

THE LISTING GUIDE



real

Selling your home doesn't have to be complicated.

Selling your home is a big decision. There's a lot to consider, a lot of noise, and no shortage of opinions.

My job is to help you cut through that noise, give you clear direction at the right moments, and make sure you're starting from a smart, well-informed place. With the right plan and the right systems in place, this process becomes far more manageable.

People sell for all kinds of reasons. Some exciting, some stressful, some bittersweet. Whatever brings you here, you'll have my attention and support as we get things set up and moving in the

I'm a husband, a dad, and a full-time Realtor.

I've been licensed since 2019 and live right here in the Fargo-Moorhead area.

I'm hands-on, straightforward, and very intentional about how I approach homes and guide my clients through every decision.

Most importantly, I'm clear, responsive, and proactive. You always know where things stand and what the next step is as we move forward.

I'm glad you're here, and I'm excited to work with you.

You can reach me by text or call 218-688-0802 or by email at joe@fargojoe.com.

The logo consists of the word "realtor" in a lowercase, sans-serif font, enclosed within a rectangular border. The text is white, and the border is black.

realtor

GENERAL LISTING PREP

FIXTURES AND PERSONAL ITEMS

- Anything considered a **fixture** will remain with the home unless otherwise stated in the sales contract.
 - A fixture is anything permanently attached to the home (bolts, screws, nails, wiring, etc.).
 - A simple rule of thumb: if you turned the house upside down and it stayed, it's likely a fixture.
 - Common examples include light fixtures, ceiling fans, window coverings, built-in shelving or cabinetry, and smart home components.
 - If there is anything you do not want to sell with the home, the best practice is to remove it **before** photos and showings begin.
 - This helps prevent confusion and avoids issues later in the transaction.
- Prior to listing, we will discuss what is staying and what is going.

CLEAN AND ORGANIZED SPACES MATTER

- Buyers place a high priority on homes that feel **clean, organized, and well-maintained**.
- Begin pre-packing early:
 - Store seasonal clothing, decor, and items you don't regularly use.
 - Aim to remove roughly half the contents of closets and cabinets.
- Less visual clutter helps rooms feel larger, more functional, and easier to understand.

DEPERSONALIZE THE HOME

- Buyers need to be able to picture themselves in the space.
- Remove personal items such as:
 - Family photos
 - Name displays
 - Highly personal or sentimental decor
- The goal is to create a **neutral backdrop** that allows the home itself to stand out.

KEEP EXPECTATIONS REALISTIC

- The goal is **not perfection**.
- This process is not meant to be stressful or overwhelming.
- Think of this as a practical guide to help your home show well and photograph well.
- We are preparing the home to sell, not to live in.
 - A neutral presentation typically appeals to the widest range of buyers.

GENERAL CLEANING TIPS

Make it smell good, but not overwhelming	Clean vents and baseboards	Power wash outdoor surfaces
Replace lightbulbs — use the same bulb temperature per room (around 5000K)	Keep floors vacuumed, mopped, or swept	Wash windows (inside and out)
Touch up scuffs and marks on walls	Declutter every room and surface	Tidy landscaping (weeding, mulch if needed)
Fix items that are broken	Organize and simplify counters, cabinets, and closets	Freshen the entryway (new doormat, clean door and glass)
Give every room a clear purpose	Take down personal and family photos, names, and items	Sweep patios, decks, and walkways

ROAD MAP

TO A SUCCESSFUL HOME SALE

1

SET UP A LISTING CONSULTATION

This will help us develop a plan and a timeline that works for you.

PREPARE YOUR HOME

We will develop a list of potential items to address before hitting the market.

2

3

PHOTOGRAPHY + MARKETING PREP

I will hire a photographer to capture your home and set-up a premium marketing campaign.

LISTING LAUNCH

Showings begin and all marketing efforts will launch to maximize exposure.

4

5

OFFER REVIEW + ACCEPTANCE

Any offer(s) received will be presented for you to review/counter before going into contract.

HOME INSPECTION CONTINGENCY

Buyers will have an inspector go over the home, if something is wanted repaired we will negotiate.

