

THE
MADDOX
GROUP

Seller's *Home* Guide

Real Estate Made Personal





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REALTY

Hi, I'm Meghan —a dedicated, results-driven real estate agent who's passionate about making the home buying or selling process fun, smooth, and rewarding. With a background in social work and a proven track record as a top producer, I combine strong communication with expert market knowledge to help you feel confident every step of the way. I specialize in Northwest Indiana and Southwest Michigan, and I love matching clients with the perfect community to call home. Let's connect and turn your real estate goals into reality!

Home Selling Process

1. MEET WITH YOUR AGENT

6. RECEIVE AN OFFER

2. PREPARE TO LIST

7. NEGOTIATE

3. IMAGERY

8. INSPECTION/APPRAISAL

4. MARKETING

9. REPAIRS

5. SHOWINGS

10. CLOSING DAY

Prepare Your Home for Market

Creating a Space Buyers Remember

Before your home hits the market, small improvements can make a significant impact. The goal is not to make your home look like someone else's; it is to highlight its best features, create an emotional connection, and help buyers envision themselves living there.

Decluttering Checklist

A clean, organized home allows buyers to focus on the space — not the belongings.

- ☐ Clear countertops in kitchens and bathrooms
- ☐ Organize closets and storage areas (buyers will look!)
- ☐ Pack away personal collections and excessive décor
- ☐ Remove unnecessary items from shelves and surfaces
- ☐ Organize garages, basements, and storage spaces
- ☐ Store seasonal items neatly
- ☐ Remove excess toys, pet items, and everyday clutter
- ☐ Create a clean, open flow throughout the home

Tip: Buyers should notice the home's features first — not the things inside it.

Repairs That Add Value

Focus on improvements that create confidence for buyers.

- ☐ Touch up chipped paint and scuff marks
- ☐ Replace outdated light bulbs with bright, consistent lighting
- ☐ Fix leaky faucets or running toilets
- ☐ Repair damaged doors, cabinets, or trim
- ☐ Replace worn caulking in kitchens and bathrooms
- ☐ Address visible maintenance issues
- ☐ Refresh landscaping and exterior paint where needed
- ☐ Replace outdated hardware for an affordable update
- ☐ Ensure all lights, fans, and appliances are working properly

Remember: Buyers may overlook cosmetic imperfections, but visible maintenance issues can create doubt.

Curb Appeal Tips

The first impression begins before buyers walk through the door.

- ☐ Mow and edge the lawn regularly
- ☐ Trim bushes and remove overgrown landscaping
- ☐ Add seasonal flowers or planters
- ☐ Clean the front door and entryway
- ☐ Power wash sidewalks, decks, and patios
- ☐ Replace worn-out welcome mats
- ☐ Remove outdoor clutter
- ☐ Clean windows for maximum light
- ☐ Make sure house numbers are visible
- ☐ Create a warm and inviting entry

The goal: Make buyers excited before they even step inside.

Understanding Your *Homes Value*

A Strategic Approach to Positioning Your Home

Pricing your home is one of the most important decisions in the selling process. The right price creates attention, attracts qualified buyers, and positions your home for the strongest possible outcome. My approach combines market data, buyer psychology, and strategic positioning to determine a price that reflects your home's value while maximizing your return.

Market Analysis

Every home has a unique story, and understanding where it fits in the current market is essential. I analyze current conditions, inventory levels, buyer demand, and local activity to determine how your home compares within today's marketplace.

Comparable Properties

I evaluate similar homes that have recently sold, are currently available, and are competing for buyers' attention. Factors such as location, size, condition, updates, features, and market timing help create a clear picture of your home's position.

Understanding Buyer Behavior

Buyers are making decisions based on more than just price. They consider value, presentation, location, and how a home compares to other options available. Understanding what buyers are looking for allows us to position your home to create interest and urgency.

Market Trends

Real estate markets are constantly changing. I monitor trends such as buyer demand, days on market, pricing patterns, and local activity to ensure your strategy aligns with current conditions.

