



# LISTING YOUR HOME GUIDE

## HOME PREPARATION

Your home's condition matters. Especially in today's market. Buyers expectations are at an all-time high. Increased level of competition in the marketplace make it vital that we work together to ensure that your home is in top-notch condition...inside and out.

I will work with you to offer guidance as to exactly what you need to do to increase your home's desirability to the widest group of buyers. In the meantime, here are some tips to get you started.

### HOME STAGING TIPS:

#### GET RID OF CLUTTER

- Remove approximately half of your items from bookcases
- Pack up knick knacks or items that you will not be using often
- Clear off countertops and place any must-have items in a box that is easily stored in a closet

#### TOUCH IT UP

- Freshen up a room with a new coat of paint
- Patch any holes and repair damage to walls
- Re-caulk or repair any damaged trim or woodwork
- Paint the front door with a fresh coat

#### LET THERE BE LIGHT

- Wash your windows inside and out
- Add floor and table lamps to lighten dark rooms
- Replace any burnt out bulbs
- Remove screens if you don't use them

#### ORGANIZE

- Remove off-season clothes from your closets and align hanging clothes
- Reorganize kitchen cabinets and line up plates and glassware
- Remove everything from closet floors and put away any non-essentials

#### MAKE IT SPARKLE

- Clean out cob webs and all air vents/returns
- Polish your chrome faucets and mirrors
- Replace worn rugs and hang up fresh towels
- Hire a professional to do a deep clean of your home

#### DE-PERSONALIZE

- Remove magnets and photos from the refrigerator
- Use personal photos and family heirlooms in moderation
- Remove exotic artwork or wall hangings

#### THE FIDO FACTOR

- Hide litter boxes and pet toys
- Steam clean carpets to remove pet odors
- Repair any pet damage to your home
- Remove animals for each showing





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## HOME STAGING TIPS (continued)

### MAXIMIZE CURB APPEAL

- Pressure wash your front walkway and re-paint your front porch
- Keep your lawn green and free of weeds
- Put down a fresh load of mulch
- Freshen up your entry by adding a new welcome mat and some potted plants

### FIX IT NOW

- Fix doors that don't close properly
- Replace cracked floor tiles
- Replace broken or cracked window panes
- Repair any minor plumbing or electrical issues

### GO WITH THE FLOW

- Re-arrange furniture to demonstrate a room's functionality
- Place furniture in a way that dictates logical traffic flow
- Remove oversized or unused furniture to make rooms feel bigger
- Store unnecessary furniture, lamps, and bookshelves

**TIP:** Invest in some baskets or storage containers that you can use to pick things up and store things quickly and easily before a showing.

## GATHER HOME DOCUMENTS & KEYS

There are several pieces of information that I will need to get from you so that I can be more educated on your property and also to keep the process moving forward.

**HOA Contact Information** — Please provide me with the appropriate contact information to your homeowners' association so that I will be prepared to order HOA documents when we ratify a contract. After contract ratification, getting copies of HOA documents can be very time sensitive so it's best that I be prepared with the appropriate contact information.

**Collect Keys** — Please make me a copy of any relevant keys to your home. If you have multiple keys to your home (front doors, dead bolts, back doors, etc), I will need a copy of each so that buyers' agents and prospective buyers can appropriately preview your home.

**Additional Documents** — If you have any additional home or property information, such as a survey, contractor floor plans, renovation details, a list of recent improvements, title insurance policies, or anything else you think would be relevant to your sale, please send these my way!

**Collect 12 Months of Utility Bills** — Please gather utility bills from all companies (electricity, water, and gas/propane) for the previous year. It's helpful to have these bills in advance should we get questions regarding monthly utility costs.

## PHOTOGRAPHY

I will be sourcing a professional photographer to take pictures of your home. We will be working together to schedule a time that best suits your schedule and showcases all of your home's unique features. It is extremely important that your home be clean and tidy for the photo shoot. In today's real estate world, your first 'showing' is always online. A strong online presence, which really starts with quality photos, has proven to generate more in-person viewings.

Please note that we will need to do some additional staging before and during our photo shoot. Overall, we will need to do some de-cluttering and simplifying to make our photos even more appealing to buyers. Some of the tips may seem a bit extreme, but remember this is just for the photo shoot!





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### PHOTOGRAPHY (continued)

#### OVERALL

- Before the photo shoot, please check to make sure all light bulbs are working
- One of our ongoing themes is to remove just about everything from table top surfaces. De-clutter!

