home, the right strategy makes all the difference. Offering compensation to buyer agents is one of the most effective ways to increase exposure, attract motivated buyers, and create a smoother, more successful sales experience. Here's how it benefits you:

WIDEN YOUR REACH

Offering a commission attracts motivated buyer agents who actively promote your home to qualified clients. This expands your exposure and increases the chances of getting the right offer.

STAND OUT IN THE MARKET

In a crowded marketplace, incentivizing buyer agents gives your listing a competitive advantage. It signals that you're a serious, proactive seller — making your property more attractive to both agents and buyers.

SELL FASTER & MORE EFFICIENTLY

Listings with a buyer agent commission tend to move quicker. With more agents eager to show your home, you're more likely to receive timely offers and reduce days on market.

BOOST YOUR FINAL SALE PRICE

Increased buyer activity often leads to stronger competition — which can drive up your home's value. Properties that offer a buyer agent commission are statistically more likely to sell for a higher price.

ENSURE A SMOOTH, PROFESSIONAL PROCESS

Buyer agents do more than show homes — they coordinate logistics, guide their clients, and help navigate every step of the purchase. Their involvement helps reduce stress, prevent errors, and support a seamless closing.

CONFIDENT NEGOTIATIONS

With a skilled agent advocating for the buyer, negotiations stay focused and professional. This leads to clearer communication and terms that benefit both parties, helping your sale stay on track.



8 STEPS TO SELLING A HOME

8 STEPS TO SELLING

YOUR HOME: OUR PROVEN CONCEPT

① STEP ONE Define your selling goals

Before listing your home, take time to clarify your goals. Determine your reason for selling, whether it's to upgrade, downsize, or relocate. Establish your ideal timeline and the minimum price you're willing to accept. Understanding current market conditions will help you make informed decisions throughout the process.

② STEP TWO Prepare your home for the market

First impressions matter. Start by decluttering, deep cleaning, and depersonalizing your home to create a neutral, inviting space. Address any necessary repairs, such as roof issues, foundation cracks, or outdated electrical and plumbing. Consider minor upgrades, like fresh paint or modern fixtures, to enhance your home's appeal and increase its value.

③ STEP THREE Pricing your home to sell

Setting the right price is key to attracting buyers and maximizing your return. We will conduct a Comparative Market Analysis (CMA) to determine your home's fair market value based on recent sales and active listings. Pricing competitively from the start helps generate interest and can lead to stronger offers.

④ STEP FOUR Photography and staging

Presentation is everything. Professionally staged and well-photographed homes attract more buyers and sell faster. We'll help you highlight your home's best features by arranging furniture, enhancing lighting, and creating an inviting atmosphere. Professional photography ensures your listing stands out online, drawing in more potential buyers.

5 STEP FIVE Listing and Marketing

Once your home is prepared, it's time to showcase it to potential buyers. A strong listing strategy ensures maximum exposure across online platforms, social media, and traditional marketing channels. Our customized marketing plan will generate interest, drive showings, and position your home to sell quickly and for the best possible price

6 STEP SIX Open Houses and Showings

Giving buyers the opportunity to experience your home in person is a crucial part of the selling process. We will schedule open houses and private showings to maximize exposure and attract serious offers. To make a lasting impression, ensure your home is clean, well-lit, and staged for success. Flexibility with showing times and maintaining a welcoming atmosphere will help buyers envision themselves living in the space, increasing your chances of receiving strong offers.

7 STEP SEVEN Offers and Negotiations

Once offers start coming in, it's time to evaluate them carefully. We'll review each offer, considering not only the price but also terms like contingencies, financing, and closing timelines. If needed, we'll negotiate on your behalf to secure the best possible deal. The goal is to maximize your profit while ensuring a smooth transaction that aligns with your needs.

8 STEP EIGHT Under Contract to Closing

Once you accept an offer, the final steps begin. The buyer will schedule a home inspection, which may lead to repair requests or negotiations. An appraisal will determine if the home's value aligns with the purchase price, impacting financing. During this period, contingencies are addressed, and escrow ensures all documents and funds are properly handled. Staying proactive and responsive will help ensure a smooth closing process.



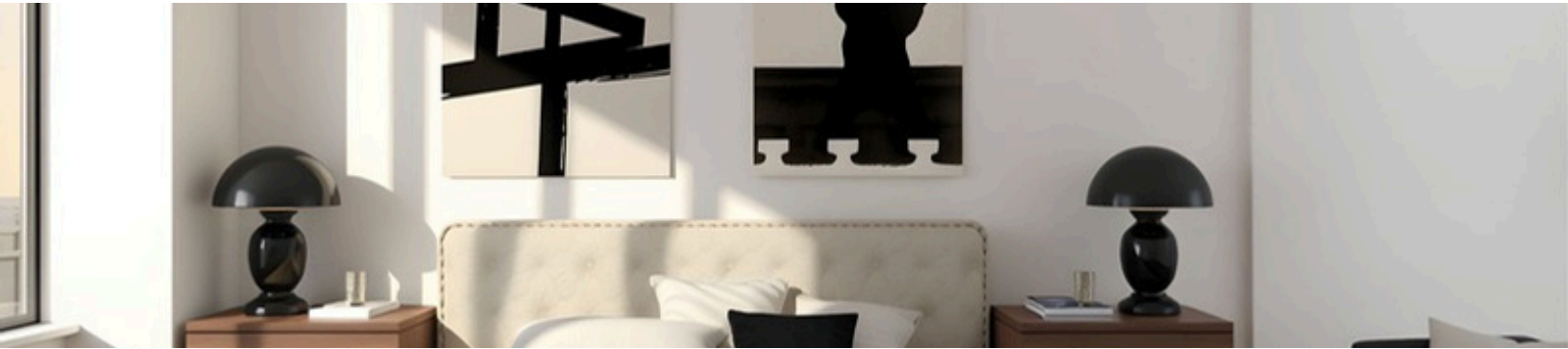


STEP ONE

DEFINING
YOUR SELLING
GOALS

YOUR CURRENT

SITUATION: UNDERSTANDING YOUR HOME



-
- WHY ARE YOU SELLING YOUR HOME?
 - WHAT ARE YOUR FAVORITE FEATURES OF YOUR HOME?
 - WHAT DO YOU LIKE MOST ABOUT YOUR NEIGHBORHOOD?
 - WHAT ATTRACTED YOU TO YOUR HOME AND MADE YOU BUY IT?
 - WHAT PRICE DID YOU PAY FOR YOUR HOME?
 - HOW LONG HAS YOUR HOME BEEN ON THE MARKET?
 - WHAT IS THE MINIMUM PRICE YOU WILL ACCEPT?
 - DOES YOUR HOME HAVE ANY STRUCTURAL DAMAGE?
 - WHAT ARE YOU LOOKING FOR IN A REAL ESTATE AGENT?
 - WHERE ARE YOU MOVING TO? HAVE YOU ALREADY FOUND A HOME?
 - WHEN ARE YOU MOVING TO YOUR NEW HOME?
-

COMMON SELLER MISTAKES

Selling a home comes with potential pitfalls that can cause delays and financial setbacks. To ensure a smooth and successful sale, avoid these six common mistakes:

SKIPPING THE PREP WORK

A home that shines sells faster. Deep cleaning, depersonalizing, and removing clutter allows buyers to envision themselves in the space – and boosts perceived value.