6

7

SALE PENDING

While in contract, we will update you regularly with milestones, deadlines and important info.

MOVE OUT + WALKTHROUGH

Buyer will do a final walkthrough within 1 day of closing, the home should be ready for them.

8

9

CLOSING

When the title company has all funds and docs are signed, buyer will get the keys.

PHOTO/VIDEO DAY PREP

GENERAL PREP

- Thoroughly clean the whole house (vacuum carpet, mop hard floors, clean countertops, clean windows)
- Turn all overhead lights and lamps ON
- Replace all burned out light bulbs
- Use bulbs of the same temperature (ALL incandescent or ALL compact fluorescent)
- Turn all ceiling fans OFF
- Turn all TVs OFF
- Turn all computer screens OFF
- Open blinds/window treatments to let in outside light
- If a window has a view, raise the blinds completely for a completely unobstructed view
- Remove personal photographs (or replace with general landscape/object photographs)
- Make all beds
- Remove small floor rugs to reveal actual flooring
- Place all shoes/jackets in closets

FRONT EXTERIOR

- The front of the home is usually the first picture buyers will see, and this picture will determine if they will look at additional property details.
- Close garage doors
- Remove cars from driveway and front of home
- Remove trash cans from front of house
- Clean up landscaping (mow, trim shrubs, clear leaves)
- Remove empty planters
- Use broom to remove cobwebs from eaves and door frames
- Remove visible water hoses
- Remove toys, sports balls, basketball goals, soccer goals, etc.

BACK YARD / DECKS / DOCKS

- Clean porch, tidy up outdoor tables/chairs/cushions
- Pillows/cushions should be fresh, not faded
- Remove trash cans
- Docked boats and/or jet ski-s should be clean
- Fishing gear should be neatly organized
- Fire pits should be lit if evening photography is being provided

PETS

- Place food and water bowls in pantry or closet
- Place pet beds/toys in pantry or closet
- Use lint roller on furniture to remove pet hair
- Contain pets in hidden crate or outside
- Clear back yard of pet waste/toys

PHOTO/VIDEO DAY PREP

KITCHEN

- Clear countertops completely. No knife blocks, baking supplies, mail, etc.
- Leave out max of one small appliance (ex. coffee maker)
- Clear the outside of the refrigerator of magnets, papers, photos, etc.
- Hide garbage cans in pantry or closet
- Remove dishes from sink, place in dishwasher
- Clean stainless steel appliances and granite counter tops to ensure there are no fingerprints or smudges

DINING ROOM

- Clear table, dust and polish the table top
- Use decorative place setting if available
- Feature one center piece such as a bouquet of flowers
- Straighten all chairs and space them evenly
- Remove child seats/booster chairs

LIVING ROOM & FAMILY ROOM

- Remove stacks of magazines, papers, mail, etc.
- Declutter fireplace mantel/hearth (no more than 5 items, including art)
- Clean interior of fireplace and re-paint if needed
- Do not block fireplace with furniture
- Fluff and arrange furniture pillows
- Remove kids' toys

PRIMARY BEDROOM

- Make bed, including decorative pillows/shams if available
- Press bed linens and bed skirts
- Clear nightstands of all personal items
- Store away phone/tablet charging cables
- Remove all clutter from top of dressers
- Remove family photos from walls
- Clean under bed, removing items that may show in the photos

KID ROOMS & GUEST ROOMS

- Remove personalized names from walls
- Remove wall stickers/posters
- Remove diaper genies
- Clean under bed, removing items that may show in the photos

BATHROOMS

- Clear countertops completely. No soap, toothbrushes, meds, deodorant, etc.
- Put toilet seats down
- Close closet doors
- Remove shampoo, soap, loofahs, etc. from showers and tubs
- Remove dirty towels – leave out only new, unused towels
- Remove floor mats

SHOWING PREP

LET'S SELL THIS HOUSE.



KITCHEN

Empty the sink and trash. Wipe counters. Keep the counters as clear as possible.



BATHROOMS

Empty the trash. Clear counters. Clean mirrors. Wipe it all down. Close toilet lids.



