



Preparing Your Home for a successful sale



SOUTHERN ROOTS
REALTY PARTNERS



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Thank you!



Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

Southern Roots Realty Partners

"Real estate is more than a career to me, it is my passion and is my life! Getting to help people with the sale of their home is such an honor and a pleasure for me."

-Stacy



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We are so lucky to have found Stacy Painter! We struggled with the management of one of our rental homes, and were so discouraged with our former property manager that we decided to sell our home and look for a local realtor near the Locust Grove / Atlanta area. Then we found Stacy! At first we just wanted to sell the home, and Stacy jumped all over it, fixed up the home in a day and turned around and listed it the next day (it had to be some kind of record!). But then my wife and I felt so confident with Stacy, we asked her if she could manage the property for us, and thankfully for us, she could! Not only did she get us a solid rental agreement in short order, she found a really great tenant that has been reliable and low-maintenance! I could tell from the moment I spoke with Stacy, she is a go-getter and someone you could trust. I highly recommend Stacy to anyone interested in buying/selling or managing a property in the Locust Grove/ Atlanta area!

THE KIM FAMILY

"Stacy did a fantastic job for us, better than we could have asked for! From 1st conversation to Contract was 7 days. She listed it on Friday, had an open house on Saturday and it was sold. Stacy has always given 100% to everything and this was an amazing process. The buyers' realtor couldn't say enough great things to me about how much she enjoyed working with Stacy."

THE METZLER FAMILY





"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



Consider Repairs

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. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.

Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



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. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
☐	☐	Light fixtures	☐	☐	HVAC
☐	☐	Light bulbs	☐	☐	Flooring
☐	☐	Worn/stained carpeting	☐	☐	Paint walls where needed
☐	☐	Window glass	☐	☐	Remove wallpaper
☐	☐	Kitchen appliances	☐	☐	Flooring
☐	☐	Cabinets	☐	☐	Electrical panel
☐	☐	Sinks and faucets	☐	☐	Smoke detectors

KITCHEN

TO DO	DONE	
☐	☐	Clean off counters and declutter
☐	☐	Clean tile grout if needed
☐	☐	Thoroughly clean all appliances
☐	☐	Organize all drawers and pantries
☐	☐	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
☐	☐	Thoroughly clean all surfaces
☐	☐	Declutter countertops and drawers
☐	☐	Fold towels and stage decor
☐	☐	Remove any unnecessary items
☐	☐	Clean or replace shower curtains
☐	☐	Clean any moldy areas

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. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Stage with pillows and throws
☐	☐	Dust and clean all surfaces and fixtures
☐	☐	Keep all tables clear and decluttered

BEDROOMS

TO DO	DONE	
☐	☐	Remove clutter & personal items
☐	☐	Clean out and organize closets
☐	☐	Repair any damage in walls
☐	☐	Keep closets closed during showings
☐	☐	Make beds before any showings

EXTERIOR

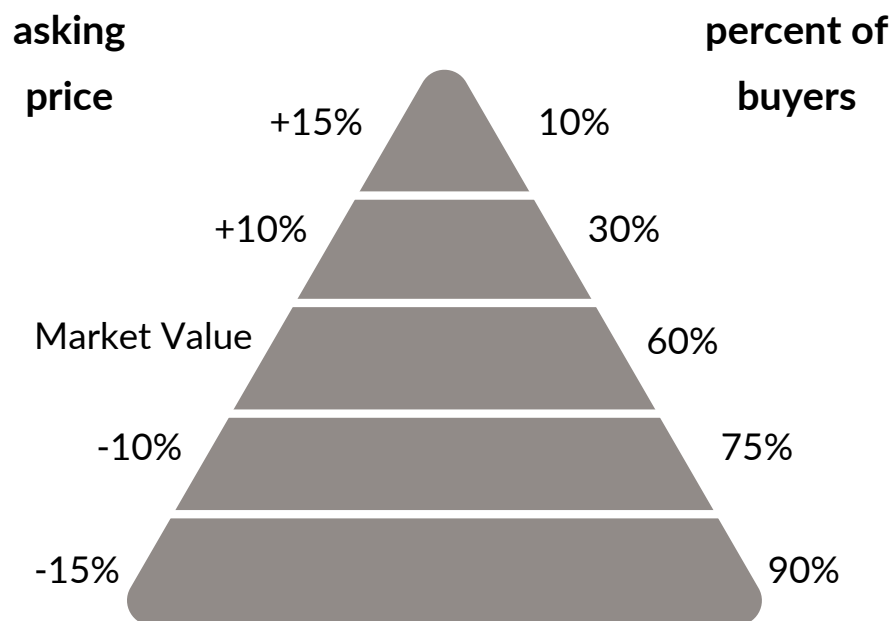
TO DO	DONE	
☐	☐	Pressure wash any dirty concrete
☐	☐	Clean or repaint front door
☐	☐	Repaint exterior and trim if needed
☐	☐	Wash windows inside and out
☐	☐	Sweep walkways and patios
☐	☐	Mow the lawn and trim shrubs