DOING IT ALONE

Selling without a professional can lead to missteps, missed opportunities, and lower offers. A knowledgeable real estate agent brings marketing, pricing strategy, and negotiation expertise to help you sell smarter.

MISPRICING THE PROPERTY

Setting the wrong price – too high or too low – can stall your sale or leave money on the table. A strategic price based on market data attracts serious buyers and creates demand from day one.

UNDERESTIMATING SELLER COSTS

From closing costs to repairs and commissions, selling comes with expenses. Planning ahead helps you avoid surprises and stay in control of your bottom line.

USING POOR-QUALITY PHOTOS

Your online listing is your first impression. Professional photos highlight your home's best features and make it stand out in a crowded market.

MAKING SHOWINGS DIFFICULT

The more accessible your home is, the more potential buyers will see it. Being flexible with showings increases your chances of receiving strong offers quickly.



YOUR LISTING STRATEGY



STAGING YOUR HOME

We strategically stage your home to attract buyers, helping them envision living there. A well-staged home sells faster and for top dollar.


PHOTOGRAPHY

High-quality photos, aerial shots, and virtual tours will showcase your home at its best, maximizing visibility and buyer interest.

ADVERTISING & MARKETING

We use a targeted marketing approach, listing your home on major real estate platforms (MLS, Zillow, etc.), leveraging social media, and creating custom marketing materials (brochures, postcards, flyers) to reach the right buyers.





STEP TWO

PREPARING
YOUR HOME
FOR THE
MARKET

PRE-LISTING CHECKLIST



KITCHEN

- Organize and declutter pantry and cabinets
- Deep clean countertops, drawers and cabinetry
- Deep clean fridge, freezer, stove, oven and microwave
- Ensure appliances are working
- Take out trash

BATHROOM

- Organize and declutter cabinets and drawers
- Replace caulk around sink, tub and shower
- Clean and repair grout
- Remove stains, rust and mildew
- Deep clean tiles, showers, toilets, and sinks
- Replace worn rugs, towels and shower curtain
- Ensure everything works and check water pressure

BEDROOM

- Declutter and organize closets
- Organize furniture
- Dust nightstands and dresser
- Clean shades and curtains
- Clean bedsheets, linen and replace old pillows

LIVING ROOM

- Dust shelves, art and furniture
- Mop floors and vacuum carpets
- Clean fireplace
- Fluff couch pillows

GARAGE

- Declutter and organize items in bins or shelves
- Wash floors
- Make sure garage doors are working

WHAT TO FIX

BEFORE SELLING YOUR HOME

Before listing your home, it's essential to address any potential issues that could slow down the selling process or affect your home's value. Buyers pay close attention to major systems like **the roof, HVAC, plumbing, electrical, and foundation**, so ensuring these are in good condition can prevent surprises during inspections.

Small repairs, fresh paint, and curb appeal updates can also make a big difference in attracting buyers and maximizing your home's marketability. Taking these steps upfront helps create a smoother, more profitable sale.

FOUNDATION & ROOF PROBLEMS

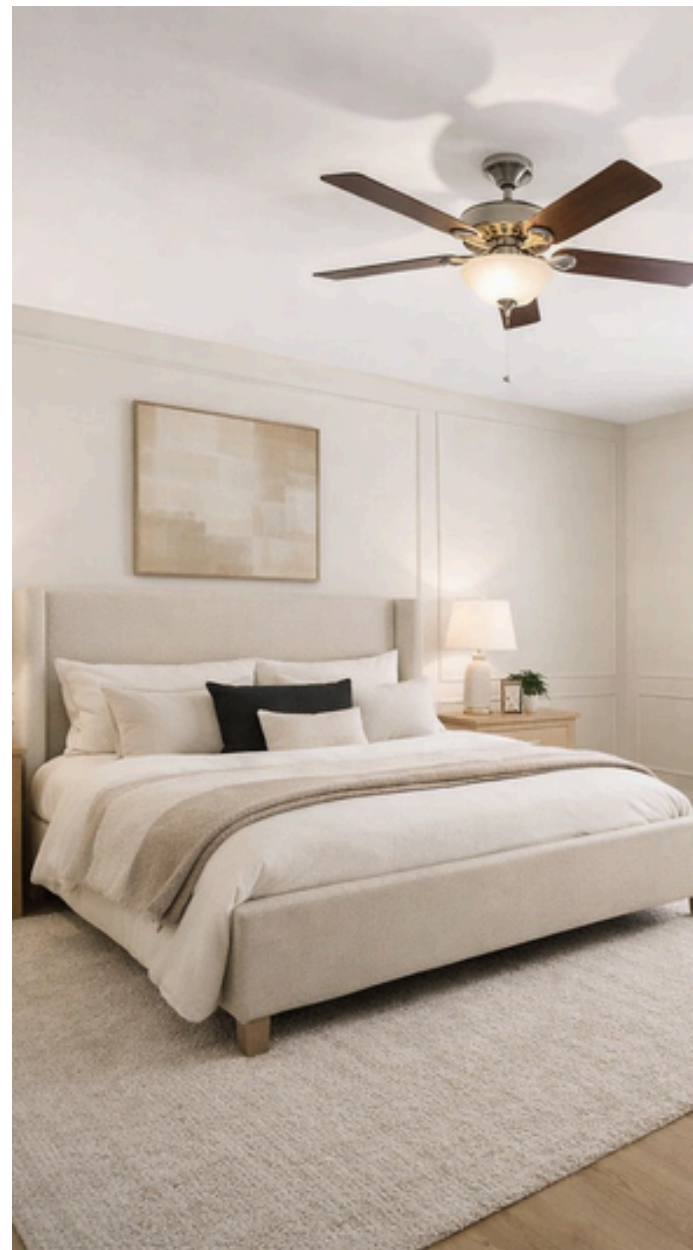
A severely damaged foundation threatens your entire home's structural integrity, making it difficult to sell. An aging roof can decrease your property value and can cause attic leaks, poor ventilation, and high energy bills. Make sure both the foundation and the roof are in good shape.

PLUMBING PROBLEMS

Water damage caused by plumbing problems is serious since it can lead to mold and dry rot. Easy-to-fix issues include replacing a washer's leaky faucet or a toilet's wax ring.