Strategic Pricing Strategy

The goal is not simply to choose the highest number — it is to choose the right number. An effective pricing strategy creates strong visibility, attracts serious buyers, and increases the opportunity for a successful sale.



Your Home's Digital Launch

Before Launch

- ✓ Photography
- ✓ Video production
- ✓ Marketing materials
- ✓ Online strategy

Launch Day

- ✓ MLS activation
- ✓ Social media campaign
- ✓ Buyer outreach

After Launch

- ✓ Performance tracking
- ✓ Feedback analysis
- ✓ Strategy adjustments

Professional Photography

High-quality photography is the foundation of your home's marketing strategy. I showcase your home's best features through bright, thoughtfully composed images that capture the character, layout, and lifestyle your property offers.

Drone Photography & Aerial Imagery

(When applicable)

Aerial photography provides buyers with a complete perspective of your property — showcasing land, surroundings, neighborhood features, and unique exterior elements that make your home stand out.

Cinematic Video Walkthroughs

Video allows buyers to experience the flow and feeling of your home before scheduling a visit. Through professional walkthroughs, we highlight the details, design, and lifestyle that make your property memorable.

Social Media Reels & Digital Content

Your home deserves exposure where buyers are spending their time. Strategic social media content creates additional visibility, increases engagement, and introduces your property to a broader audience.

Virtual Tours

Virtual tours provide buyers with an immersive experience, allowing them to explore your home from anywhere. This creates convenience for buyers while increasing the reach of your listing.



Schedule

Your Move

4 Weeks Out

- ☐ Create a moving plan and timeline
- ☐ Begin sorting belongings: keep, donate, sell, or discard
- ☐ Start packing items you do not use daily
- ☐ Schedule movers or reserve a moving truck
- ☐ Gather important documents and keep them in a safe place
- ☐ Begin researching utility transfer dates
- ☐ Plan for storage needs if necessary
- ☐ Make a list of items staying with the home
- ☐ Start collecting boxes and packing supplies

3 Weeks Out

- ☐ Pack additional rooms and closets
- ☐ Organize garage, basement, and storage spaces
- ☐ Donate unwanted items
- ☐ Confirm moving company details
- ☐ Schedule any final repairs or touch-ups
- ☐ Gather warranties, manuals, and information for new homeowners
- ☐ Plan how pets and children will be handled on moving day
- ☐ Notify schools, employers, and important contacts of your upcoming move

2 Weeks Out

- ☐ Confirm closing date and moving schedule
- ☐ Confirm utilities transfer or cancellation dates
- ☐ Update your address with USPS, banks, subscriptions, and insurance providers
- ☐ Pack most remaining belongings
- ☐ Create a box labeled “First Night” with essentials
- ☐ Clean and organize areas as they become empty
- ☐ Prepare documents needed for closing
- ☐ Schedule cleaning services if needed

1 Week Out

- ☐ Complete final packing
- ☐ Remove all personal belongings from storage areas
- ☐ Clean appliances, cabinets, and closets
- ☐ Dispose of hazardous materials properly
- ☐ Confirm closing appointment details
- ☐ Prepare keys, garage remotes, and access items
- ☐ Set aside important documents and valuables

Moving Day!

- ☐ Complete final walkthrough
- ☐ Check every room, closet, cabinet, and storage area
- ☐ Turn off lights and lock windows
- ☐ Leave keys, remotes, and instructions as directed
- ☐ Confirm utilities are handled
- ☐ Celebrate this next chapter!

Recommended Resources

GENERAL CONTRACTOR

Finishing Touches

219-872-8817

Mike

PAINTING

Maria Martinez

219-304-0401

HOUSE CLEANING

Beaches & Buckets

219-877-8395

LANDSCAPING

Richard Luna

219-344-3485

LOAN OFFICERS

THE MORTGAGE EXCHANGE

Peggy Loza 219-814-5805

Allison Dent 630-967-8773

CENTIER

Brooke Christ 219-608-5173

HORIZON

Karol Organ

(219) 362-0829

POWER WASHING

Shoreline Services

219-405-5357