



1. Strategic Plan

- ✓ Select Home Selling Team
- ✓ Review Market Conditions
- ✓ Buyer Profile Analysis
- ✓ Outline Custom Marketing Plan
- ✓ Determine Pricing Strategy
- ✓ Set Listing Timeline

2. Preparation

- ✓ Prepare Property for Marketing & Showings
- ✓ Pre-listing Inspections
- ✓ Photography & Video
- ✓ Creation of Marketing Materials
- ✓ Complete Disclosure Package

3. Marketing

- ✓ Submit Listing for National Listings Distribution
- ✓ Website, Video, Photography and All Online Marketing Launched
- ✓ Open House Schedule Syndication and Invitations Sent
- ✓ Direct and Email Marketing Initiated
- ✓ Signage and Advertising

4. Showings

- ✓ Setup House Prior to Each Showing
- ✓ Broker's Tours
- ✓ Open Houses
- ✓ Evening Showings
- ✓ Showings By Appointment

5. Offers

- ✓ Provide Buyers With Disclosure Packages
- ✓ Accept Offers
- ✓ Review Buyer Financial Qualifications
- ✓ Consideration of Offer Terms
- ✓ Negotiations, Counters and Addendums
- ✓ Offer Acceptance

6. Escrow

- ✓ Open Escrow Account
- ✓ Buyers Good-Faith Deposit
- ✓ Preliminary Title Report and Documentation Review
- ✓ Contract and Escrow Timeline
- ✓ Home Buyer's Inspections
- ✓ Appraisal and Lender Review
- ✓ Complete Signed Disclosures
- ✓ Additional Negotiations and Terms

7. Closing

- ✓ Review File and Confirm All Paperwork
- ✓ Review & Sign Closing Documents
- ✓ Moving & Clean Property for Transfer
- ✓ Loan Funding & Final Cash Deposits
- ✓ Close of Escrow
- ✓ Proceeds to Seller





Here is a list of home features, tips and things you can consider in sprucing up your home for that first date with your homebuyer. Accomplish a little everyday and soon your home will be ready to make that lasting first impression.

Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

General Interior Tips

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace

- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved
- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up—especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

The Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

The Kitchen

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

The Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

The Garage

- Sell, give away, or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

The Basement

- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

The Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

When It's Time To Show

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins