

HOME SWEET *SOLD* *with* Tayler Johnson



WHITMAN COUNTY

YOUR COMPLETE GUIDE TO PREPARING
YOUR HOME FOR A SUCCESSFUL SALE



hello, I'M TAYLER

& I BELIEVE IN HOME

Home has always been more than just a place to me—it's where life happens, where love grows, and where the best memories are made. As a mom of four and someone who was born and raised right here, I understand the deep connection we have to the spaces we call home. I know every street, every hidden gem, and the heart of this community because it's part of who I am. Whether you're moving on to your next adventure or closing a cherished chapter, I see the emotion in the process, and I'm here to walk alongside you every step of the way.

When it comes to selling your home, I believe the details matter. I bring a fresh, organized, and polished approach—because how your home is presented makes all the difference. I hire a professional media team to capture your home beautifully, ensuring it reaches the right buyers in the best light. My Type A personality means nothing goes unnoticed, and my passion for marketing means your home will be seen far and wide. More than anything, I care deeply about the people behind the homes and making this process smooth, stress-free, and successful for you.

Taylor Johnson



what to EXPECT

I created this guide to help alleviate some of the pain points of getting your home ready for market. I hope this helps guide you in the right direction and answer some of your questions!

HAVE MORE QUESTIONS?

I would love to meet up over coffee and chat about your property and how I can help you! Please give me a call or shoot me a text!

LICENSE

23011490

CELL

509-592-5233

EMAIL

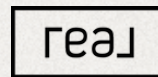
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A photograph of a modern kitchen with white cabinetry, a dark wood island, and a subway tile backsplash. A calendar is visible on the wall, and a potted plant sits on the floor.

I HAVE ALWAYS BELIEVED THAT A
HOUSE ISN'T JUST A STRUCTURE—IT'S A
PLACE WHERE LIFE HAPPENS, MEMORIES
ARE MADE, AND HEARTS FEEL AT REST.



The SELLING PROCESS

the larger picture

STEP ONE

PREPARE YOUR HOME

- ☐ MEET WITH YOUR AGENT
- ☐ CONSIDER REPAIRS
- ☐ CREATE A GAME PLAN
- ☐ HOME PREP CHECKLIST

STEP TWO

STRATEGICALLY MARKET YOUR HOME

- ☐ DETERMINE THE PRICE
- ☐ PROFESSIONAL PHOTO/VIDEO
- ☐ EXECUTE MARKETING PLAN

STEP THREE

SHOW YOUR HOME

- ☐ PRE-SHOWING CHECKLIST
- ☐ NEGOTIATING OFFERS

STEP FOUR

SELL YOUR HOME

- ☐ GO UNDER CONTRACT
- ☐ PRE-CLOSING CHECKLIST



the MARKETING PROCESS

I GIVE YOUR HOME AS MUCH VISIBILITY AS POSSIBLE USING A VARIETY OF TOOLS TO ENSURE YOUR HOME IS SEEN BY THOUSANDS OF POTENTIAL BUYERS.

01 SOCIAL MEDIA

I take great pride in my social media presence and am continually growing it to ensure your home reaches hundreds of potential buyers on this platform. I will showcase your home on my social media both before and after it is listed, maximizing exposure and generating interest.