ELECTRICAL PROBLEMS

Electrical problems are responsible for 51,000 fires every year. Replace missing wire nuts, frayed wiring, and faulty light switches, and replace outdated circuit breakers.



WHAT TO FIX

BEFORE SELLING YOUR HOME



HEATING, AC & VENTILATION

Installing a new HVAC unit can be a couple of thousand dollars, so it's an expense that buyers will want to avoid taking. If your system isn't working or running efficiently, a qualified technician may be able to repair it. An older HVAC can also bring down the appraised value of your home if other houses in the area have newer units.

EXTERIOR

There are few things more essential than having excellent curb appeal. Moss growth on the roof, missing shingles, and problems with the siding are all things that buyers will notice. Try to get all these things patched up before showing your home to potential buyers.

MODERN SAFETY

One of the first things home inspectors or appraisers look for is smoke and carbon monoxide detectors. Every state requires in-home smoke detectors; carbon monoxide detectors are required in all but a handful. Make sure you know your state and local laws – or check with your Real Estate Agent.

DISCRETIONARY UPDATES

You can make fixes to a home that will offer you significant benefits. Consider these optional upgrades to add value or make your home look extra nice to potential buyers.

Kitchen

Kitchens are the heart of your home. Make sure cabinets are clean and functioning. Consider investing in shiny new appliances or updating old countertops.

Paint

Fresh paint will instantly make any space feel fresh and clean. Also, it's an easy and affordable upgrade.

Brighten dark areas

Adding new light fixtures is also a quick fix that doesn't cost a fortune. Transform a gloomy, cramped room into a bright, welcoming spot with a more spacious feel.

Refinish hardwood floors

Beautiful hardwood floors are among home buyers' most coveted features. If yours are dull or scuffed up, it's worth the expense to refinish them.



5 CURB APPEAL TIPS

TO SELL YOUR HOUSE FASTER

SPRUCE UP THE LANDSCAPING

You want your landscaping to look pristine and clean when buyers pull up to it. It's the first impression a potential buyer will see so make sure to mow your lawn, prune trees and shrubs, and remove weeds and dead branches. Adding new mulch and potted plants or flowers will also make a big difference.

POWERWASH YOUR DRIVEWAY

You may not notice your driveway as you pull in your car each day, but a lot of buyers will. Make sure to power wash your driveway to get rid of tire marks, dirt and oil spots.

PAINT YOUR FRONT DOOR

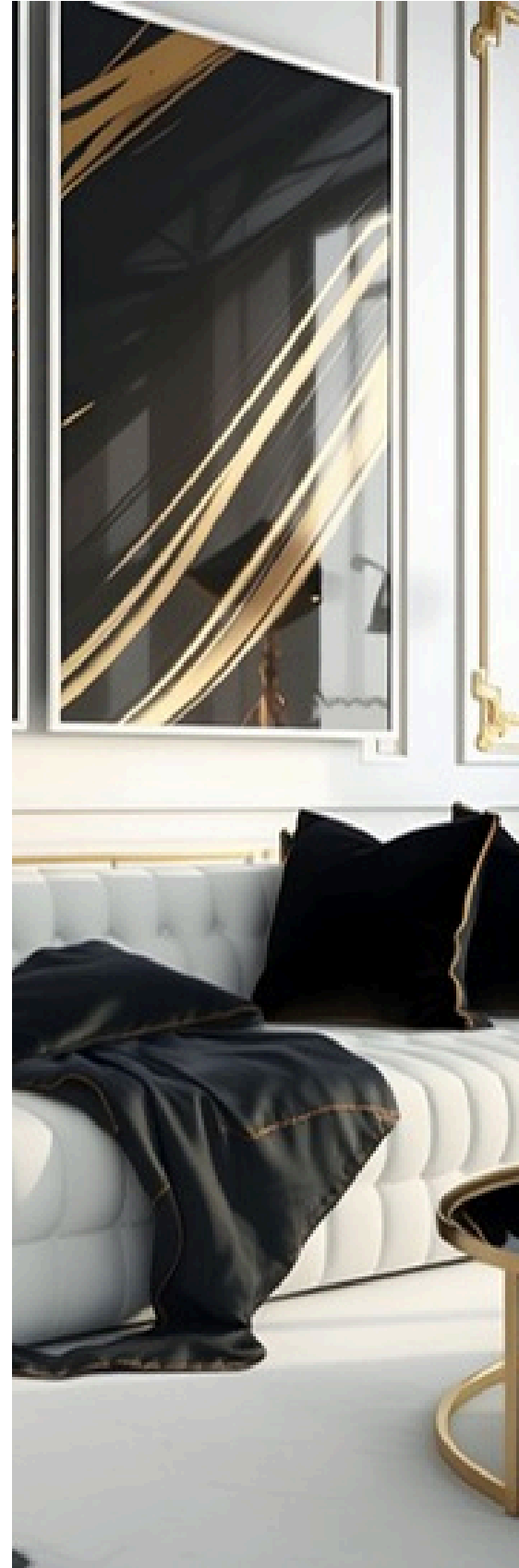
As the main entrance to your home, the front door is a worthwhile place to make an improvement before getting ready to sell. Replace your old front door or repaint it depending on how it looks.

SWAP OUT FIXTURES

To give your home's exterior a modern look, replace outdated light fixtures and old house numbers. You can also replace your old mailbox with a new one to make your house look more inviting.

ADD OUTDOOR FURNITURE

Livable outdoor space is high on many buyers' wish lists so make sure you don't leave your front deck or patio empty. If you can, add a bench or a couple of rocking chairs on your porch. That is something that is really appealing to prospective buyers.



PRE-SALE HOME INSPECTION

FUNCTIONALITY IS KEY

Does everything work in your home?

Ensure everything functions as it should— from small details like doorknobs and locks to major systems like plumbing, electrical, and HVAC. While everything doesn't need to be brand new, a well-maintained home is far more appealing to buyers and can help you secure the best price.

A PRE-SALE INSPECTION COULD HELP YOUR SALE

One of the biggest deal-breakers in real estate is unexpected issues found during the buyer's inspection. A pre-sale home inspection allows you to identify and address problems upfront, preventing buyers from using them as a negotiation tactic to lower their offer or ask for costly repairs. While it may seem like an extra step, the cost of an inspection is often well worth it.

By proactively fixing any major concerns, you increase buyer confidence and reduce the chances of last-minute surprises—making the entire selling process smoother and more profitable.



A bright, modern living room with a large window, a bookshelf, and a marble rug. The room features light-colored walls, a white ceiling with recessed lighting, and a light wood floor. A large window with black frames is on the left. A bookshelf is in the background. A marble rug is on the floor. A vase of white hydrangeas is in the foreground.

