REAL BROKER

30-DAY PLAN TO PREPARE YOUR HOME TO SELL BY KIM WILLIAMSON

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30-DAY PLAN:

How Prepare Your Home To Sell

DAY 1-2

IT IS TIME TO SELL

TAKE THE NEXT 30 DAYS TO PREPARE YOUR HOME FOR THE MARKET.

Don't just list your home without any advance preparation. A few minor touch-ups can go a long way toward making a favorable impression on potential buyers — and perhaps cinching a deal.

Put your buyer's hat on and walk through your home like it's the first time; make notes on what you, as a buyer, would notice, and then repair or replace those items.

I have made a 30-day plan for you so you don't get overwhelmed, and take things one day at a time!

Please reach out with any questions, and know that we will be checking in throughout the 30 days.

Day 1

Day 1: Change Light Bulbs and Update Light Fixtures.
It's easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference in how a home looks to potential Buyers. If you have dated light fixtures (it's OK, a lot of us do), take a quick trip to IKEA, Lowes or Home Depot and pick up something modern.

Day 2

Day 2: Prepare the Paperwork.
Buyers and agents are going to ask a lot of questions, so start digging out the paperwork now: utility bills, tax bills, renovation details, warranties, well, septic, building permits, mortgage details, survey and rental contracts.

DAY
3-4

Day 3

Make an Extra Set of Keys. Prospective Buyers and their agents will need to access your home, so you'll need an extra set of keys. We will put a lockbox on or near your front door that the key will go in to allow all agents access when a time has been scheduled to show your home.

Day 4

A big part of the adventure you're about to embark on involves reducing clutter, and while the grocery or liquor stores might be cheap options for boxes, it sure isn't convenient. An investment under $100 will get you proper packing supplies and reduce your stress. If you're going to be moving a lot of stuff out of your house for the sale, consider renting a POD type storage locker. You fill up at your house, it gets carted away, stored and delivered to your new home when you move in!

DAY
5-6

Day 5

Tackle The Bathrooms. Remove all the toiletries you have on display. Invest in some new white towels (and no, you don't get to use them). Visit Kohls, TJMaxx, HomeGoods, or Marshall's for affordable accessories: soap dish, toothbrush holder, etc. If your toilet seat, shower curtain, or bath mat are gross (be honest), replace them. Consider replacing the toilet paper holder and towel rack/hooks too. Clean all fixtures. we have some tricks to getting shower pans and other things clean so let us know if you need help!

Day 6

De-Clutter the Kitchen. The kitchen is one of the rooms Buyers are most attracted to so if you're looking to skip a room, this shouldn't be it. Remove your blender/George Foreman Grill/Kitchen Aid mixer/toaster/bread machine from the counters. You want the counters to be as clear as possible. Clean inside all the cupboards (and yes, I mean remove everything and wipe them out). Don't cram all your dishes and food back in – again, you want to convey to Buyers that your kitchen has enough storage for the Buyer's stuff. Clean the fridge inside and out (and remove the magnets, photos and reminders). Turn on your self-cleaning oven (probably for the first time). Store your booze collection (and take out the empties). Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit in it.

DAY
7-9

Day 7

The bedrooms should be inviting, and that means more cleaning and decluttering, and investing in a few props. If you don't already have one, invest in a neutral-colored duvet cover and some new fancy pillows. Straighten the bookshelves. Remove personal photos, knick-knacks, and personal grooming products. Clean out the closets. Consider getting an area rug if the floors are cold. If you've jammed in a dresser or armoire that doesn't fit into the space, consider storing it offsite.

Day 8

Clean the sofa and chairs and invest in some new throw pillows. Consider getting an area rug to bring the room together. Hide the magazine rack and all the clutter that has accumulated. Hide the wires from your TV/stereo/speakers.

Day 9

Remove the kids' homework and the piles of stuff that have accumulated on the dining room table. Clean up the hutch. If your dining chairs have seen better days, consider getting them reupholstered. Invest in a new tablecloth to hide an old table.

DAY
10-12

Day 10

If your garage is anything like ours, this is going to take more than one day. Whether your basement is finished or is just a storage area for extra stuff, you'll need to invest the time to make it look as spacious and clean as possible. What a great way to rid yourself of all that stuff you never use!

Day 11

It's a pain (and expensive) to store all the stuff you don't need. Now is a great time to make some decisions about whether to store, donate, or discard the excess...

Day 12

As much as I'd love to say that you can cram all the stuff you don't want on display into your closets, Buyers will open your closets. They'll look in your cupboards. The last thing you want is for Buyers to think there isn't enough storage in your home, so take the time to pack away what you don't need in the immediate future.

