

Seller's Check List – Pre-pairing Your Home for SALE

As the saying goes, you only get one chance to make a good first impression and the same is true with the sale of your home. The largest pool of buyers will see your home in the first 2 weeks, so it must be primed and ready to get top dollar and for them to say “YES”! I want to help you create this kind of interest, I want buyers clamoring over each other to be the one that YOU pick to sell to. This will take some hard work and some money, but the payoff will be there in the end.

Step 1: De-Clutter and De-Personalize until you almost don't recognize your home

- ☐ Your home should show like a model home that you hardly recognize when we are done.
- ☐ Rent a storage unit and start packing. Let me help you select the furniture and furnishings to keep out and help you “stage” your home and show it in it's best light, then put the rest in storage. The goal is to make the rooms look bigger and create a neutral pallet for the buyer to visualize their own belongings in, as well as show off the best use of the room.
- ☐ Clean out those closets and kitchen cabinets. We want the buyer to see how much Space there is. A packed closet or cabinet just screams “I'm too small to fit all of your belongings in to” and we know buyers like space, lots and lots of space.
- ☐ Remove most of your personal items and photographs. Sure you love your family, but all of those watchful eyes and smiling faces can be very distracting to a buyer and make them feel like they are intruding in your home. We want them to feel at ease and feel that it is a happy and loving home, but not so heavily laden with family photos that they say “it just doesn't feel like my home”.

Step 2: Paint, Repair, Trim, and Wash....make it Sparkle and Appeal to the Senses !

- ☐ First and Foremost, street presence! If you don't look nice from the street, a buyer may never get out of the car. You might need to power wash off the black soot of LA or you might need to do some painting to get the result you are looking for. Pathways should be level and looking nice, no trip zones allowed. Plants and trees should be trimmed back so they aren't scary monstrosities that might fall on the house or grab at your buyers as they pass by. Lawns should be cut and gardens weeded. Plant flowers for color, nothing says “Welcome” better than fresh flowers and a new welcome mat.
- ☐ Repair cracks, holes, stuck doors and drawers, broken light fixtures and faucets. Buyers need reasons to say “Yes” not reasons to say “No”. Some buyers can be easily scared and think that the home is poorly maintained if they see items needing repair. This will cause some buyers to lose interest and will cause other buyers to low ball their offer to try and get a discount for repairs, both seen and implied. The well maintained home brings a higher price right from the start, so don't give buyers a Reason to negotiate your price down.
- ☐ Paint if you can. Dirty, scratched up walls simply age a property and strong colors narrow the buyer pool. Give those walls a little face lift using a fresh coat of paint in a neutral color or color pallet that is current in today's market.
- ☐ Clean carpets or replace them if they are really bad. Buyers try to look past Orange Shag and stained carpet, but in reality, they really can't do it well most of the time. It's simply hard to get that warm and fuzzy feeling when they are feeling queasy, so keep it neutral even if you love it, remember that your goal is to sell not to stay.
- ☐ Wash the windows to make the house shine, especially if you have a view or live near the beach where the windows get a lot of weather. Clean windows expand the space and keep the buyer looking outward, feeling light and happy, while dirty windows can be depressing, make a room feel smaller and darker and actually age the home sometimes.
- ☐ No “Yuckies”. Clean the house and ELIMINATE strong odors. It's hard to do with pets, but very important. Be sure that littler and critter boxes are cleaned well every day or put in the garage, dog beds are new and odor free or put away,

rugs are cleaned or replaced. Laundry is done regularly and not generating odors, diaper pails and garbage cans are emptied regularly, closets have odor absorbers and bathrooms have air fresheners in place. Re-grout or caulk around tubs and showers if they are in bad shape. For the cooks, no fish, no curry, no cabbage no strong odors please. This might be a time in your lives where you choose to eat out a little more often to reduce your stress of keeping the kitchen clean and food smells to a minimum. Chocolate chip cookies and hot cider are on the list of Good things to cook!

Step 3: Let Go Emotionally

☞ The longer you emotionally hold onto your home, the longer it will take to sell and the more the house will be have to be discounted to get it done (ie less money to you). Try to trust the process then tell your home goodbye and start thinking about your next adventure, always forward, never back.