

# Pre-Listing Checklist



Use this checklist to prepare your home to sell for the most money in the least amount of time. Additionally, consider having your home inspected before you list it. This will help you avoid any surprises and/or delays after an offer has been made on your home.

## Exterior:

- Check your front door to see if it needs painting.
- Polish door fixtures if needed.
- Purchase a fresh welcome mat.
- Paint the outside of your home if needed.
- Add potted plants and flowers.
- Make sure the lawn is cut, weeds are pulled and ground covers look fresh.

## Closets & Storage:

- Organize all closets. Make sure it doesn't look like you are busting at the seams.
- Organize and clean out all cabinets and drawers.
- Organize, straighten and coordinate your hanging space.

## Kitchens:

- Store infrequently used appliances.
- Remove as much as possible from the counters.
- Remove all the magnets & miscellaneous hanging items from refrigerator door/bulletin boards.
- Clean your stove inside and out.
- Clean the kitchen exhaust hood.
- Make sure your refrigerator is clean and organized.
- Clean your counters every day so they look and smell good.
- Organize the insides of your cabinets; people want to envision how much space you have.

## Bathrooms:

- Clean all soap residue in a shower.
- Purchase a new shower curtain if it is dirty.
- Clean accumulated dirt in the track of a sliding shower door.
- Fix soiled or missing grout.
- Clean toilet bowls.
- Buy a new bath mat if it looks dirty.

## Garage:

- Clean, organize, and move excess into storage.
- General Cleaning:
  - Polish and clean all floors. Refinish if necessary.
  - Steam clean the carpeting or replace if necessary.
  - Wash all baseboards
  - Dust everywhere. It's amazing how much dust you find after you move out.
  - Clean all windows.

# Staging & Photography



Staging your home is a method of decorating/uncluttering that is designed to showcase the home's best assets, impress buyers, and sell it quickly for the highest possible price. Over 95% of homebuyers start their search on the internet. It is crucial we showcase your home in the best possible condition online and in person. This will drive more showings which should lead to a faster sale at a higher price. If the online marketing doesn't showcase your home in the best possible light, potential buyers will move on to the next property without even viewing yours.

## General:

- ▶ Turn on all lights and lamps and make sure bulbs work.
- ▶ Change bulbs if necessary. A brighter house photographs better by looking warm and inviting.
- ▶ Turn OFF all ceiling fans as they will show blurred in the picture.
- ▶ Remove anything off the floor that does not belong on the floor. Store shoes, umbrellas, coat stands, clear items under beds or push back towards headboard so it can't be seen from doorway.
- ▶ Hide stacks of paper/bills/magazines. Kids toys in storage containers.
- ▶ Clean all windows of streaks and dirt.
- ▶ Turn off all TV's and monitors.
- ▶ Closets are a good place to hide things. We do try and shoot custom master closets if possible.
- ▶ Custom garages/shops/man caves can also be shot if cleaned.
- ▶ Please hide or make note of valuables not to be shot such as guns, artwork, jewelry, instruments, anything that you don't want posted online.
- ▶ Large personal photos should be taken down or replaced with artwork/landscape photos.

## Kitchens:

- ▶ Remove ALL items from kitchen countertops/islands - exceptions are decorative items tucked into corners or Keurig/Coffee maker to give a common scale item.
- ▶ More visual counter top helps to make the kitchen look open and large.
- ▶ Remove everything from the outside of the refrigerator.
- ▶ Pet dishes hidden away.
- ▶ Hide the Trashcan.
- ▶ Remove Kitchen rugs.

## Bedrooms:

- ▶ Remove ALL items from table/countertops (inc. alarm clocks) - exceptions are lamps/decorative items.
- ▶ Make beds and straighten pillows.
- ▶ Hide trashcans and diaper genie.

## Living and Dining Areas:

- ▶ Remove all remote controls.
- ▶ Remove all personal items from table tops and open shelving - exceptions are centerpieces or decorative items.
- ▶ Straighten pillows and chairs.

## Outside:

- ▶ Remove your car(s) from the driveway.
- ▶ Mow the lawn and mulch if necessary.
- ▶ Remove ALL lawn equipment, debris, recycle and trash cans from sight.
- ▶ Roll up your hoses and hide sprinkler attachments.
- ▶ Open patio umbrellas.
- ▶ Straighten any patio furniture.

## Bathrooms:

- ▶ Remove ALL items from bathroom counter tops - exceptions can be decorative items.
- ▶ Towels hung straight and remove towels and robes on pegs/hung over shower stalls.
- ▶ Put the toilet seats down.
- ▶ Remove Bath rugs.
- ▶ Empty the Shower of Shampoos, Soaps, etc.

## Pets:

- ▶ We love animals but they may be protective of their home, please crate/contain them or have a person there to handle them.
- ▶ Remove pet carriers, crates, pet dishes and visible litter boxes.

