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HOUSE 2 HOME
PROPERTY GROUP



SELLER'S TOOL KIT



STEPS TO SUCCESS



DEDICATION | COMMUNICATION
INTEGRITY | RESPECT

SAMANTHA FENN



DRE# 01397669

HELLO

Hello and welcome, as the owner of House 2 Home Property Group I sincerely thank you for taking the time to look over my Sellers Guide. With over 20 years of experience in the real estate industry, I have sold everything from new home neighborhoods, resale to mid-rise condominiums. I also had the privilege to serve as the Broker of Record for a national home builder. As a San Diego Native and long time local realtor I have a unique perspective and extensive knowledge of the real estate market.

My commitment to my clients is unwavering. I deeply respect the time and investment, I take the time to truly understand my clients unique needs. I'm dedicated to providing the highest level of attention, respect, and professionalism to everyone.



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WE'RE HERE TO HELP YOU

Selling your home is one of the most significant financial decisions you'll make, and first impressions matter. That's why I've developed this comprehensive Seller's Tool Kit—to guide you through the essential steps to showcase your home in its best light. Whether you're looking to achieve the highest possible sale price, attract more potential buyers, or simply ensure a smooth selling process, this tool kit will help you prepare your home for the market with confidence.

This tool kit encompasses everything from decluttering and deep cleaning to minor repairs and professional staging. While these steps might seem overwhelming or even optional, addressing them can significantly enhance your home's appeal and increase its marketability. Decluttering, for instance, not only makes spaces look larger and more inviting but also allows potential buyers to visualize their own belongings in your home. Similarly, updating lighting, freshening up paint, and landscaping can make your home more attractive, helping it stand out in the competitive real estate market.

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Even small improvements, like enhancing curb appeal or ensuring your home is odor-free, contribute to a positive buyer experience.

Incorporating these steps from our tool kit will not only highlight your home's strengths but also minimize any concerns buyers might have. Ultimately, this preparation can lead to a faster sale and potentially higher offers, providing you with peace of mind and maximizing your return on investment. Let's work together to make your home a standout choice in the eyes of prospective buyers!



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HOME SELLER'S TOOL KIT



Declutter the Home

- Hire a Professional Organizer: To streamline the process.
- Box Up Items: Use a pod or storage service for temporary storage.
- Donate Unwanted Items: Consider charitable donations for a tax write-off.

Remove Personal Items

- Take Down Photos and Personal Decor: To make the home neutral.
- Store Personal Documents and Valuables: In a safe place.

Freshen Up Paint and Landscaping

- Hire a Painter: For a professional finish. Not that into it Paint the front door
- Choose Neutral Colors: To appeal to a broader audience
- Freshen up Plants - choose plants not flowers - Fresh Mulch - Power Wash

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HOME SELLER'S TOOL KIT



Deep Clean the Home

- Hire a Cleaning Service: For a thorough job.
- Clean Carpets and Upholstery: For a fresh and inviting home.

Stage the Home

- Hire a Professional Stager: To highlight the home's best features.
- Rent Furniture if Needed: To fill empty spaces or update dated furniture.

Update Lighting

- Install LED Bulbs: For bright, energy-efficient lighting.
- Upgrade Light Fixtures: To modernize the space.

Conduct Minor Repairs

- Hire a Handyman: For small fixes such as leaky faucets or loose handles.
- Check and Fix Electrical Outlets: To ensure they are functioning properly.

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HOME SELLER'S TOOL KIT



Neutralize Scents

- Use Professional Odor Removal Services: For persistent smells.
- Add Air Purifiers: To improve indoor air quality.

Address Pet Issues

- Deep Clean Pet Areas: To remove odors and stains.
- Temporarily Relocate Pets During Showings: To avoid distractions.

Address Potential Buyer Concerns

- Pre-Inspection: To identify and address issues before listing.
- Make Necessary Repairs: Based on inspection findings.

Optimize Storage Spaces

- Organize Closets and Cabinets: To make them look spacious and functional.
- Install Shelving if Needed: To maximize storage potential.

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HOME SELLER'S TOOL KIT



Update Window Treatments

- Replace Outdated Blinds or Curtains: With modern options.
- Clean or Repair Existing Treatments: To ensure they function properly and look appealing.

Test Plumbing Fixtures

- Check for Leaks: In sinks, tubs, and toilets, and fix any that are found.
- Ensure Good Water Pressure: By cleaning or replacing aerators and showerheads.

Prepare a Home History Report

- Document Major Repairs and Upgrades: Include dates and contractors used.
- Compile Utility Bills: To provide buyers with information on monthly costs.

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TO GIVE REAL SERVICE,
YOU MUST ADD
SOMETHING WHICH
CANNOT BE BOUGHT OR
MEASURED WITH MONEY,
AND THAT IS SINCERITY
AND INTEGRITY



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FINDING A GREAT AGENT



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Finding a real estate agent that you trust and feel comfortable with is as hard as finding the right house to call a home. A purchase of this magnitude is a huge life decision and you want to make sure that your real estate agent is as invested in this sale as you are.

I look forward to meeting you soon - At your Service



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