DAY
13-15

Day 13

Remember most Buyers will have an emotional reaction to your home within 15 seconds of entering. What they experience at the entrance is CRITICAL. You want your entrance to be clean, de-cluttered, and inviting. No, you won't wear all your shoes and coats while your house is for sale, so be disciplined, and store things away. If you don't have a hall closet, don't pile 15 coats on a coat rack – that's just drawing attention to your lack of a closet.

Day 14

You want your house to appeal to as many Buyers as possible, and that will only happen if they can picture their own stuff in your house. Pack up some of the family photos, the collections, and the souvenirs from your trip to Asia. Walk through every room in your house and pretend you're a Buyer. If what you see helps people get to know you as you, remove it.

Day 15

The hardest day of them all... REST - take the day off and do something for yourself that you enjoy.

DAY
16-18

Day 16

A fresh coat of paint is one of the cheapest ways to freshen up your home. Bold colors are bound to be a turn-off to some Buyers, so to appeal to the most people possible take the time to re-paint that red bedroom and blue bathroom. (Tip: light colors will help small rooms look bigger). Don't forget about baseboards and ceilings – they might need some paint too. We have a great painter if you need one!

Day 17

We all have that list of never -done repairs and fixes. Now's the time to get to it, including fixing the leaky faucet, the picture holes in the wall, etc. and get this done once and for all. If you aren't handy yourself, bring in a handyman to take care of it (we know some good ones, we can help).

Day 18

I know, you probably don't even think about cleaning your windows, but rain and dust can really make your windows dirty. Potential buyers will look out your windows and you don't want them to see how dirty they are. Also make sure the window tracks are clean as well.

DAY
19-21

Day 19

Curb appeal matters and will significantly impact people's first impression of your house. Stand on your street and take in your front yard: what do you see? At a minimum, clean the scuff marks off the front door, and touch up the chipped paint or give it a fresh coat. if your front door has seen better days, consider investing in a new one. If you have a front porch, make it look inviting (and not just a receptacle for more of your stuff). Invest in some seasonal plants. Clean up the garden. A lot of Buyers will see your home at night, so make sure that your outdoor lighting is showing off your home.

Day 20

What you can accomplish in the backyard will, of course, depend on what time of year you sell. Clean up the flower beds, garden, trim the trees, cut the grass, and clean the patio furniture and BBQ.

Day 21

Unless your carpets are brand new, you'll want to have them steam cleaned (or do it yourself). You'll be amazed at what a difference it makes.

DAY
22-25

Day 22

You'll need more than a Swiffer to get into all the corners and cracks. If your floors are scratched, there are some great products out there to make them look almost-brand-new.

Day 23

If your walls and doors are scuffed, buy some Magic Erasers and go to town. You'll wonder why you didn't do it sooner. If your art needs an update, now's the time to do it too.

Day 24

By now you're probably exhausted... sorry about that. While you can do this final step yourself, we always like to suggest bringing in professional cleaners who will make sure to clean all the spots you don't: baseboards, inside the lights, the fridge, etc. We have referral vendors for that, too!

Day 25

No Buyer wants to look at all your kids' toys, finger-painting works of art, or dirty diapers, so put it all away and make a plan to keep it concealed. I love my dogs too, but prospective Buyers won't appreciate the barking/jumping. Make a plan to get your pets out of the house for showings: Doggie daycare? Grandma and Grandpa? Multiple walks.

DAY
26-30

Day 26

If you're a dog owner, wash any couches, beds and surfaces where the dogs sleep. You may not smell him anymore, but Buyers will. Tuck the litter box away (and clean it twice a day while your home is on the market). Use Febreeze on EVERYTHING. Consider lighting some candles or essential oils (but avoid strong air fresheners).

Day 27

Walk through the front door and look around each room. Do you need to move some furniture around to make the rooms look more inviting and large. We can also give you our professional option. We would love to come look at all of your hard work on day 27!

Day 28

Go through the house one more time and look everything over from floor to ceiling. Take one final walk-through all the rooms and adjust as necessary.
You want to make sure everything is just right! Is everything ready for picture day tomorrow?

Day 29

When your house is de-cluttered and clean. It is ready for prime time! it's time for the photographer to work their magic. This will happen a few days before you list your home for sale, and if you work with us, will include a video.

Day 30

You've worked hard, and now it's time to step back and admire your work. How does it look? Most people say their house has never looked better than it does right before they sell.

Now for the hard part...Don't. Touch. Anything

Enjoy the next 30 days and good luck!

Call me if you have any questions!

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