



TIPS TO PREPARE YOUR HOME FOR SALE

- ☑ Find an excellent Real Estate Agent who you feel would represent you in the best way possible, willing to go to bat for you in negotiations, and who is openly available and communicative with you during the process.

- ☑ (Congrats on your first step! 😊)

- ☑ "De-personalize" the home. Remove all photos, valuables and stuffed closets to help the buyers see themselves in this home. The emptier it is, the better! Should you need any help packing and/or moving, please let me know. We have great affiliates to help along this journey.

- ☑ Remove ALL family photos off walls & shelves. Replace with neutral paintings or smaller less personal decorative items. This is a tough process, but the goal is to allow the buyers to see themselves in this house. You don't want them to feel "what a lovely family home they have."

- ☑ Repaint, touchup holes, scuff marks on all walls.

- ☑ Replace or repair any chipped counter tops, tile, flooring, and loose handles. We oftentimes don't see these little imperfections as time goes on, but buyers will!

- ☑ Clean, Clean, Clean!! I am happy to arrange a professional cleaning service to deep clean the home. This is a big job! (windows, tubs, toilets, sinks, baseboards, back of closets). Items may need replacing, but in the very least, show all sparkling clean, not icky feeling!
- ☑ Minimize and arrange furniture to allow more floor space to show. This makes the home feel larger as buyers walk through and allows them to visualize their own furniture in the space. Some people think keeping all their furniture there shows how much can fit, when reality is it will appear “stuffed” and cramped. Leave only pertinent pieces, ie, couch, bed, nightstand, dining table.
- ☑ Consider adding fresh flowers and plants as a staging piece to rooms. Brings life to the home!
- ☑ Remove rugs. These fabric items carry smells and stains that may not be noticeable to you but will for the buyer!
- ☑ Pre-Listing Home Inspection, we call "walk n talk." This allows you to find out potential issues with the home and allows you an opportunity to address any necessary repairs BEFORE buyers see it. Buyers use these items to try to negotiate a lower price in consideration of "repairs" or call off the deal altogether. I arrange this and will be present for inspection.
- ☑ Free the home of termites, if any. Termite Clearance is 100% of the time necessary item for buyer's loan approval. Your HOA may already handle this for you.

Sellers are responsible for this item, so curing this before listing is very smart approach, again eliminating this as a price negotiation later during escrow.

- ☑ Gather all home documentation: home warranty, tax bills, utility bills. Assemble these in advance so you don't have to go digging around as escrow timelines hit.
- ☑ Mortgage Payoff - While the final amount will change a bit by the time you're ready to close, getting an estimated payoff amount, including remaining loan balance, applicable interest and prorated property taxes - can help you determine how much you'll profit when you sell.
- ☑ Determine a list price. I will assist you in this process with collecting comprehensive market data to determine the best approach.
- ☑ Sign a listing agreement.

As your Professional Real Estate Agent, the list of next steps are determined and arranged by me. These items include but are not limited to:

- ☑ Hire Professional Photography
- ☑ Listing data and information
- ☑ Schedule Home Inspections
- ☑ Schedule Termite Inspection & Repair
- ☑ Hire Professional Home Stager
- ☑ Post on MLS and all affiliated sites
- ☑ Determine online marketing and print marketing strategies

For the full list of agent responsibilities, please reach out and request “Why Do You Need Me?” handout. This explains exactly why and how you would most benefit from having an excellent agent like myself to advocate for you along this journey.

I look forward to a smooth home-selling process with you! – Jessica Wilkinson