STEP THREE

PRICING YOUR HOME TO SELL

PRICING

YOUR HOME

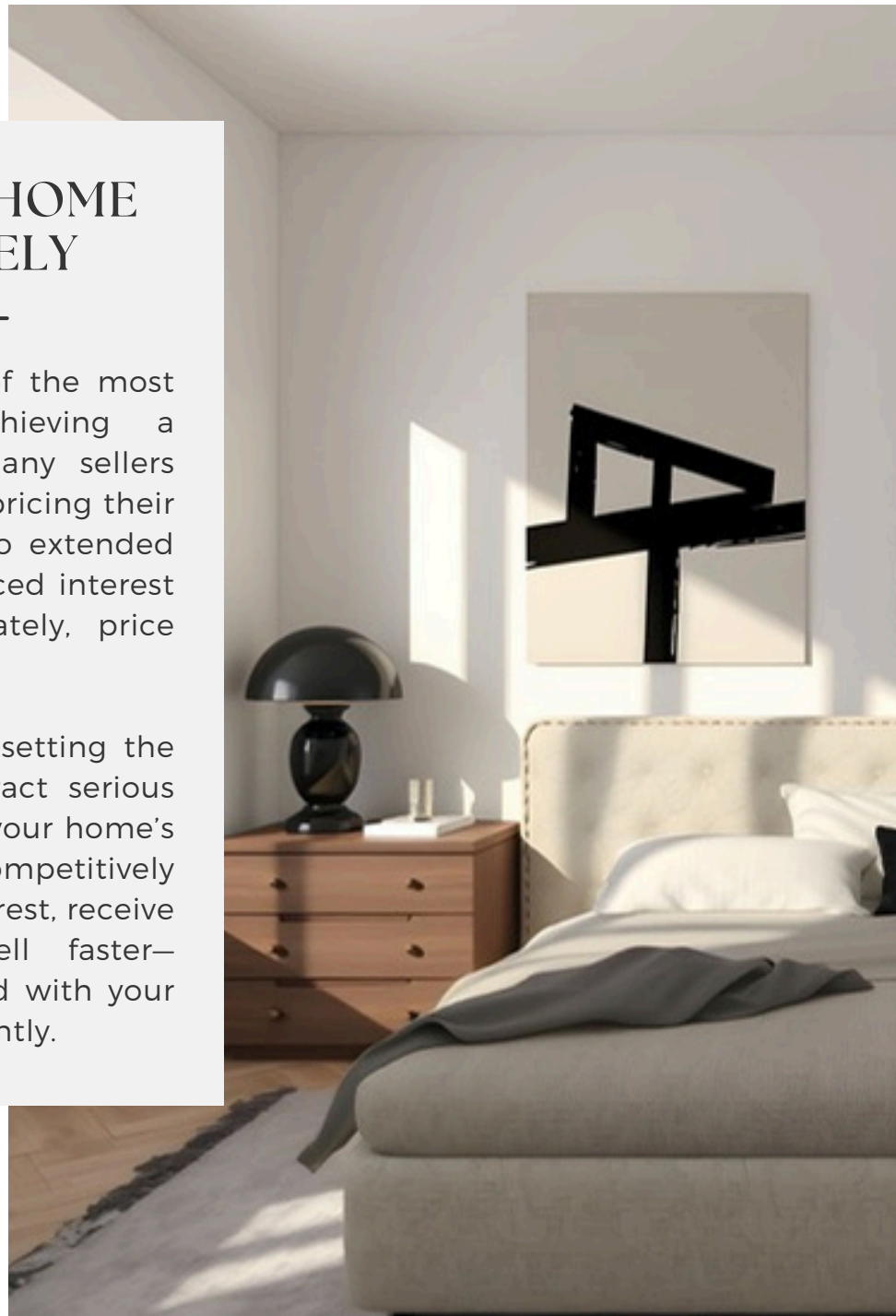
HOME TO SELL

As your Real Estate Agent, I'll ensure your home is priced competitively by determining its fair market value. Together, we'll set a listing price that attracts buyers quickly while maximizing your home's value.

PRICING YOUR HOME COMPETITIVELY

The listing price is one of the most crucial factors in achieving a successful home sale. Many sellers make the mistake of overpricing their homes, which can lead to extended time on the market, reduced interest from buyers, and ultimately, price reductions down the line.

I will guide you through setting the ideal listing price to attract serious buyers while maximizing your home's value. Homes that are competitively priced generate more interest, receive stronger offers, and sell faster—helping you move forward with your plans smoothly and efficiently.



FACTORS TO CONSIDER

Deciding to sell your home is a big deal, and coming to a consensus on the list price can be the first big hurdle. That's why it's important to know which factors drive value.

FACTORS THAT DETERMINE THE MARKET VALUE OF YOUR HOME:

- ✓ The current market
- ✓ Comparable listings
- ✓ Neighborhood
- ✓ Location
- ✓ Age of your home
- ✓ Condition of your home
- ✓ Improvements & Upgrades

When you work with a Real Estate Agent, they will run what is referred to as a "Competitive Market Analysis (CMA). This report provides an in-depth analysis of a home in comparison to homes in the neighborhood that were sold in a similar condition and price point.

In addition to the support of your real estate agent, a home appraisal will be required to finance the home. Before a purchase or sale of a home is complete, an appraiser will assess the value of the home and provide a detailed report on their findings. The property's value is based on its quality, condition, location, and surrounding market conditions

SMART PRICING

MYTHS, MISTAKES & MARKET INSIGHTS

Pricing Myths & Mistakes

Setting the right price from the start is key to a smooth and successful sale. Many sellers fall into common pricing traps that can delay offers and reduce their final sale price. Let's debunk some of the most common myths:

- **“I should price high and lower later.”** Overpricing can make your home sit on the market too long, leading buyers to assume something is wrong with it.
- **“My home is worth what I paid for it.”** The market is always changing—your home's value depends on current conditions, not past purchase price.
- **“A higher price leaves room for negotiation.”** Overpricing can drive buyers away before they even step foot inside. A competitive price generates stronger interest and better offers.

Pricing & Market Conditions

Your pricing strategy should align with current market conditions:

- **Seller's Market:** High demand, low inventory—buyers compete, and well-priced homes sell fast.
- **Buyer's Market:** More homes, fewer buyers—pricing aggressively helps your home stand out.
- **Neutral Market:** Balanced conditions—strategic pricing ensures you attract the right buyers.

External factors like seasonality, interest rates, and inventory levels also influence demand. By understanding these trends, we can position your home for success from day one.

FAIR MARKET VALUE

VALUE

Fair market value (or "FMV") is an estimate of the price that a home would sell for on the open market. When fair market value is estimated, it is assumed that the buyer and the seller are both reasonably well-informed and neither is in a hurry to buy or sell the house.

FMV is an approximate price, not an exact amount.

Fair market value is different from the price for which a homeowner might be willing to sell a house or the price at which a buyer might be willing to purchase a house.



