

SELLING YOUR PROPERTY

PREP YOUR HOME FOR THE MARKET



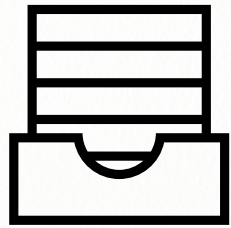
Rutter Home Sales Team of
Keller Williams Advantage Realty

Here is our guide to prepping your home for today's market.

Our job is to minimize the pain points, prepare you, educate you, and protect you along the way. We will develop a strategic plan and back it up with strong negotiation skills, unparalleled services, great interpersonal relationships within the industry, and local market expertise. Expect us to walk you through decisions, provide constant communication and feedback, some goofy antics, and an unwavering dedication to help you find your way through the home sales process!



PREP YOUR HOME FOR THE MARKET



PREP THE PAPERWORK

Buyers are going to have a lot of questions, so it is important to start digging out the paperwork now: utility bills, tax bills, reno details, warranties, surveys, rental contracts, mortgage details, etc.



MAKE EXTRA KEYS

Agents and their buyers will need to access your home, so you will need an extra set of keys to leave in the lockbox.



BOXES + TAPE

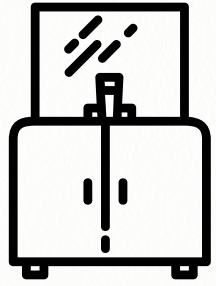
A big part of the adventure you are about to embark on involves reducing clutter. Pick up some big totes for packing away things that can stay packed when you move. An investment under \$100 will get you proper packing supplies and reduce your stress.



CHANGE LIGHT BLUBS + FIXTURES

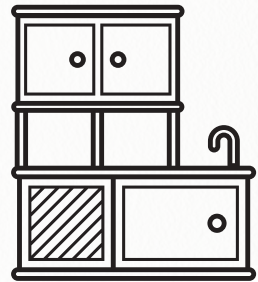
It's easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference to how a home looks to potential buyers. If you have dated light fixtures (it's okay, a lot of us do), take a quick trip to the store or hop online to pick up some modern ones.

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SCOUR THE BATHROOMS

Remove all the toiletries you have on display. Invest in some new white towels. Visit Target or Home Goods for affordable accessories such as soap dishes, toothbrush holders, etc. If your toilet seat, shower curtain, or bath mat need help - consider replacing them; as well as the toilet paper holder and towel rack/hooks!



SPRUCE UP THE KITCHEN

The kitchen is one of the rooms buyers are most attracted to. If you are looking to skip a room - this should not be the one. Immediately freshen up your kitchen by decluttering the counters, you want your countertops to be as clear as possible. Clean inside all of the cupboards. You want to convert to buyers that your kitchen has enough storage for the buyers' things. Clean out the refrigerator, turn on your self-cleaning oven, and consider adding some fresh flowers for a pop of color!



BEAUTIFY THE BEDROOMS

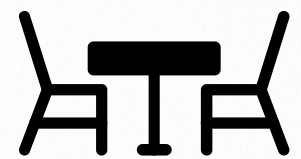
Bedrooms should be inviting, and that involves more cleaning, decluttering, and props. If you don't already have some on hand - a neutral-colored duvet cover and some fresh pillows will go a long way. Straighten up shelves, remove knick knacks, and personal grooming items. Clean out the closets, and consider getting an area rug if the floors are cold.



LIVEN UP THE LIVING ROOM

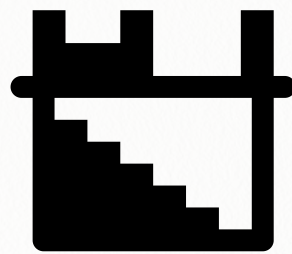
Clean the sofa and chairs, and invest in some new throw pillows (or pillow covers!) Hello Home Goods and Amazon! Consider getting an area rug to bring the room together (inexpensive rugs can be ordered online) Lastly, tuck away any exposed wires from your TV and other electronics.

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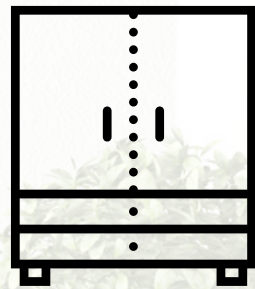
MAKE YOUR DINING ROOM SHINE

Remove the piles of stuff that has accrued on the dining room table, and tidy up the hutch. If your dining chairs have seen better days, consider getting them reupholstered. If you have a large dining room table, consider taking the leaf out while the home is being shown to make the space appear larger.



DECLUTTER + CLEAN THE BASEMENT

Whether your basement is finished or just an additional storage area, it is important to make it look as spacious and clean as possible. Not only is this a great way to get rid of the things you never use, it will give you a headstart on packing for your move!



TACKLE THE AREAS YOU CAN'T SEE

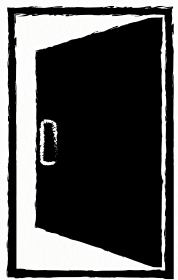
As much as we would love to tell you to cram all of the things you don't want on display into your closets - buyers will open the closets and cupboards. The last thing you want is for buyers to think that there is not enough storage space in the home, so take the time to pack away what you will not need in the immediate future.



