

Preparing To Sell

WHAT I DO AS YOUR REALTOR®

6 STEPS TO LISTING



1. VALUATION AND ASSESSMENT



- Schedule a Home Evaluation - Begin with a professional evaluation to gain a clear understanding of your home's current market value, and discuss potential improvements to boost appeal.
- Identify Unique Selling Points - Let's identify your home's unique features, its layout, landscaping, and amenities, to showcase its standout qualities to buyers.
- Discuss Market Comparisons - We'll review similar homes in the area to understand local market dynamics, set realistic expectations, and ensure your home is competitively positioned.

2. MAINTENANCE AND REPAIR PLANNING



- Address Immediate Repairs - List known issues like leaky faucets, wall cracks, and other visible wear. Tackling these early builds confidence in buyers and prevents surprises during inspections.
- Focus on High-ROI Updates - Simple upgrades in high-impact areas, like kitchens and bathrooms, can yield excellent returns. We'll pinpoint updates that fit your budget while increasing your home's appeal.
- Professional Inspections - Consider a full home pre-inspection from a licensed professional, along with a septic system inspection if applicable. This proactive approach reveals any hidden issues and gives you time to address them.
- Create a Long-Term Maintenance Schedule - Addressing non-urgent repairs like HVAC servicing or roof maintenance now will save time and money later and ensure your home remains market-ready.

3. DECLUTTERING AND PRESENTATION



- Sort and Organize Personal Belongings - Start decluttering with 'keep,' 'donate,' and 'discard' categories. Creating a cleaner, more open space allows buyers to better envision themselves living in your home.
- Optimize Storage Spaces - Organized closets and cabinets showcase your home's storage potential, a major selling point. Reducing the contents makes spaces appear larger and more functional.
- Staging Consultation and Advice - Expert staging advice or a professional staging consultation to maximize your home's appeal. Staging helps potential buyers imagine the possibilities and perceive higher value.

Preparing To Sell

WHAT I DO AS YOUR REALTOR®

6 STEPS TO LISTING



4. MARKET TRENDS AND TIMING



- Discuss Seasonal Selling Strategies - We'll plan to highlight your home's best qualities in the season you prefer to sell.
- Monitor Local Market Shifts
- I'll keep you updated on local market trends, buyer demand, inventory, and recent sales, so we can align your timeline with the most favorable market conditions.
- Consider Interest Rates and Economic Factors - External factors, like interest rates, impact buyer motivation. By staying aware of market factors, we can strategically plan the most opportune time for listing.

5. FINANCIAL PREPARATION AND NEXT STEPS



- Estimate Selling Costs - Beyond the sale price, we'll budget for agent fees, repairs, staging, and closing costs to ensure a clear financial picture.
- Plan for Future Housing Options - From upsizing to investing, we'll explore the best next steps based on your goals. I can connect you with financing experts, so you're fully prepared when purchasing your next property.
- Prepare for Offers and Negotiations - I'll guide you in evaluating potential offers, making sure you understand terms/contingencies, to better reduce your risks, and to maximize your bottom line.

6. FINAL PREPARATIONS FOR LISTING



- Professional Photography and Videography - High-quality visuals are essential for showcasing your property. I'll arrange professional photos and video tours to present your home in the best possible light.
- A Pre-Listing Inspection (Optional) - A pre-listing inspection allows you to uncover and address any potential issues before buyers do, which can enhance the appeal and marketability of your home.
- Create a Targeted Marketing Plan - Together, we'll design a marketing plan tailored to attract your ideal buyers, whether through virtual tours, open houses, or online listings.

READY TO START?

- By following this guide, you'll be well on your way to a smooth, profitable sale whenever the time is right. Working together, we'll turn your home into a buyer's dream, enhancing its value and ensuring your transition is seamless.