HOW FAIR MARKET VALUE IS CALCULATED:

- Go to a **site like Zillow or Trulia**. One quick way to find the fair market value of a home is to check online real estate sites. Both homeowners and homebuyers can use these sites to research the estimated value of a home and compare it to other houses in the neighborhood.
- Contact your **Real Estate Agent** to run a comparative market analysis (CMA). You'll see a range of what other homes are worth and get a better idea of where the asking price of your home should be.
- Get an **appraisal**. An appraiser will go through the home to determine the interior and exterior condition and come up with what they think it is worth. Appraisals are a part of most home sales because lenders usually require them before they approve a mortgage to buy a house.
- Check the **taxes**. Homeowners can get a copy of the tax assessment, which can give insight into the value of the home. Many communities list this information online, typically on the local county tax assessor's website.



STEP FOUR

STAGING & PHOTOGRAPHY

HOME STAGING TIPS

When real estate agents talk about staging your home, they're referring to the process of preparing your property to appeal to the widest range of buyers. Staging highlights your home's best features, helps buyers envision themselves living there, and creates an inviting atmosphere that can lead to faster and higher offers.

A well-staged home doesn't just look beautiful—it feels move-in ready. Thoughtfully placed furnishings, decor, and neutral styling can make spaces appear larger, more functional, and more appealing. Empty rooms and blank walls often make it harder for buyers to connect emotionally with a space, but staging brings warmth and personality, making it easier for them to see your home as their future home.

WHY CONSIDER PROFESSIONAL STAGING?

While some homeowners may hesitate to invest in staging, studies consistently show that staged homes sell faster and for more money than unstaged ones. Here's why:

- **Higher Perceived Value** – A staged home is often seen as well-maintained and move-in ready, which can justify a stronger offer.
- **Faster Sale** – Homes that are professionally staged spend less time on the market compared to unstaged properties.
- **Stronger First Impressions** – Most buyers start their search online, and professionally staged homes stand out in listing photos.
- **Maximized Space** – Staging helps define spaces, making rooms feel larger and more functional.
- **Competitive Edge** – In a competitive market, a staged home can give you an advantage over similar listings.

Whether you choose professional staging or simply follow expert staging tips, presenting your home in the best possible light can make a significant difference in the final sale price and speed of your transaction. A small investment in staging can lead to a big return when it's time to sell.

5 STAGING TIPS

TO SELL YOUR HOUSE FASTER

CLEAN & DECLUTTER

A clean home shows potential buyers that you've taken good care of the property. Ideally, you want to clean your whole house and make it look spotless. You also want to declutter your home and get rid of unnecessary things. Clutter distracts buyers from your home's features and makes it seem like the home has less space.

DEPERSONALIZE

Buyers need to be able to envision themselves in your home, so remove all the family photos, keepsakes, and refrigerator art. Keep clothes hidden away as much as possible, and make sure the bathroom counters are empty except for hand soap.

DEFINE ROOMS

Make sure that each room has a single, defined purpose. This will help buyers see how to maximize the home's square footage. Transform a junk room into a guest bedroom or office. Even if the buyer doesn't want to use the room for the same purpose, the important thing is for them to see that every inch of the home is usable space.

LIGHTING

Take advantage of your home's natural light. Open all curtains and blinds when showing your home. Add fixtures where necessary, and turn on all the lights for showings. This makes your home appear brighter and more inviting. Dust existing fixtures and replace outdated and broken light fixtures.

FINAL TOUCHES

A few last-minute touches will make the home seem warm and inviting. Put fresh flowers in vases, let fresh air into the house for at least ten minutes beforehand so it isn't stuffy, light a few candles (soft and subtle fragrances only), and put new, plush towels in the bathrooms.

PHOTOGRAPHY



In today's housing market professional photography is a requirement for a successful listing. We've put together a checklist to help you get your home photo-ready as well as prepare to show your home to potential buyers. When taken by a professional photographer, real estate photos can significantly help real estate agents sell listings faster and for more money to a prospective buyer. Homebuyers judge whether or not to walk through a property by first seeing the listing photos online. As your agent, I will ensure that your listing will be shown in its best light.



PROFESSIONAL PHOTOS MAKE A POWERFUL IMPACT

- ✔ Listings with high-quality images get up to 87% more views than others in the same price range.
- ✔ Homes with 20+ photos sell significantly faster — averaging just 32 days on the market compared to 70 days for those with only one.
- ✔ They also command more value, with an average 47% higher asking price per square foot.

PREP YOUR HOME

FOR PHOTOGRAPHY CHECKLIST

GENERAL

- Remove unnecessary furniture
- Declutter and deep clean
- Remove all pet items (bowls, toys)
- Remove all kids items
- Replace burned out lightbulbs
- Turn all fans off
- Open curtains and turn lights on
- Remove personal items & pictures
- Remove newspapers and mail
- Remove signs of political or religious preference

BEDROOMS

- Declutter and clean
- Make all beds
- Remove personal items
- Tidy up closets and clothing
- Create space in closets

LIVING ROOM

- Turn off TV and hide remotes
- Fluff couch pillows
- Fold blankets or put away
- Declutter
- Dust shelves and coffee table
- Minimize items on shelves

DINING ROOM

- Declutter
- Minimize items on cabinet
- Place one centerpiece on table
- Arrange chairs neatly

KITCHEN

- Minimize items on counters
- Remove rugs and dishtowels
- Remove magnets from refrigerator
- Deep clean
- Replace paper towel with fresh roll
- Store garbage can out of sight
- Empty sink and put away dishes
- Organize pantry
- Put out fresh flowers or fruit bowl

BATHROOMS

- Deep clean
- Declutter
- Minimize items on countertop
- Remove rugs and bathmats
- Remove dirty towels
- Arrange new accent towels
- Remove shampoos from shower
- Put toilet seats down
- Put small plant out for decoration

EXTERIOR

- Place garbage bins in garage
- Ensure lawn is freshly mowed
- Ensure house numbers are visible
- Organize patio furniture
- Clean windows and window wells
- Pressure wash driveway
- Repaint front door
- Remove cars from driveway



STEP FIVE

LISTING &
MARKETING
YOUR HOME

LISTING YOUR HOME

Now that your home is ready to hit the market, it's time to create a strong listing that attracts buyers. This includes adding your property to the MLS, placing signage, hosting open houses, and offering virtual tours to maximize exposure. Here's what we will do to ensure your home gets in front of the right buyers and sells as quickly as possible.



MLS LISTING

MLS stands for Multiple Listing Service and is a platform used by Real Estate Agents to share and find homes for sale. Your listing will also be posted on websites like Zillow and Realtor.com where potential buyers will be able to find your home.

SIGNAGE

A for sale sign will be placed out in front of your home as well as Open House signs before an Open house takes place.

OPEN HOUSE

An Open house will be strategically scheduled to attract attention to your home. Open Houses are a great way to generate interest and get more potential buyers to see your home.