# Change of Address Checklist

## Financial Institutions:

- Credit reporting agencies
- Banks and Lenders (mortgage, auto, student loan, home equity)
- Investment broker
- Insurance companies (auto, home, medical, dental, disability, life)

## Memberships:

- Professional associations
- Magazine and other subscriptions
- Civic organizations
- Churches
- Children's extracurricular activities
- PTA, neighborhood association, other community groups
- Licensing / certification boards
- Health clubs
- Social or country clubs

## Government:

- Department of Revenue / IRS
- Department of Motor Vehicles
- Business license office (for small businesses or home businesses)
- U.S. Post Office

## Service Providers:

- Schools
- Attorney
- Accountant
- Physicians
- Cleaning service
- Lawncare service
- Delivery services
- Babysitters or daycare center
- Pet groomer
- Veterinarian

## Utilities:

- Telephone
- Cellular phone service
- Electric
- Gas
- Cable or satellite dish
- Water and sewer
- Trash service
- Internet

## Online Services:

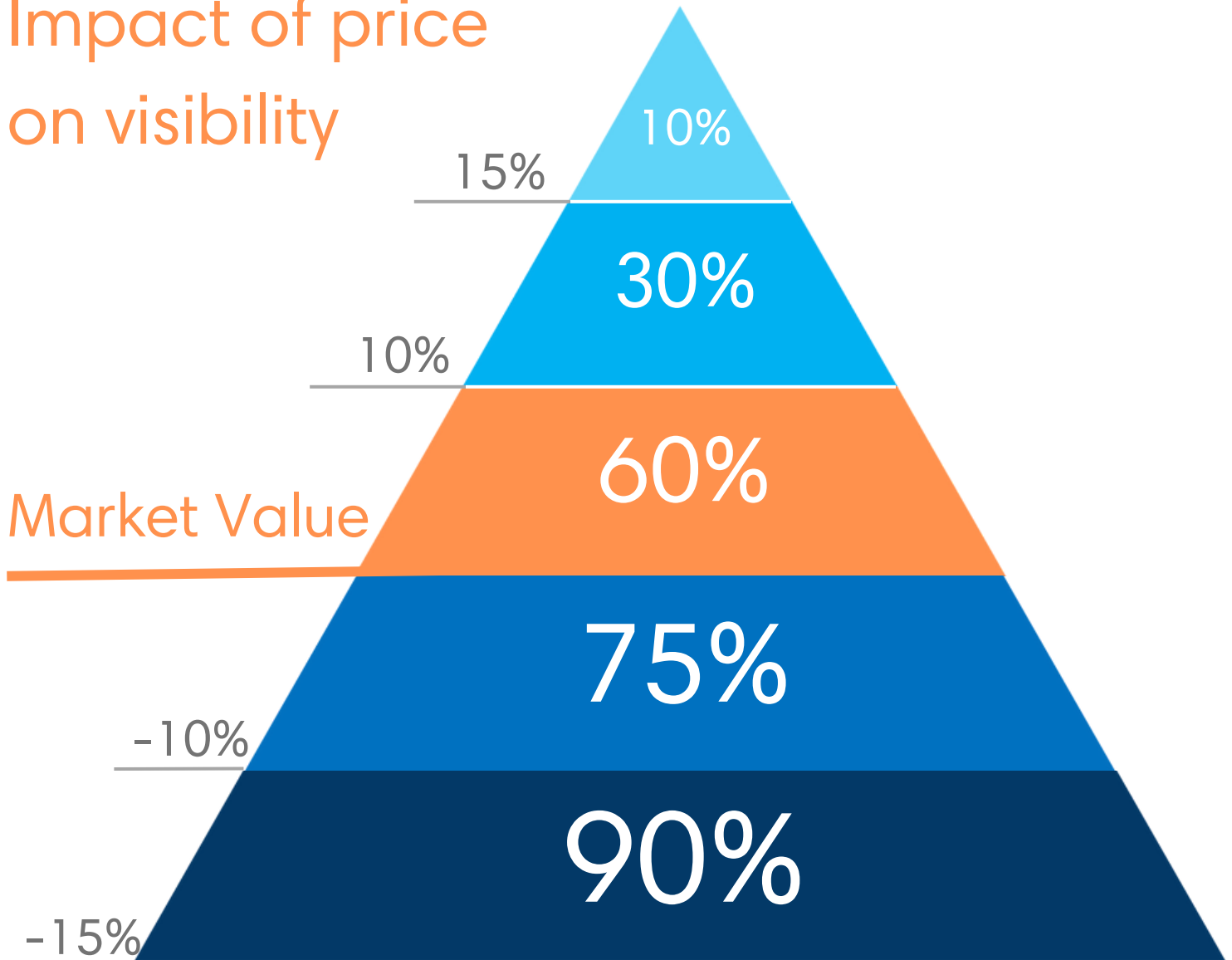
- Retail websites
- Streaming services
- Payment services

# Pricing Your Home



A property attracts the most attention, excitement and interest when it is first listed on the market. A home that is priced right and well marketed when first listed is positioned to generate the most interest. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. The result of a languishing home is typically a below market value sale, or no sale at all.

## Impact of price on visibility



A properly priced home means the most buyers will be competing for your home. Many people think that pricing their home a little over market price will leave them with some negotiating room when in actuality, it dramatically lessens the demand for your home.