

HOW TO SELL

Taking you from TODAY to SOLD!

Stephanie Rush
RE/MAX Legends

860.449.2699 | realtor.srush@gmail.com

HOW TO SELL: STEP 1 TO 10.

Hiring a Realtor means passing off tasks and responsibilities to sell your home.

Here is a simple explanation a Professional process, step-by-step

Questions & Discussion

Setting the price & signing paperwork

Scheduling Photos & Reviewing Repair work as needed

Setting the Dates & Open Houses

Reviewing Offers & Choosing an offer (get copy and send to attorney)

Buyer Inspections & Remedies

Buyer Appraisal

Buyer Mortgage Commitment

Buyer Clear to close

We all CELEBRATE!

You did it!! Woohoo! Congratulations, let's happy-dance together!

Time for your next chapter ahead!

PHOTOS & SHOWINGS CHECKLIST

PRE-PHOTOS

INSIDE

- ☐ Less is more.
Put away papers and misc. items.
- ☐ Depersonalize: take down family photos.
- ☐ Clear off the refrigerator.
- ☐ Replace light bulbs and dust all light fixtures.
- ☐ Clean the entire house.
- ☐ Touch up paint on walls, trim and doors.

OUTSIDE

- ☐ Increase curb appeal.
- ☐ Trim bushes and clean up flower beds.
- ☐ Pressure wash walkways and House.
- ☐ Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

DAY OF PHOTOGRAPHY & SHOWINGS

KITCHEN

- ☐ Clear countertops completely.
Hide it all..
- ☐ Put away dishes, place sponges and cleaning items underneath the sink.
- ☐ Hang dish towels neatly and remove rugs, potholders, trivets, etc.

BATHROOMS

- ☐ Remove personal items from counters, showers and tub areas.
- ☐ Move cleaning items, plungers and trash cans out of sight.
- ☐ Close toilet lids, remove rugs and hang towels neatly.

GENERAL

- ☐ House should be clean and looking it's best.
- ☐ Lawn should be freshly mowed.
- ☐ Move pet dishes, toys and kennels out of sight.
- ☐ Make beds, put away clothing, toys and valuables.
- ☐ Turn on all lights and turn off ceiling fans.

PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells.

LISTING YOUR HOME



MLS LISTING

Your home will be put on the MLS where it can be seen by other real estate agents who are searching for homes for their buyers. 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.



LOCK BOX & 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.



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.



FLOOR PLANS & VIRTUAL TOUR

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

OUR MARKETING STRATEGY

EMAIL MARKETING

Your home will be featured in our email newsletter as well as sent out to our active buyers list of clients who are currently looking for homes.

NETWORK MARKETING

Your listing will be shared with our extensive network of real estate agents to increase your home's visibility.

SOCIAL MEDIA MARKETING

We use a variety of social media networks like Instagram and Facebook to get the word out about your listing.



TOP 5 WAYS WE WILL GET A GREAT VALUE

1 CHOOSING THE PRICE

To determine Price, we will review a few things:

1. Interest Rates
2. Supply and Demand
3. Economic factors and Buyer mentality

2 DEPERSONALIZE & MINIMALIZE

Try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs.

3 DISINFECT

Everyone loves a clean home, so clean yours like you've never cleaned before!

4 HOME MAINTENANCE

- a. Keep the exterior of the house clean appealing.
- b. The lawn and driveway are maintained in any season.
- c. All overdue maintenance is done. (ie Boiler, well, gutter cleaning.)

5 BE SHOWING READY

Being accommodating to showing requests will increase the likelihood of finding a buyer. Keep the house "show ready" at all times.

HEAR FROM OTHER SELLERS

"If you truly want someone their before and after Steph is the Realtor for you. She went above and beyond for my deal. She was strong, she went to bat, she knows her stuff. When she doesn't she is NOT shy about asking or getting the answers. She will get the deal done and has your back 100%! Combine honesty, passion and drive you will achieve success and Steph represents all that and more. Thank You Steph for all you have done."

Ken Kertulla



"Steph is AMAZING! My house was under contract within a week and she took care of everything, and I mean everything! We had issues with old permits and she handled it right away! 10/10 would absolutely recommend buying/selling with her."

Rebecca Thomen



Stephanie was absolutely amazing! We put our home up for sale and within a week had it under contract! We had issues with our solar company and she quickly took care of it asap. We also used her skills to buy a new home and we found one. Working with her has been an absolute pleasure!

Adam Potter



Attorney

Real Estate and Evictions

Hoops and Associates
Peter Hoops
8604458911

Real Estate and Estate Planning

Hoops and Associates
Joseph St.Rock
8604458911

Bankruptcy / Divorce Attorney

Kevin Wickless Law LLC
Kevin Wickless
8608898804

Personal Injury and Litigation

Messier, Massad, Bardic & Associates LLC
Alexa Massad Powers
8604437014

Home Inspections

Anchor Home Inspections LLC

Ryan Hartman
8609613213
Connecticut

Anchor Home Inspections LLC

Randy Gallogly
8607108587
Connecticut

Sunrise Home Inspections

Kevin Power
8609089782
Rhode Island

Lenders

Homestead Funding

Keith Turner
8604440650

Annie Mac

Todd Cooke
8602305494

Insurance

Health Insurance, Medicare, Employee Benefits

Jane Ryan Insurance
Jeremy Doyle
8605312838

Home, Auto, business Liability, Jewelry Insurance

Jane Ryan Insurance
8605312838

Contractors

Gutters

Capital Home Improvement LLC
8605569464

Larger Contractor Jobs

Exterior Solutions, LLC
Dino Tudisca
8606081842

Route 85 Flooring

Ryan Archembault
8604448772

Larger Floor Jobs

National Floors Direct
8662970458

Paint By Nate - NECT Area

Nate Taylor
8606173036

CertaPro Painters

Tyler Sholes
8609174330

ABO Plumbing

Mike Tate
8602303899

Two Brothers Moving

Christopher
8603981825

Tree Services

Mike Scott
8604603379

Larger Tree jobs

A&D Tree Service LLC
8605372443

Septic

County Line Septic LLC
8603310444

Septic

CT Septic Inspections
8608237324

Daily Cleaning

Mary's Cleaning Services
8608571589

Industrial Cleanup

Pure One Services
Matthew Fleisher
8609084496

Tara Lee Interior Design

Tara Braatz
8602150230

Masonry Marvels LLC

Nick Labonne
8609349755

Junk Removal

O'Grady's Junk Removal
8605726994

Lercara Handyman Services LLC

John Lercara
7723532772

HVAC

Dunklee Heating and Cooling LLC
8605352552