VIRTUAL TOUR

We will create a virtual walkthrough to give your listing an advantage over other listings by allowing buyers to see your home in more detail online.

LOCKBOX & SHOWINGS

A lock box will be put on your door once your home is on the market. It's best for sellers not to be present at the time of showings and a lock box allows agents who schedule showings to access your home with interested buyers.

OUR MARKETING STRATEGY

In order to sell your property, you need to have a solid marketing strategy in place. We will help you determine the best approach to promote your property to get the most exposure possible.

Our Marketing Strategy



Brochures

Informative & creative brochures / flyers will be created



Open House

Hold open house events 1-2 weeks after listing your home



Photographs

Use professional quality and high resolution photography



Emails

Sent to current databases with thousands of buyers searching



Social Media

Set up a variety of social media campaigns to promote your home



MLS Listing

Featured in the MLS listing and major 3rd party real estate sites





STEP SIX

SHOWINGS & OPEN HOUSES

HOME SHOWINGS

THINGS TO CONSIDER

✓ BE FLEXIBLE

Accommodating potential buyers' schedules increases the chances of getting an offer. The more accessible your home is, the more opportunities we create.

✓ LIGHTING

Bright spaces feel more inviting! Open blinds and curtains to let in natural light, and turn on all lights before you leave to create a warm, welcoming atmosphere.

✓ SMELLS

Strong food smells, pet odors, or heavy fragrances can be off-putting. Stick to neutral meal prep, and consider lightly scenting the home with fresh flowers or subtle candles.

✓ FURRY FRIENDS

Not all buyers are pet-friendly. Keep pet areas tidy, wash bedding regularly, and, if possible, relocate pets during showings to ensure buyers can focus on your home, not your furry friends.

✓ EMPTY TRASH

Avoid lingering odors by emptying trash cans daily. A fresh-smelling home leaves a positive impression.

✓ KEEP INFORMED

Make sure all household members know when showings are scheduled so they can tidy up and be prepared.

EXTRA TIP TO CONSIDER

Whenever possible, leave during showings. Buyers feel more comfortable exploring and discussing the home openly when the owner isn't present. This allows them to envision themselves living in the space without feeling rushed or hesitant to speak freely.

OPEN HOUSE

CREATING BUZZ & ATTRACTING BUYERS

Hosting an open house is one of the most effective ways to generate excitement and maximize exposure for your home. By showcasing your property to multiple buyers at once, we create a sense of urgency and competition, increasing the likelihood of receiving strong offers.

HERE'S HOW WE ENSURE YOUR OPEN HOUSE IS A SUCCESS:

Strategic Online Marketing

- Promote the open house on top real estate platforms and utilize email campaigns to notify potential buyers and agents about the event

Eye-Catching Yard Signs

- Place multiple "Open House" signs at key intersections and high-traffic areas near your home.
- Use directional signs to guide visitors to your property

Social Media Promotion

- Advertise the open house on Facebook, Instagram, and other platforms to reach a broad audience.
- Utilize targeted ads to attract local buyers actively searching for a home

Print Marketing Materials

- Design and distribute high-quality flyers and postcards to generate interest.
- Provide take-home brochures with stunning photos and key property details

Captivating Home Staging

- Ensure your home makes a lasting impression by staging it to highlight its best features.

A well-executed open house can make all the difference in attracting serious buyers and securing a strong offer. With the right strategy and preparation, we'll ensure your home stands out!



IMPORTANT INFO

YOUR PREFERENCES

Open house preferred day(s) / time:

Is a showing appointment required, or will the open house be open to walk-ins:

What is your preferred day for photographs to be taken:

Are there any special instructions for visitors during the open house (e.g., remove shoes, avoid certain areas):

Are there any pets in the home? If so, what arrangements will be made for them:

OPEN HOUSE CHECKLIST



BEFORE THE OPEN HOUSE

Interior

- Remove all personal pictures and items in every room
- Organize closets and pantry
- Organize toys and playroom
- Remove pet items
- Deep clean kitchen, countertops, drawers and cabinetry
- Deep clean fridge, freezer, stove, oven and microwave
- Deep clean bathrooms, showers, toilets, and sinks
- Dust shelving, art and clean all mirrors
- Clean windows, blinds and steam curtains
- Clean fireplaces
- Clean doorknobs and doors
- Clean bedsheets and linen
- Mop all floors, clean carpets and vacuum the whole house
- Check and replace lightbulbs and add small lamps

Exterior

- Trim garden plants and mow the lawn
- Clean front and back porch and tidy outdoor furniture
- Have a clean welcome mat

Take pictures and create videos, ads and brochures

ON THE OPEN HOUSE DAY

- Open blinds and curtains and turn on every lamp
- Wipe down bathrooms, kitchen countertops and clean all floors
- Close garage door
- Prepare snacks and refreshments
- Have Open House sign displayed and sign-in and feedback forms ready
- Make sure the house smells fresh and put fresh flowers out



STEP SEVEN

OFFERS & NEGOTIATIONS

OFFERS AND NEGOTIATIONS

With good marketing, it is only a matter of time before you receive your first offer. The offer tells you the price the buyer is willing to pay and under what terms. When you receive an offer on your house, reviewing it carefully is key to making the best decision.

THE TERMS & CONDITIONS OF A BUYER'S OFFER TO PURCHASE TYPICALLY INCLUDE:

- The price and payment terms
- Identification of the property and the parties
- Purchase terms and conditions (obtaining a mortgage, required renovations, sale of buyer's home, home inspection, etc.)
- Declarations and obligations (deed or title certificate)
- Occupancy date
- Acceptance deadline for the offer



FACTORS TO CONSIDER

WHEN GETTING AN OFFER

Accepting the highest price offer on the house seems like the most logical choice but there are many factors to consider when reviewing an offer. The best offer isn't always the highest price—it's the one that best aligns with the seller's goals.



CASH OFFER

Some sellers accept a lower-priced cash offer over a higher-priced loan offer because there are usually fewer issues, like a loan falling through. Consider your timeline and finances to evaluate if accepting a lower offer for a faster closing and often a much simpler process is worth it.

CLOSING COSTS

Buyers may request the seller to cover some or all of their closing costs as part of negotiations. Be aware of how this impacts your bottom line.

CLOSING DATE

Some buyers want to move in quickly, while others need time to sell their own home. If you have flexibility, it can make negotiations smoother.

CONTINGENCY CLAUSES

These conditions (like financing approval, inspections, or selling the buyer's current home) must be met for the sale to go through. Fewer contingencies mean a smoother, lower-risk deal.

COUNTEROFFER

WHEN YOU RECEIVE AN OFFER, YOU HAVE THREE OPTIONS:

1. Accept the offer as it is.
2. Reject the offer.
3. Make a counteroffer.



KEY AREAS TO NEGOTIATE IN A COUNTEROFFER

- **Price:** Adjust the sale price to reflect your expectations.
- **Terms:** Modify aspects like financing, inspections, or seller concessions.
- **Occupancy:** Negotiate move-in dates based on your timeline.
- **Contingencies:** Set conditions such as home sale requirements or inspection terms.