02 PACMLS

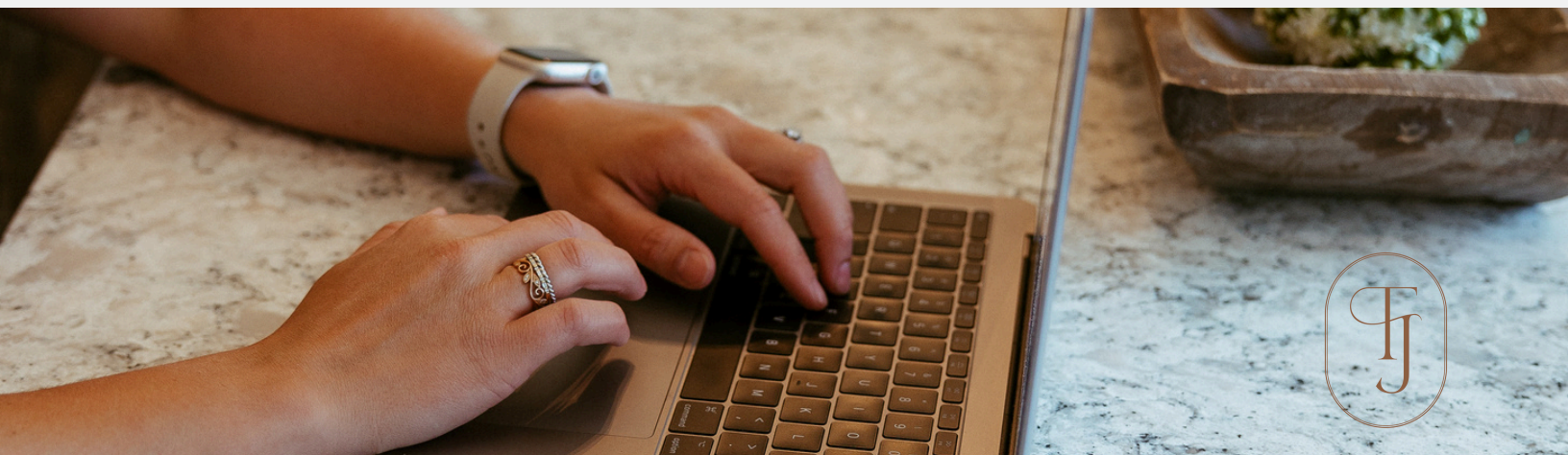
I publish your listing on the PACMLS (multiple listing service within Whitman County), which will sync with all major real estate platforms like Zillow, Trulia, and Realtor.com. It's essential to list with an agent who is part of the MLS in your county, ensuring your home is seen by all local agents and serious buyers.

03 OPEN HOUSE

Within a week of listing your home, I will set up an open house (if you wish!) to encourage other agents and potential buyers to stop in and checkout your home!

04 NEWSPAPER ADS OR DIRECT MAILERS

If needed, I also utilize newspaper ads and direct mailers to ensure your home reaches a wider audience, maximizing exposure to potential buyers.

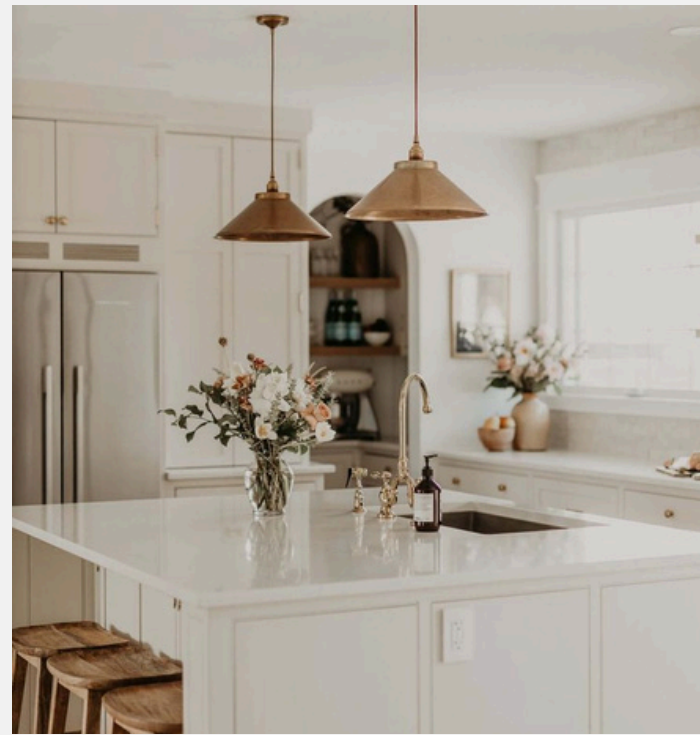


PHOTOGRAPHY & VIDEOGRAPHY

PROFESSIONAL VISUALS THAT MAKE YOUR HOME STAND OUT

I believe every home deserves to be showcased at its absolute best, which is why I personally invest in professional photography and videography at **no cost to my sellers**. High-quality visuals are one of the most powerful tools in real estate, capturing your home's true beauty and making it stand out. Professional photos create a stunning first impression, while video tours and drone footage provide an immersive experience that attracts more buyers—especially those searching online.

