

Sellers Guide



“Real Estate Made Simple”

5 STEPS TO PREP YOUR HOME FOR PHOTOGRAPHY

01 General

- Test all lights indoor/outdoor and replace as needed
- Declutter as much as possible, removing excess furniture and family items
- Touch up paint and fill holes or scratches in walls
- Thoroughly clean the whole house (vacuum floors, polish hardwood floors, countertops, and windows)
- Consider having all of the carpets cleaned.

02 Kitchen

- Clear countertops of all appliances if possible
- Empty sinks and put away all dishes
- Empty garbage and move empty cans and bins into the garage
- Remove all artwork and magnets from the refrigerator.
- Remove all items from the top of the fridge.
- Put animals dishes, kennels, beds, climbing towers out of sight
- Remove rugs, trivets, pot holders and dish towels
- Clean stove, oven, and microwave
- Clean fingerprints off of all stainless and glass appliances

03 Bedrooms

- Make beds, make sure sheets are tucked in, boxsprings not visible.
- Put all clothing and toys away.

04 Bathrooms

- Clear countertops of ALL personal items.
- Clean shower stalls and bathtubs of ALL personal items.
- Clean mirrors and glass surfaces, empty garbages and hide bins.
- Hang towels neatly, wash or remove rugs.
- Remove plungers and cleaning items.
- Fix leaks, drips and clean rust stains.
- Keep toilet seats and lids down.

05 Exterior

- Lawn should be freshly mowed & edged, bushes trimmed.
- Neatly coil hoses.
- Move or remove any yard clutter.
- Organize patio furniture and children's toys.
- Replace broken or missing shingles.

DAY OF SHOOT

Leave all lights on and fans off, mow lawn, manicure landscape, open all blinds, turn off all TVs and screened devices.

*Please ensure that ALL pets are kenneled or out of the house during the shoot.

FIRST IMPRESSIONS MATTER.

Curb appeal is critical. Be sure to keep your lawn neat and tidy, weed-free, and watered. Maintain flower beds and porch pots.

Maintain clean, organized and decluttered rooms during the listing period. Anything that won't be needed during the next month or two can be packed to move. The more space we can create, the bigger the house will feel to buyers.

Neutralize any bad odors... but do not over do it! When homes are overly perfumed buyers feel that sellers are covering something up.

Wipe down all surfaces in your kitchen and bathrooms daily. Make all beds when you leave the house. You never know when someone will book a last minute showing.

Try to accept all showings if you can! Some buyers are only in town for the day, some have very restrictive work schedules. Creating a positive experience for potential buyers goes a long way.

PREPARING FOR A SHOWING OR OPEN HOUSE:

- Make sure that thermostat is set appropriately for the weather
- Play Soft music if a surround system or wireless speaker is available
- Walkways in the home should be clean and clear
- Make the bathrooms shine: Toilet seats down, clean mirrors, empty any visible trash
- Turn on all of the lights
- Open all blinds to let the light in
- Do a final dusting, sweeping, and vacuuming before the showing or open house

YAY! WE DID IT. WE SOLD YOUR HOME. NOW WHAT?

NEGOTIATIONS & AGREEMENT

When an offer is made, we will help you determine the best course of action and respond accordingly until an agreement is reached. We are heavily experienced and have creative offers and solutions to any possible scenario.

INSPECTIONS

Your home will likely undergo a series of inspections depending on the features of your home, your buyers concerns, the lender requirements, and the city/county requirements. We will guide you through expectations and negotiations during this time and with buyer requests based on inspector findings.

APPRAISAL

Most all deals with financing will require an appraisal. The appraisals are done by a third party company at arms length of both the buyer and seller to provide a fair and balanced value figure. After the appraisal takes place, you can typically expect the result within 7 to 10 days.

CLOSING PREPARATIONS

During the contract to close period we are working to ensure that all lender and buyer requirements are met before the closing deadline. This is a time to make sure that any necessary documents are collected. Examples may include: Marriage certificate, trust documents, death certificates, etc. The title company will let us know what is necessary for your deal.

CLOSING

We are able to schedule the closing time and date as soon as the buyer receives a clear to close from their lender. We cannot schedule the final day and time without this piece. Until then, please use the contracted close date for planning purposes. If and when any information is available about possible timing changes, we will relay it to you as soon as it is made available to us. Before the closing, we will review the closing documents with you to ensure that the figures are correct and to answer any questions that you may have. You will need your drivers license at the closing table with you.

OUR COMMITMENT TO YOU

OUR WORK BRINGS US SO MUCH JOY AND WE ARE SO SO GRATEFUL THAT YOU CHOSE TO WORK WITH OUR TEAM.

We do not take that lightly. We treat each and every deal like it were our own. We will always work hard to provide you with all of the options and market data to make an informed decision. We are not in the business for a few quick sales, we are here for the long haul. We want to work to be the only realtor you use, and to earn the referrals of all of your family and friends.

We will be your guides from start to finish. Our agents don't sell you and pass you off the hard work to someone else - we handle our own clients. Your agent will always handle your deal, you will likely meet some of our team as we move through the transaction, but your point person will not change. We will work to understand your needs so that we can keep them in mind in every conversation and negotiation.

We will provide you with our trusted network of recommendations for all of the services that you will need during the selling process. We will help to meet them at the property when necessary to make sure that you aren't struggling to take time off work and that getting the house ready to list, we don't lose a beat.

We will ensure that you are fully informed at all times. You can call, text, or email us any time, we will respond promptly and gather the information necessary to provide you with the answers that you need.

WHAT WE NEED FROM YOU

HONESTY

Tell us what you need, tell us what is important to you. When we have all of the information we are better able to position your deals to work in your best interest.

COMMUNICATION

Communicate issues, questions, and concerns to us. We want to make you happy! Help us help you. If anything isn't exactly as you would like it, or if you are unsure and have questions about absolutely anything, we are here to serve. Don't hesitate to ask.

OPENNESS

When you are shopping for your new property, keep us up-to-date. Inform all builders, for sale by owners, and other realtors that you have an agent and let us do the rest. We are happy to book private showings for any properties that pique your interest. Honestly, we like seeing houses too.