Every counteroffer creates a new negotiation. It's all about finding the right balance between getting the best deal and keeping the buyer engaged.

NEGOTIATIONS

You can negotiate what is most important to you. However, the price you agree on with a buyer and the Real Estate commissions you pay will determine how much money you walk away with.

3 NEGOTIATING STRATEGIES

1. Counter at your list price

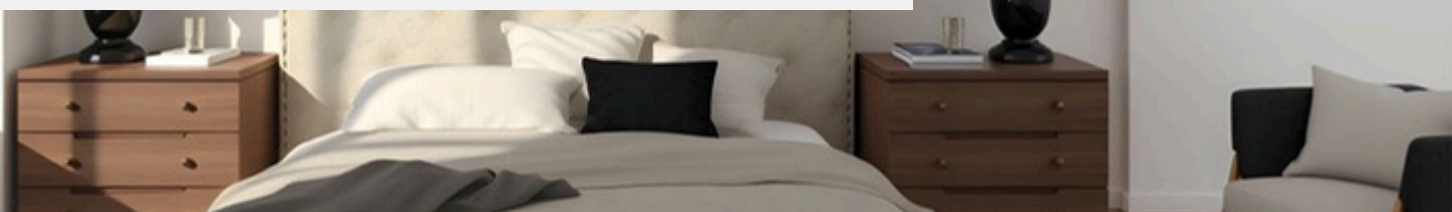
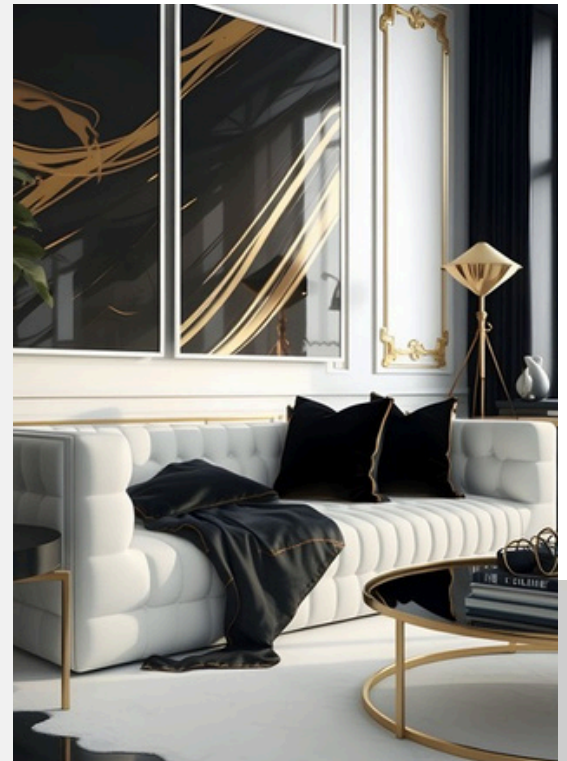
Best when your home is newly listed, priced competitively, and in high demand. This shows confidence in your home's value and signals to buyers that you're not desperate to sell.

2. Put an expiration date on your counteroffer

Useful when you want to create urgency, especially in a competitive market or when you've received multiple offers. This prevents buyers from dragging out negotiations.

3. Agree to pay closing costs

Works well in a buyer's market or if your home has been sitting without offers. Offering to cover some costs can make your home more attractive and help close the deal faster.





STEP EIGHT

UNDER
CONTRACT TO
CLOSING

KEY STEPS

BEFORE CLOSING

HOME INSPECTION

A professional home inspection allows the buyer to confirm the property's condition. If any issues arise, the buyer may request repairs, renegotiate the terms, or, in rare cases, withdraw from the contract.

REPAIR REQUESTS

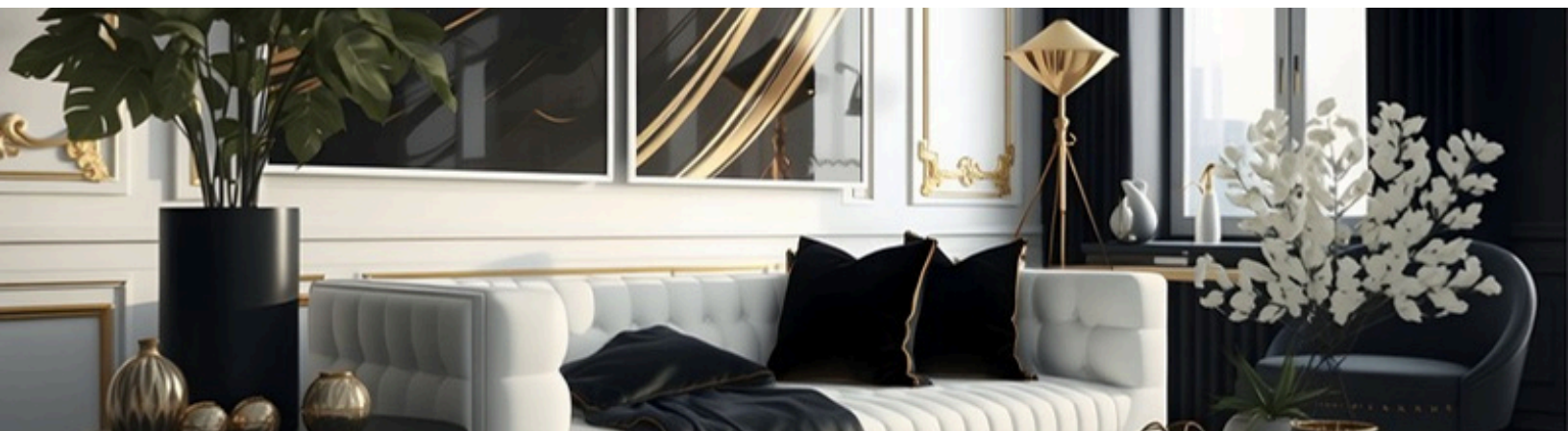
After the inspection, buyers may ask for certain repairs to be completed before closing. Negotiations may involve completing the repairs, offering a credit, or adjusting the sale price to account for necessary fixes.

APPRAISAL

If the buyer is securing a mortgage, the lender will require an appraisal to determine the home's fair market value. The appraisal considers factors like comparable sales, location, size, and condition. If the home appraises below the sale price, additional negotiations may be required.

FINAL WALK THROUGH

Before closing, the buyer will complete a final walk-through to ensure the property remains in the agreed-upon condition. This includes verifying that all negotiated repairs are complete, no unexpected damage has occurred, and all agreed-upon fixtures remain in place.



