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GETTING READY TO SELL

You have finally decided to put your house on the market. No matter how the market is acting, seller's or buyer's market, it is important to prepare the property to look it's best to show.

Prioritizing this list will help you get your home on the market sooner than your neighbors. Cleaning, packing up & de-cluttering should be your top priority as you work through the checklist. Your goal is to get the most money out of your home sale, in the least amount of time, with minimal effort.

You'll be surprised at how quickly the items on the list dwindle as you work through them. Once you get into a groove and start working down the checklist, it goes fast. You only get one chance to make a first impression. Don't make the costly mistake of listing your home before you have had time to complete the must-do items on your list. Depending on the condition of the property, give yourself about three months to get through the ready-for-sale process. If the property has recently been renovated, the process will be much quicker.

Getting Ready to Sell Checklist:

1. **Find a Realtor/Agent:** Find someone you trust in providing the best marketing strategies, researching the market in your area, help you setting a price and pick an ideal listing date. We recommend hiring a realtor early in the process for the best results.
2. **Set-up a Calendar:** Take one day at a time and set up mini goals to get through the process.
3. **Assess the Property:** Walk around and make a task list of any repairs. Are there things you have put off on fixing? Are the sprinklers working? When was the last time you had the furnace filters replaced? It is better to do this now to avoid any delays at the closing table.
4. **Find a Home Stager:** Does your house scream 1987? Nothing invigorates a house like some new furnishings or a perfectly chosen mirror. A Home Staging Professional works with you as an advocate and understand what buyers are looking for. Looking into hiring a Home Stager will help you on prioritizing your to-do list even further by providing advice. They offer consultation services at the beginning of the ready-to-sell process. Home Stagers will evaluate the current condition and belongings in your house and determine what elements might raise the bar. Stagers are trained decorators that understand spacing, lighting and color that can help highlight the property's assets. They might recommend you buy or rent some items, or they might just reorganize your knickknacks and bookshelves in a whole new appealing way. They can also provide referrals of other professionals and contractors (painters, landscapers, etc.) where necessary.

Making the First Impression is Key, and the payoff is getting top dollar and quick sales for your property.



5. **Purge, Declutter, Start Packing:** Don't wait until the house is under contract to start this very important item. Buyers like to see clean closets and cabinets. "Personal things" cause distractions when you want the buyer to fall in love with the main assets the home provides. Tackling your entire home all at once can seem like an impossible task, but there are ways to make it feel less daunting. Focusing on one room at a time can help make the entire process more manageable. Break down the process even more by creating smaller projects in each room. Check out this [Packing and Downsizing Information](#) to help in this process.
6. **Landscaping and Curb Appeal:** First impressions start when the buyer pulls up to the property. Is the exterior paint peeling? Are there more weeds than grass in the yard? Tacking the exterior issues right away will avoid any delays on getting the property listed.
7. **Update Interior Paint:** A home does get its wears and tears through time. Walls are usually the victims of those lively activities that goes on in the house. Freshly painted walls provide a clean, renewal feeling. Buyers are looking for homes that are move-in ready. Your Home Stager will help you in choosing wall colors that best works with lighting and style. Paint is inexpensive and makes the biggest transformation.
8. **Schedule a Deep Cleaning:** Now that you have gotten everything updated and cleaned out, it is time to schedule the cleaning professionals to make everything sparkle. Don't forget to do the windows (inside and out).
9. **Time for Photos:** Your realtor may already have this portion of marketing covered. It has found that most buyers spend time on the web looking at MLS's and admired the beautiful interiors that have been photographed. Their expectations are then carried with them when they visit your property. Showcasing your home from photos to viewing helps sell. First impressions make all the difference.

Your goal is to make home buyers question whether anyone lives in the home when they're viewing it. Your home should stand out above the rest because you have gone above what the average home seller would do. Rest assured, all your hard work will pay off at the closing table.