With every listing, I provide a full suite of professional media, including high-resolution real estate photos, a 3D tour with an interactive floor plan, and a walkthrough video reel to give buyers a dynamic view of your home. Additionally, your property will have its own dedicated website, which I link to my personal website and share across all social media platforms. This sets your home apart and makes it easy for potential buyers to view all the details in one convenient place, maximizing exposure and interest. This content is used across the MLS, my social media platforms, and other marketing avenues such as newspaper ads, flyers, or mailers. The goal is simple—more visibility, more interest, and ultimately, the best possible outcome for your sale



Create a GAME PLAN

Before listing, I encourage you to walk through your home as if you were a buyer, noting any necessary repairs or updates. One of the smartest moves a seller can make is investing in a pre-inspection (\$450-\$500) to identify potential issues upfront. Addressing concerns early boosts buyer confidence, reduces last-minute renegotiations, and helps price your home accurately. A well-maintained, move-in-ready home attracts stronger offers and leads to a smoother, faster sale

REPLACE OR REPAIR IF NEEDED

- ☐ LIGHT FIXTURES
- ☐ LIGHT BULBS
- ☐ WORN/STAINED CARPETING
- ☐ WINDOW GLASS
- ☐ KITCHEN APPLIANCES
- ☐ CABINETS
- ☐ SINKS AND FAUCETS
- ☐ HVAC
- ☐ PAINT WALLS WHERE NEEDED
- ☐ FLOORING
- ☐ PAINT WALLS WHERE NEEDED
- ☐ CO2 DETECTORS
- ☐ ELECTRICAL PANEL
- ☐ SMOKE DETECTORS

***PLEASE NOTE**

To satisfy the appraisal, smoke detectors need to be installed within 10 feet of each bedroom, carbon monoxide detectors on each floor & water heater will need to be double strapped. I encourage you to finalize these details prior to listing in order to minimize stress while under contract.



the CHECK LIST

PREPPING THE HOME —————

USE THIS CHECKLIST TO DO A WALK THROUGH OF YOUR HOME, ROOM BY ROOM AS IF YOU ARE A BUYER. CHECK OFF WHAT NEEDS TO BE DONE, AND THEN CHECK OFF ONCE YOU COMPLETE.

LIVING + DINING

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ STAGE WITH PILLOWS & THROWS
- ☐ DUST & CLEAN ALL SURFACES & FIXTURES
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED

BEDROOM

- ☐ REMOVE CLUTTER & PERSONAL ITEMS
- ☐ CLEAN OUT AND ORGANIZE CLOSETS
- ☐ REPAIR ANY DAMAGE IN WALLS
- ☐ KEEP ALL TABLES CLEAR & DECLUTTERED
- ☐ MAKE BEDS BEFORE ANY SHOWINGS

KITCHEN

- ☐ CLEAN OFF COUNTERS & DECLUTTER
- ☐ CLEAN TILE GROUT IF NEEDED
- ☐ THOROUGHLY CLEAN ALL APPLIANCES
- ☐ ORGANIZE ALL DRAWERS AND PANTRIES
- ☐ THOROUGHLY CLEAN FLOORS

BATHROOM

- ☐ THOROUGHLY CLEAN ALL SURFACES
- ☐ DECLUTTER COUNTERTOPS AND DRAWERS
- ☐ REMOVE ANY UNNECESSARY ITEMS
- ☐ CLEAN OR REPLACE SHOWER CURTAINS
- ☐ CLEAN ANY MOLDY AREAS
- ☐ FOLD TOWELS AND STAGE DECOR

EXTERIOR

- ☐ PRESSURE WASH ANY DIRTY CONCRETE
- ☐ CLEAN OR REPAINT FRONT DOOR
- ☐ REPAINT EXTERIOR AND TRIM IF NEEDED
- ☐ WASH WINDOWS INSIDE AND OUT
- ☐ SWEEP WALKWAYS AND PATIOS
- ☐ MOW THE LAWN AND TRIM SHRUBS
- ☐ FENCE IS IN GOOD SHAPE
- ☐ REPLACE ANY ROTTEN WOOD
- ☐ POOL/SPA IS CLEAN & IN WORKING CONDITION
- ☐ YARD IS CLEAN AND MAINTAINED
- ☐ OUTDOOR FURNITURE STAGED AND INVITING



