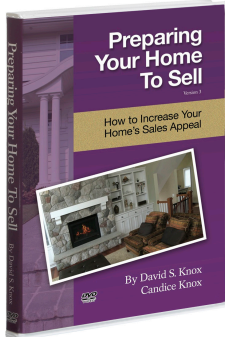


# “Preparing Your Home to Sell”

## Homeowner Outline and Checklist

Version 2.1 February 2024



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 online 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 too.

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