STORE VS DONATE VS THROW AWAY

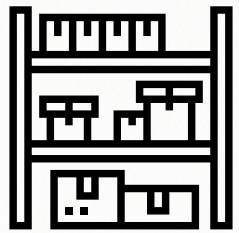
It is a hassle (and expensive) to store all of the things you don't really need. If you find yourself hanging on to too much clutter - make piles of things that you use vs the items that you haven't touched in years, and then determine if the untouched items can be donated or need tossed. You can also hire an organizer if you don't know where to begin!

PREP YOUR HOME FOR THE MARKET



MAKE YOUR ENTRANCE POP

Buyers will have an emotional reaction to your home within 15 seconds of entering, so a wowing entrance is important. Be sure the entry way is inviting, clean and decluttered.



PUT AWAY KNICK KNACKS

You want your home to appeal to as many buyers as possible, and that will happen if they are able to picture themselves and their own things in your home. Walk through each room and pretend you are a buyer - if what you see helps people get to know you as you, remove it.



HIRE A REALTOR®

If you haven't already, be sure to hire a REALTOR®. Your listing agent will also guide you through the home preparation and staging process so you're not doing it alone!



REFRESH YOUR WALLS

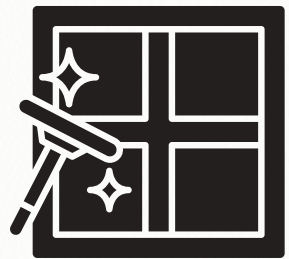
A fresh coat of paint is one of the cheapest ways to refresh your home! (Tip: Light colors will help small rooms look larger) Don't forget about baseboards and ceilings - they might need a fresh coat of paint as well.

PREP YOUR HOME FOR THE MARKET



MAKE A LIST OF REPAIRS

This includes leaky faucets, picture holes in the wall, light switches that stopped working, etc. If you're not handy yourself - bring in a handyman to take care of these items. We know some good ones, we can help!



CLEAN THE WINDOWS

Rain, snow, and debris can really make your windows dirty. Be sure to give them all a good thorough cleaning!



BOOST YOUR CURB APPEAL

Curb appeal matters and will significantly impact buyers' first impression of your home. At minimum - clean the scuff marks off of the front door and touch-up the chipped paint or give it a fresh coat. Make your front porch inviting by adding some plants, and making sure your outdoor lighting is working.



TIDY UP THE BACKYARD

If you're selling in the spring or summer - clean up the garden, trim the trees, cut the grass, clean the patio furniture and stain the deck. If it's winter - do your best to make it look presentable. If you have a garage - tidy it up and fix any peeling paint.

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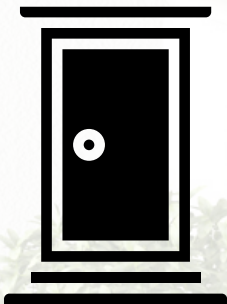
CLEAN THE CARPETS

Be sure to steam clean your carpets, you will be amazed at what a difference this makes!



CLEAN THE FLOORS

You will need more than a Swiffer to get into all of the corners and cracks. If your floors are scratched, there are some great products out there to make them look like new!



WALLS AND DOORS

If your walls and doors are scuffed, use some magic erasers - you will wonder why you didn't do it sooner! If your wall art needs an update, now is the perfect time!



THE FINAL CLEAN

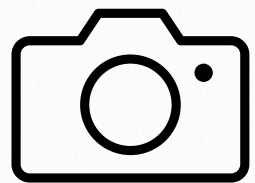
You're probably exhausted, but it will all be worth it! While you can do this final step yourself, it may be beneficial to hire professional cleaners who will make sure to clean all of the spots we typically miss: the baseboards, inside the lights, the refrigerator, etc.

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MAKE YOUR HOME SMELL GOOD

Buyers use all of their senses to make a decision about a home. If you're a pet owner, wash any couches, beds, and surfaces where they lounge and sleep. Tuck the litter box away, and clean it more often than usual when your home is on the market. Consider lighting candles, but avoid strong air fresheners.



HAVE QUALITY PHOTOS TAKEN

When your home is decluttered and cleaned - it is time for the photographer to work his magic. This will happen prior to listing your home, and may include a virtual tour of video.

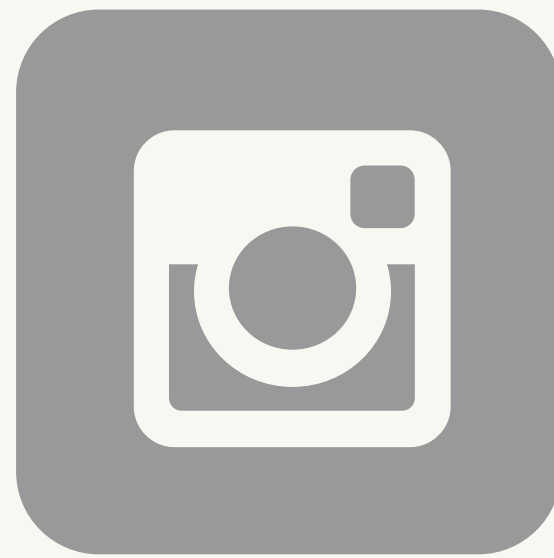


THE FINAL ONCE OVER

You have worked hard and now it's time to step back and admire what you have accomplished. How does your home look? Do you see anything that might distract or turn off a buyer? Take one final walk through each of the rooms and adjust as necessary.

Are you stressed about doing all of these things?! **Don't be.** We partner up with our clients all of the time to accomplish the items on this list. If you are in the market to sell, the sooner you hire a REALTOR to help, the better!

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Let's Talk



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