IMPROVEMENTS THAT BUYERS WILL LOVE

GET THAT SOLD PRICE UP BY CONSIDERING SOME REPAIRS WITH A GOOD RETURN ON INVESTMENT. NOT ALL BUYERS HAVE THE VISION TO SEE WHAT YOUR HOME COULD BE, SO EVEN LITTLE CHANGES WILL HELP THEM SEE THE BIGGER PICTURE.

01

FRESH LANDSCAPING

Fresh Landscaping: Curb appeal plays a vital role in attracting buyers. Basic lawn care can offer a 217% ROI, landscape maintenance provides a 104% ROI, and overall landscape upgrades can yield a 100% ROI. These improvements not only enhance the home's exterior appearance but also significantly boost its market value, according to Better Homes and Garden Real Estate.

02

INVEST OUTDOORS

Consider adding outdoor living space such as a patio or deck. According to NAR (National Association of Realtors), the average cost of building a deck is between \$4,000-\$8,000. On average, a deck adds \$7,000 in real value. Therefore, adding a deck can bring a high ROI and data shows most homeowners can recoup 102-106% of the cost to build a deck upon sale of their home.

03

THE DETAILS WITH BIG IMPACT

experts recommend focusing on small, value-adding changes within the existing space. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.

04

TIME FOR A FRESH COAT?

A fresh coat of paint can make a substantial difference. Repainting interior walls can increase home value by an average of 5%, offering a 107% ROI. For a home valued at \$400,000, this translates to an increase of \$20,000, according to Jerry Enos Painting.



SELLING YOUR HOME: START TO FINISH

PRIOR TO LISTING/ ACCEPTING OFFER

HERE'S A DETAILED OUTLINE OF THE STEPS WE'LL GO THROUGH TOGETHER TO GET YOUR HOME SOLD EFFICIENTLY AND FOR THE BEST POSSIBLE OUTCOME

STEP ONE

In our first meeting, we'll discuss your goals, timeline, and expectations for selling your home. I'll provide a competitive market analysis (CMA) to determine the best listing price and explain my marketing plan to ensure your home stands out

STEP THREE

Once your home is ready, I'll list it on the MLS and share it across top real estate platforms. My marketing strategy includes social media, email campaigns, and additional methods like newspaper ads or direct mailers to maximize exposure.

STEP FIVE

Once offers start coming in, I'll help you carefully review each one and negotiate the best price and terms on your behalf. Together, we'll decide which offer works best for your needs. Once we accept an offer, I'll guide you through the process of inspections and contingencies to ensure a smooth path to closing.

STEP TWO

You'll prepare your home for the market by decluttering and cleaning. I'll arrange professional photography and videography at no cost to you to ensure your home is presented in the best light possible.

STEP FOUR

When it comes to showings, I'll handle all the coordination and scheduling with qualified buyers & their agent. I'll also gather feedback after each showing to keep you informed and adjust our approach if necessary.



CONGRATS! YOU'RE UNDER CONTRACT.



WHAT'S NEXT?

ONCE YOU'VE ACCEPTED AN OFFER ON YOUR HOME, IT'S IMPORTANT TO KNOW WHAT STEPS ARE COMING NEXT.

STEP SIX

The buyers will submit their earnest money and schedule their home inspection based on the timeline agreed upon in their offer.

STEP EIGHT

The appraiser will schedule a time with me to complete the appraisal inspection, typically within weeks 2-3 of the transaction. If the appraisal comes back at or above value, we move forward to closing!

STEP TEN

As a seller, you can sign all applicable forms up to a week before closing. The escrow closer will call you to schedule a signing appointment about a week before the transaction is scheduled to close.

STEP SEVEN

Once we receive the inspection response form from the buyer's agent, we'll go over it together to review any requested repairs. From there, we'll discuss our options, decide on the best approach, and strategize any necessary negotiations that need done prior to closing.

STEP NINE

The buyers will complete a final walkthrough a few days before closing to confirm repairs are done, the home is clean, and most belongings are moved out. We'll also provide any necessary repair receipts for their records.

STEP ELEVEN

On closing day, the buyers will sign their documents, either the day before or the day of. Once everything is finalized, I'll hand over the keys to the buyer's agent. Then, it's time to celebrate—your home is sold! 🎉



what to **EXPECT**

LISTING WEEK TIMELINE

Homes perform best when they go to market on **Thursday**. In order for your home to go to market on Thursday, all cleaning and photos need to be taken **3-4 days prior**.

MORE DETAILS

We'll do any staging and cleaning prior to photo and video. Photo and video will likely take 1-2 hours and will require you to be gone. The home will need to be 100% dialed in and “show ready” on media day. The photos and videos will then be edited and used to build the following marketing materials:

- Your personalized home website
- Neighborhood just listed postcards
- Social media posts
- Reels & stories
- Open house materials





QUICK SHOWING

CHECK LIST

- ☐ REMOVE ALL CLUTTER AND PUT AWAY ANY PERSONAL ITEMS
- ☐ REMOVE ALL DISHES FROM THE SINK AND WIPE IT DOWN
- ☐ COLLECT AND STOW ALL KIDS OR PETS TOYS THAT ARE OUT
- ☐ STORE ANY VALUABLE ITEMS OR TAKE THEM WITH YOU
- ☐ CLEAN BATHROOMS
- ☐ SWEEP/DECLUTTER EXTERIOR WALKWAYS
- ☐ SPRAY AIR FRESHENER OR LIGHT A CANDLE
- ☐ EMPTY TRASH



PRE - CLOSING



CHECK LIST

- ☐ ENSURE YOU'VE PROVIDED ANY ADDITIONAL PAPERWORK REQUESTED PRIOR TO CLOSING
- ☐ TITLE/ESCROW CLOSER WILL CALL YOU TO SCHEDULE YOUR SIGNING
- ☐ OFFICIALLY CHANGE OUR ADDRESS (SEE NEXT PAGE FOR MOVING CHECK-LIST)
- ☐ CANCEL YOUR HOMEOWNER'S INSURANCE
- ☐ CANCEL UTILITIES
- ☐ CLEAN THOROUGHLY BEFORE THE FINAL WALK THROUGH
- ☐ GATHER KEYS AND REMOTES TO BRING TO LEAVE FOR BUYER
- ☐ GATHER ALL OF THE MANUALS, WARRANTIES, AND RECEIPTS FOR APPLIANCES (IF APPLICABLE)
- ☐ REMEMBER TO BRING YOUR DRIVER'S LICENSE TO YOUR SIGNING APPOINTMENT!



MOVING

CHECK LIST _____

4-6 WEEKS BEFORE

- ☐ DECLUTTER, DISCARD & DONATE
- ☐ COLLECT QUOTES FROM MOVING COMPANIES
(I RECOMMEND SPOKANE MOVERS)
- ☐ CHOOSE A MOVER & SIGN CONTRACT
- ☐ LOCATE SCHOOLS, HEALTHCARE PROVIDERS IN YOUR NEW AREA
- ☐ SECURE OFF-SITE STORAGE IF NEEDED
- ☐ CREATE A FILE OF MOVING-RELATED PAPERS AND RECEIPTS
- ☐ CONTACT HOMEOWNER'S INSURANCE AGENT ABOUT COVERAGE FOR MOVING
- ☐ CONTACT INSURANCE COMPANIES TO ARRANGE FOR COVERAGE IN NEW HOME

3-4 WEEKS BEFORE

- ☐ NOTIFY EVERYONE ABOUT YOUR CHANGE OF ADDRESS
- ☐ NOTIFY UTILITY COMPANIES OF DATE TO DISCONTINUE/ TRANSFER SERVICE

2-3 WEEKS BEFORE

- ☐ NOTIFY DMV OF NEW ADDRESS
- ☐ DISCONTINUE ADDITIONAL HOME SERVICES (HOUSEKEEPER, GARDENER/LAWN SERVICE)
- ☐ ARRANGE FOR CHILD AND PET CARE ON MOVING DAY
- ☐ NOTIFY HOA ABOUT UPCOMING MOVE (IF APPLICABLE)
- ☐ START USING UP THINGS YOU CAN'T MOVE, SUCH AS PERISHABLES