#### KITCHEN

- Remove almost everything off the countertops to create as clean and simple of an environment as possible. This includes removing any towel racks, coffee makers, knife holders, etc that are on your countertops
- Remove all magnets, photos, etc from your refrigerator. Make sure that the sink is empty and cleaned
- If you have glass cabinets, organize dishes and things that are visible

#### FAMILY ROOM

- Clean off all excess books, magazines, and non-essential details from table tops
- Remove any excess pillows or throw covers from chairs/sofas

#### BATHROOMS

- Hide all toothbrushes, toothbrush holders, toothpaste, mouthwash, etc that is on your bathroom vanities. bathroom vanities should be empty
- In most cases, remove all towels from towel racks
- Remove any items, such as additional toilet paper or air fresheners, that are on top of toilets
- Put toilet lids down

#### BEDROOMS

- Make sure beds are perfectly made and straightened
- Remove excess pillows and duvet covers
- Clean off the tops of dressers so that they are mostly vacant
- Clean accessories off bedside tables (books, photos, clocks, etc)

#### MISCELLANEOUS

- If you have a desk or home office area, please de-clutter. Ideally, you will just have a desk with a computer and maybe a printer. All other paperwork, mail, etc should be removed.
- For kids play areas, temporarily remove large toys to enable rooms to seem larger. In almost all cases, we will not be taking photos of closets (with the exception of maybe the master bedroom closet).
- If you have curtains or blinds, please make sure they are all consistently open so that the exterior photography looks the best that it can be.

#### DID YOU KNOW...

A study by the *Wall Street Journal* found that homes with great photography received 61% more views online than competing homes?





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### MLS INPUT AND ACTIVATE LISTING

Once we have completed the photography and I have the final files in my possession, I will complete the listing input (including copy and photography) in the MLS. As soon as your MLS listing is activated, I will notify you so you are aware that your home is officially on the market.

### SIGN AND LOCKBOX

As soon as your listing is activated in the MLS, I will be sure that a Nest Realty For Sale sign and a lockbox have been placed at your property. Lockboxes can only be accessed by licensed Realtors in our Association. Every time it's opened, a log is created. This means I will be able to view a record of all your home's showings including the agents, name, date, and the time of the showing.

### MARKETING AND SYNDICATION BEGINS

Activating your listing in the MLS will begin the 'syndication' process. Syndication is when your home listing information is electronically sent (syndicated) to a variety of different digital channels. When you list your home with Nest, we take pride in ensuring that your home gains maximum exposure. These online channels include nestrealty.com, other co-operating brokerage web sites, and national/regional web portals like Zillow, Trulia, and realtor.com. Please understand that the full syndication process can take up to 3-4 days for your home to reach some of these web sites.





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## ADDITIONAL DETAILS

### SHOWINGS

We will coordinate with you to set up a showing schedule that works for you and your schedule. Our goal is to be as flexible as possible. Therefore, the more limitations we set on showings, the fewer we may receive.

When a showing request comes in, it is likely that the buyer's agent will give you a window of 30-60 minutes as to when they will arrive. A time range is not uncommon since buyers are oftentimes touring multiple properties during the day.

It is very important to give the buyers and their agent time in the home by themselves. Buyer's often can't relax or don't feel as though they can openly discuss the property if you are present. When a showing occurs, plan on being away from your home for the entirety of their viewing.

If you do have pets, it is best to remove them from the home or put them in crates during showings. Remember, you never know when a prospective buyer is going to be 'The One.' It is important to be ready for a showing by having your house picked up and as clean as possible.

**TIP:** Natural light can make a big difference.

**Take a moment to open blinds and curtains to showcase your home!**

### FEEDBACK

Showing feedback is crucial to making decisions on our ongoing marketing and pricing strategy, so I will work hard to get feedback to you within 24-48 hours.

### HOME IMPROVEMENTS AND REPAIRS LIST

During the time period when your home is listed for sale, please run any planned improvements or changes by me prior to undertaking them. It is important that I can address any in-progress construction projects or alterations to prospective buyers prior to showings. In addition, I will give you feedback as to whether it is a wise project to undertake at this time.

If you notice an issue with your property while it is on the market, please let me know. In most cases it's going to make sense to get any problems or potential problems fixed as soon as possible. If it's something that may be obvious to the buyer, then it's important that I communicate the issue and plans for repair to the buyer's agent in advance of showings. Please keep track of any invoices once these repairs or changes are completed.

### THANK YOU

Thanks again for your trust in me to sell your home. I can assure you that I will be working hard to get your home sold. If you have any questions at all during this process, please do not hesitate to call or email.

