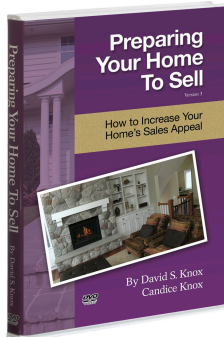


# “Preparing Your Home to Sell”

## Homeowner Outline and Checklist

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Prospective buyers will soon approach your home, enter the front door and respond to the environment, either positively or negatively. Be sure your home is ready when they arrive, because you won't get a second chance to make a good first impression.

This Outline and Checklist follows the chapters of the video and will serve as a reminder to complete the necessary tasks for improving the marketability of your home.

Your real estate agent is providing this video and guide to help you sell your home faster at a higher price. Pay attention to his or her advice.

### Introduction

Preparing your home for sale may take a lot of work, but it will pay off in a faster sale at a higher price, so it's well worth the effort.

The result will influence many parties including potential buyers, the photographer for online photos, real estate agents, the bank appraiser and the home inspector.

### Five Factors

The five major factors that determine whether your home will sell are:

Location: Fixed and not in anyone's control

Financing: Determined by the lenders and financial markets

Marketing: Controlled by the real estate agent

Price: Determined by the market

Condition: The ONE factor over which YOU have total control

### People buy on emotion

People buy on EMOTION, then decide with logic.

Your home's condition must minimize the negative emotions and maximize the positive ones.

Buyers will experience your home through their five senses.

### Sight

The first viewing of your home is usually on line, so the photos need capture prospective buyers' attention and entice them to schedule a tour of your home. Items to consider:

Exterior

Flowering plants

Mulch in flowerbeds

Well lit entry

Fresh paint on the front door

Walkways cleared of clutter and sanded in the winter months

Lights on, blinds open

Use warm incandescent bulbs

### Sound

Extraneous noise

Appliances

Exterior noise through windows

Television, music

Rattles and noises from drawers, doors and equipment

### Taste

Make your home so buyers can picture themselves enjoying meals and relaxing, eating and entertaining in your home.

Clean kitchen

Clean refrigerator

Flowers

Bowl of fruit

### Touch and spatial feeling

Remove excessive items and furniture

Arrange the remaining furniture away from walls and corners

Consider traffic flow and access to doors and special features

Add a woven throw to sofas or chairs

Adjust temperature: 68-72 degrees

### Smell

Carpeting, draperies and upholstery absorb smoke and will need to be professionally cleaned

Garbage bins clean and empty

Diaper pails

Laundry rooms

Bathrooms

Kitchens

Pet areas - thoroughly neutralize odors; temporarily relocate

Clean cooking areas regularly with vinegar and the smell will disappear

A good Spring Cleaning

Fresh paint or new carpet

## Clear out

- Implementing the enhancement strategies
- Clear Out. Clutter is a major distraction to
- Remove family photos and awards, personal collections and heirlooms
- Clear out books, music, and movies
- Put away any valuables and family treasures
- Remove and replace fixtures or personal property, i.e. window coverings, mirrors and chandeliers and mounted televisions.
- Check your closets and remove as much as you can to make them look larger
- All Out - Some Back

## Clean out

- Thorough "spring cleaning"
- Clear off countertops
- Keep sinks and surfaces clean
- Fixtures and appliances; clean and in good working condition
- Wash down the walls, cupboards and doors.
- Clean the fireplace, window ledges, floors and baseboards.
- Clean your windows and screens inside and out.
- Organize the basement, garage and other storage spaces.
- Power-wash your siding, driveway and walks
- Consider resealing asphalt driveway or garage floor

## Ongoing maintenance and daily chores:

- Vacuuming
- Dusting
- Making beds
- Emptying trash
- Mowing the lawn trimming shrubs
- Removing leaves or snow where applicable
- Keeping your yard free of toys, garbage cans and clutter
- Moving cars and recreational vehicles out of sight and garage doors are closed

## Maintenance

- Cracked windows
- Leaky faucets
- Missing switch plates
- Peeling wallpaper
- Stained or missing grout
- Spots on carpet
- Repaint wherever you can

## Improvements

- Some expenditures may pay off
- Consider the kitchen
- Painting cabinets
- Adding new hardware
- Ask your real estate professional for recommendations

## Major repairs

- Roof condition
- Foundation stability
- Signs of water damage and mold
- Heating
- Air conditioning
- Electrical

## Assign to Five Categories

- Clearing out is much easier if you have a destination for all your household items.
- Here are the five categories from the least valuable to the most valuable.

## Trash

- Worthless unused items

## Recycling

- Electronics
- Batteries
- Oil
- Chemicals and solvents
- Paint

## Donate

- Family
- Charitable organizations
- Take photos, get a receipt for tax purposes

## Sell

- Consignment for high value items
- Tell your friends, have a furniture party
- Post them on Facebook, Craigslist, Ebay, etc.
- Garage or estate sale

## Store

- Basement, garage or offsite storage locker
- Load, label and store - number the bins, take photos then keep a log
- Small flat bins can be hidden under beds
- Next season's clothing
- Recreational gear
- Toys and Tools

## Keep

- Items that stay in the home visible to buyers