TO DO	DONE	
☐	☐	Yard is clean and maintained
☐	☐	Replace any rotten wood
☐	☐	Outdoor furniture staged and inviting
☐	☐	Pressure wash any dirty concrete
☐	☐	Fence is in good shape
☐	☐	Pool/spa is clean and in working condition

It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

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



Over market value

- + If you have to receive a certain amount for the home
 - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



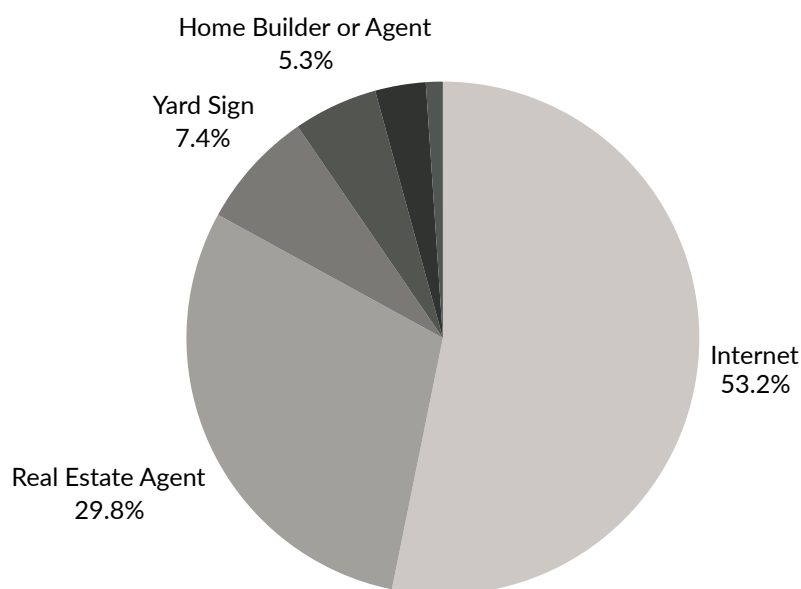


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

The photos to the left are examples from pervious listings of mine.

What's Included in my Marketing Plan:

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to thousands of followers across social media platforms
- Facebook marketplace
- Flyers
- Postcards
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Yard sign captures

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ 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 | ☐ Notify utility companies of date to discontinue/ transfer service |
| ☐ Discontinue additional home services (housekeeper, gardener/lawn service) | ☐ Arrange for child and pet care on moving day |
| ☐ Start using up things you can't move, such as perishable | ☐ Notify HOA about upcoming move, reserve elevator usage |

1 Week Before

- | | |
|--|--|
| ☐ Confirm final arrangements | ☐ Pack an essentials box for quick access at new home |
| ☐ Arrange transportation for your pets and plants | ☐ Label moving boxes with the contents inside |

THANK YOU

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

-Stacy Painter



Next Steps

- ✓ Sign listing agreement and property disclosures
- ✓ Determine list price
- ✓ Photographer and videographer come out for shoot