1 WEEK BEFORE

- ☐ CONFIRM FINAL MOVING ARRANGEMENTS
- ☐ ARRANGE TRANSPORTATION FOR PETS AND PLANTS
- ☐ PACK AN ESSENTIALS BOX FOR QUICK ACCESS AT NEW HOME
- ☐ LABEL MOVING BOXES WITH THE CONTENTS INSIDE





FAQ

WHAT HAPPENS IF MY HOME DOESN'T APPRAISE ABOVE THE CONTRACT PRICE?

A house "appraises low" if the value assessed by the home appraiser is lower than the purchase price agreed upon between the buyer and seller. The home appraisal provides a snapshot of the appraiser's opinion of the current market value based on similar closed sales in the area.

When the appraised value comes in below the contract price, it limits the amount a lender will finance because they base the loan on the appraisal. A low appraisal might delay or even derail your closing. If an appraisal comes in lower than the purchase price when a property is being bought, it can be bad news for the buyer and the seller. When an appraisal comes in low, the buyer's mortgage lender will not lend more than the appraised value.

HOW LONG WILL IT TAKE TO SELL MY HOME?

The time it takes to sell a home in Whitman County, Washington, varies based on market conditions, property specifics, and pricing strategy. As of February 2025, homes in Whitman County had a median of 118 days on the market, up from 57 days the previous year. In January 2025, the median days on market was 115 days, compared to 64 days the prior year.

Time of year also plays a major role in how quickly a home sells. Spring tends to be the strongest season for real estate in Whitman County, as buyers are more active and inventory moves faster. Homes listed in the spring and early summer often receive more interest and sell quicker compared to those listed in fall or winter.





let's talk COMMISSIONS

FIRST AND FOREMOST...

It's important to understand that real estate commissions have always been negotiable, and that hasn't changed. If we move forward in working together, the commission we agree upon will be a decision between us as broker and client. I take pride in delivering exceptional value through my expertise, strategic marketing, professional media, and detail-oriented approach. I'm happy to walk you through the commission structure, break down exactly what I offer, and show you how my competitive edge ensures your home gets the attention it deserves—and sells for the best possible price.

Furthermore, it's imperative you understand that recent nationwide regulation changes to the MLS have occurred. This means the previous industry standard of commissions being displayed on the MLS is no longer allowed. This is the case in every MLS in every state, not just ours. As a result, buyer's agents will no longer see upfront what commission is being offered—making it even more critical for sellers to be proactive in ensuring their home remains competitive in the market.

The real estate industry is undergoing a major shift in how commissions are handled nationwide. Recent legal changes have altered how commissions are structured, giving sellers more flexibility in what they choose to offer. While there's no longer a set expectation, strategically offering a buyer's agent commission remains one of the smartest ways to attract serious buyers and sell your home faster.

Here's why: Most buyers work with an agent, and when scheduling showings, one of the first questions agents ask is, "What is the buyer's agent commission?" If the answer is low or nonexistent, many agents may prioritize showing homes where they are being compensated. This can mean fewer showings, fewer offers, and a tougher time selling. By offering a competitive buyer's agent commission, you make your home more appealing, increase buyer interest, and position yourself for a faster sale—often at a higher price due to stronger competition.



THANK YOU

FOR CONSIDERING ME ———

It would love the opportunity to help you sell your home and make the process as stress-free and seamless as possible. My goal is to take the weight off your shoulders by handling all the details with care, strategy, and expertise. I will always put your needs first, keeping you informed, supported, and confident every step of the way. When it comes to negotiations, I will work tirelessly on your behalf to get you the best possible outcome.

Let's get your home sold!

Taylor Johnson

WHAT ARE OUR NEXT STEPS?

- Determine list price prior to listing
- Sign listing agreement and seller disclosure
- Declutter/repairs/cleaning
- Schedule photographer/videographer to come out and shoot media

