

# House Preparation



## PERSONALIZED PLAN

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*Courtesy Of Tatiana Kirilenko*



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*Dear Seller,*

*We have developed a very specific and intentional process of getting your house sold fast and for top dollar. Statistically, a properly prepared and staged house can sell for as much as 15% more money and 88% faster. You will only get ONE chance of making that first impression on the buyers that will be viewing your house, so use it wisely!*

*Don't gloss over needed repairs and fix-ups, as your prospective buyers won't. Your job is to ensure that your house stands out favorably from the competition. It is our mission to work with our clients throughout this process so you always feel supported and in control of the progress. We will review this list and will help you create the most effective customized plan for your property.*

*Let's get to work!*

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# PREPARING *Your House*

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## M A K E R E P A I R S

Now is the time to fix all of those nagging things that you just lived with. Inside the house, look for stained ceilings, missing tile, broken windows, doors, heavily scratched floors, and other signs of neglect. Outside, look for broken or missing shingles, patio pavers, and tuckpointing. If you have a deck, check for cracks in floorboards and loose railings. Make a list of everything you see and then decide which things you're going to tackle.

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## F I N I S H P R O J E C T S

Every homeowner has at least a couple of ongoing projects that never seem to get finished. Now is the time to finish that closet organization, install the lighting fixture you bought last summer, and use the new paint you've purchased to update the guest powder room.

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## C R E A T E C U R B A P P E A L

It's crucially important that your house makes a good first impression. When potential buyers drive up to your house, you want them to think, "Wow! I could live here!" To motivate buyers to see the inside of your house, make sure the outside is well-kept, tidy, and inviting. It's important to touch up or completely repaint the trim, keep the grass cut, edge along sidewalks and paths, maintain flowers and shrubs and keep the yard tidy. You never know when curious buyers will drive by.

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## D E C L U T T E R

It is imperative that your house looks inviting and spacious. Potential buyers may not be able to see past your clutter. Don't move things you no longer want or need - make decisions now to get rid of them and your house will sell faster and your move will be easier! It's no secret that getting started is the hardest part of decluttering. Take one room at a time and dive in. Donate books, toys, clothing, and duplicate household items. If you're getting frustrated and you can't deal with one more stack of papers or shoebox of old photos, put them in a plastic tub, label the tub and store it somewhere out of the way.

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## D E C L U T T E R   S O M E   M O R E   !

We noticed that when sellers "move-out" and detach from the house emotionally, it sells much faster! You are going to relocate anyways, so why not take this time to get ready for the move. No matter how many precious memories you've created here, your goal is to move, so make your house ready for the new owners. Clean out shelves, tables and countertops, inside buffets and other glass-door or open-shelf cabinets. You probably don't even notice what's there, but too much clutter in everything can distract a buyer. Completely pack away your closets and cabinets, except for items you'll be using in the next few weeks.

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## P L A C E   F U R N I T U R E   W I S E L Y

Your furniture is arranged the way it currently best suits you and your family. When you're staging your house to sell, you'll need to use your furniture as marketing tools to help create inviting vignettes. And while the buyers are very well aware that you'll be taking your furniture with you, it does nevertheless carry a significant weight in the overall buyer's impression of the house and ultimately impacts their decisions-making. Ideally, leave just a few necessary pieces in each room and store other items in a storage unit or garage. We will walk through each room with you to help you create staging plan for best results!

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## C R E A T E A W E L C O M I N G E N T R Y W A Y

If your house doesn't have a proper entryway, create your own. Add some art and mirrors to walls, introduce flowers or plants, add some simple entryway furniture and organizer to keep clutter at bay.

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## P A I N T

Color of walls contribute as much as 60-70% to the overall visual impression of the house. Think neutrals - they don't distract and allow potential buyers to imagine their own things in your house. Houses that have a fresh coat of neutral modern paint throughout are selling much faster and for more money! Even when you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

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## R E M O V E P E R S O N A L I T E M S

If you have a lot of family photos on the wall or several pieces of your child's artwork on the refrigerator door, you should take them down and store them out of sight. This will help buyers see the home as a clean slate they could make their own. Again - you are moving, so that will expedite both sale and move!

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## U P G R A D E L I G H T I N G

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back in time with outdated fixtures. This is an easy and affordable fix that will help sell your house.

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## F I X P E T I S S U E S

Did Milo leave a stain on the living room carpet? Does the first floor smell like a cat's litter box? Address these issues before potential buyers visit the house. Pet smells are serious turn-offs when trying to sell your house.

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## P R E S S U R E   W A S H   E X T E R I O R

If you have not done it in a while, carefully use pressure washer to clean the exterior. Also, make sure the windows are clean and the gutters are clear of leaves as well.

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## F I X   F E N C I N G

A fence adds value to your property. If your fence needs a little TLC, be sure to take care of any repairs before trying to sell your house.

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## R O O F   R E P A I R S

Few things turn away buyers more quickly than a leaky roof, so address roof repairs before trying to sell your house. If your roof needs serious work, be ready to negotiate a lower price with buyers.

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## F I X   C R A C K S

Fix any cracks in the driveway, walkway, or patio. This will help increase your home's curb appeal and will surely help you sell it!

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## C O N D U C T   A   S M E L L   T E S T

Foul odors, even slight ones, can be a deal-breaker, and the problem is that you might not even notice them. Consider inviting an unbiased third party in to try to detect any pet smells or lingering odors from your kitchen. If the smells are pervasive, prepare to do some deep cleaning as many buyers are on to the seller's "masking techniques" such as candles or plug-ins.

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## B U Y   F R E S H   F L O W E R S

If the weather allows, plant flowers in pots, window boxes, or right in the ground to add color and pump up the curb appeal. Inside the house, fresh flowers in vases add color, life, and the feeling that you, as the home seller, are putting your best foot forward.



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# Your Plan

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*Exterior*

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*Landscaping*

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*Declutter*

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*Paint*

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*Furniture*

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*Repairs*

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*Upgrades*

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