CLOSING CHECKLIST



BEFORE CLOSING DAY

- Gather all closing documents
- Notify everyone about your upcoming move
- Put all remotes and keys in one place
- Cancel current home insurance
- Cancel or transfer current home utilities
- Gather any appliance manuals and warranties
- Close open valves
- Deep clean
- Close curtains and lock windows
- Unplug everything
- Ensure all personal belongings are removed
- Shut off lights

ON THE CLOSING DAY

Bring the following items:

- Keys and codes to access your new home
- Photo ID
- Form of payment for closing costs
- A pen
- Your home's deed
- Receipts or home repair documents for home inspection

AFTER CLOSING DAY

- Notify everyone about your move
- Gather all closing documents and store in a safe place
- Make sure utilities have been transferred to new owner

CLOSING DAY

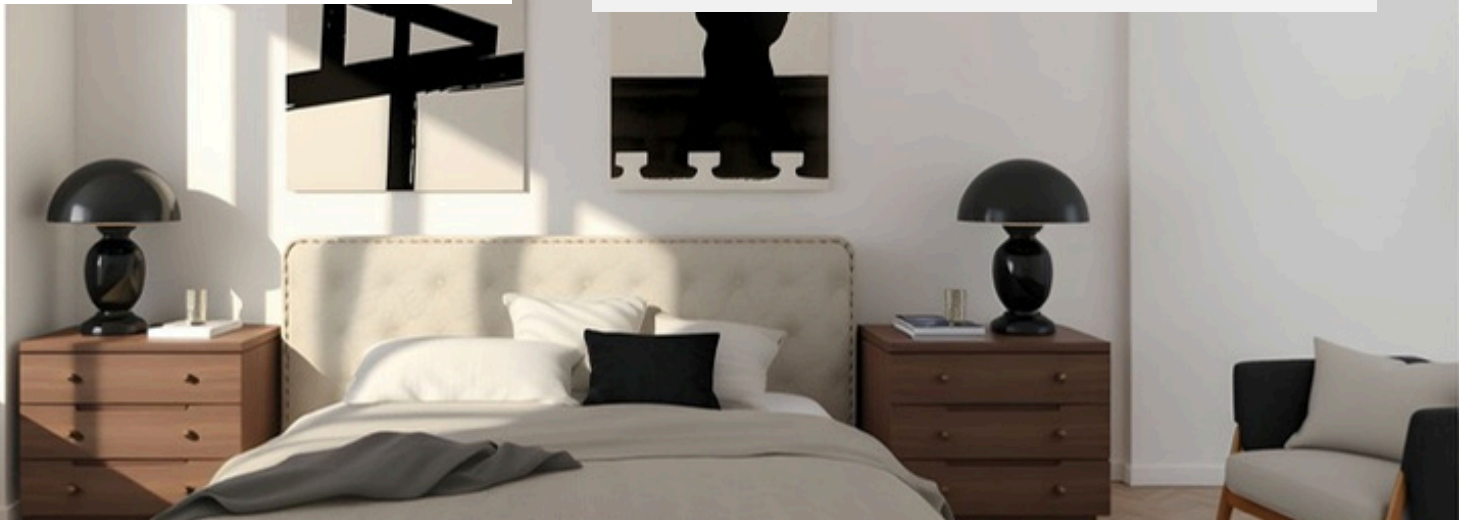
CONGRATULATIONS!

This is the most exciting part of selling your home! Closing is when ownership is legally transferred from seller to buyer, and you receive your payment. As the seller, this is also when you'll settle any remaining financial obligations tied to the property.



POTENTIAL CLOSING EXPENSES FOR SELLERS:

- Title Insurance Policy
- Home Warranty (if provided)
- Real Estate Agent Commissions
- Property Taxes (prorated with the buyer)
- Recording Fees
- Remaining Mortgage Balance
- Any unpaid assessments, penalties, or claims against the property



FINAL STEPS

FOR SELLERS

CHECK FOR FORGOTTEN ITEMS

Do a final walkthrough to make sure nothing is left behind. One exception: consider leaving behind leftover paint cans for touch-ups (if the buyer agrees).

CHANGE ADDRESS

Notify important contacts of your new address and submit a change of address request with the post office.

SECURE IMPORTANT DOCUMENTS

Keep all closing documents, contracts, and receipts in a safe place. Also, prepare a packet with manuals, warranties, and receipts for the new owner.

TURN OFF WATER VALVES

To prevent any unexpected leaks, shut off the main water valve (with the buyer's permission).

CLOSE UTILITY ACCOUNTS

Cancel utilities and finalize account closures. Keep a record of provider contact information for any follow-ups.

LOCK UP

Before settlement day, close all window coverings and securely lock all doors.



REAL ESTATE

TERMS

DEBT-TO-INCOME-RATIO

Your debt-to-income ratio (DTI) compares how much debt you owe each month to how much you earn. This number is one way lenders measure your ability to manage the monthly payments to repay the money you plan to borrow.

PMI

Private mortgage insurance, also called PMI, is a type of mortgage insurance you might be required to pay for if you have a conventional loan and make a down payment of less than 20 percent of the home's purchase price.

PURCHASE AGREEMENT

A purchase agreement is a binding contract between a buyer and seller that outlines the details of a home sale transaction.

CONTINGENCY

A contingency refers to a clause in a purchase agreement specifying an action or requirement that must be met for the contract between a buyer and a seller to become legally binding.

DISCLOSURES

Disclosure is a legal document that requires sellers to provide previously undisclosed details about the property's condition, for example pumping leaks that prospective buyers may find unfavorable.

EARNEST MONEY

Earnest money, or good faith deposit, is a sum of money the buyer puts down to demonstrate their seriousness about buying a home.

OFFER

Once you've decided on a house you have to make an offer to the seller. This includes the amount of your deposit, the amount you are offering, the amount you intend as your down payment and financing details.

APPRAISAL

A home appraisal is a process through which a real estate appraiser determines the fair market value of a home. It can assure you, the buyer and your lender that the price you've agreed to pay for a home is fair.

TITLE SEARCH

A property title search examines public records on the property to confirm the property's rightful legal owner. The title search usually also reveals if there are any claims or liens on the property that could affect the home purchase.

HOME INSPECTIONS

A home inspection assesses the condition of a property, including its heating and cooling systems, plumbing, electrical work, water, and sewage, as well as some fire and safety issues. In addition, the home inspector will look for any other issue that may affect the property's value.

HOA

A homeowner's association is a private association that manages a planned community or condominium. When you purchase a property that is managed by an HOA, you agree to abide by the HOA's rules and pay its monthly or annually HOA dues.



THANK YOU

Thank you for trusting me to guide you through the journey of selling your home. It's been an honor to support you during such an important transition. I hope this next chapter brings you peace, success, and exciting new beginnings. If you were happy with my service your referral would mean the world to me – it's the greatest compliment I can receive and helps me continue doing what I love.



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