BEDROOMS

Make all beds. White bedding, if possible. Keep floors clear from clothing, etc.



LIGHTING

Ideally, all lights should be on. Monitor and replace any dead bulbs.



WINDOWS

Open up the blinds and drapes. We want as much natural light as possible.



SCENT

Keep a nice, soft scent in the home - but don't go overboard, moderation is key here.



TEMPERATURE

Adjust the thermostat or set a program to run, keeping the home comfortable and cool.



CLEAN

Try to keep things swept, dusted and vacuumed as much as possible.



PETS

Crate or contain pets as best you can. Or, take them with you. Hide bowls, clean cat boxes.



MUSIC

If you have smart speakers or a stereo, play some light, inviting jazz or something calming.



SHOES

If you keep shoes by the door, remove them and tuck them away.



LEAVE

Having the seller in the home is very uncomfortable for buyers.

FIRST IMPRESSIONS MATTER

Walk through your front door with a critical eye, nose and ear. Buyers will make a decision about your house in the first 3 seconds. Help them make a good one. Keep the front door tidy and clean too.

VALUABLES, FIREARMS AND DOCS

Remove or safely secure valuables, firearms, prescription drugs, etc. Be sure that you don't leave any sensitive information around like a bank statement in plain sight, etc.

DON'T DRIVE YOURSELF CRAZY

If you still live here, buyers will know that - no one expects perfection. This list isn't intended to be a stressor. This list is a goal and a guide - not a mandate. Do the best you can.

WHAT TO EXPECT

Clear communication and shared expectations help keep the process smooth and focused. The notes below outline how I work and what you can expect once your home is on the market.

AVAILABILITY

I'm available starting at 8:00 am and am responsive during normal business hours. My goal is to return messages the same day whenever possible. After 6:00 pm, my focus shifts to family time. Messages that come in after hours are typically addressed the next business day, unless something is time-sensitive or urgent. On Sundays, I generally do not work out of the house, but remain reachable if needed.

COMMUNICATION

For quick questions and coordination, a group text with all sellers included works best and keeps everyone aligned. I'll share regular updates by email, which is also where longer explanations and strategy live. Once we're under contract, most important and time-sensitive updates from our team will come by email so nothing gets missed. When it comes to offers, negotiations, or pricing decisions, a phone call is often the most effective way to talk things through.

SHOWING FEEDBACK

I request feedback after every showing, but it isn't always provided. When feedback comes quickly and thoughtfully, it can be helpful. Delayed or generic comments are often less meaningful. What matters most are patterns over time, not one-off opinions. I'll help you interpret what's useful and what isn't.

OPEN HOUSES

Open houses are a tool, not a default strategy. In some situations, they can help with visibility and momentum. In many cases, serious buyers are already scheduling private showings. Whether an open house makes sense depends on the home, the market, and the overall plan.

DO I ATTEND SHOWINGS?

Usually, no. Buyer agents generally prefer flexibility, and requiring the listing agent to be present can slow scheduling. My role is to ensure the home is positioned well, marketed effectively, and easy to show. For homes that are highly specialized or require special care, my presence may make sense. Otherwise, stepping back keeps the process moving smoothly.

If something ever feels unclear, ask.

The goal is steady communication, smart decisions, and no unnecessary surprises along the way.

FAQ:

HOW LONG WILL IT TAKE TO SELL MY HOME?

I wish there were an exact answer. The best indicator is how quickly similar homes have sold in your area recently. Pricing, condition, and market conditions all play a role.

DO I LEAVE ALL THE APPLIANCES?

Most appliances typically stay. You'll complete a conveyance form before listing, so buyers are clear on what stays and what goes.

DO I NEED TO CLEAN WHEN I LEAVE?

Yes. The home should be left in broom-swept condition. Not perfect, but clean and put together. Think reasonable, not spotless.

WHEN DO I NEED TO BE COMPLETELY OUT?

You should be fully moved out by the day of closing, including all personal items and furniture. We'll review this timeline together so nothing is missed.

WHO PAYS FOR MARKETING?

I do. Professional photography, online exposure, and listing promotion are part of how I market your home.

HOW MUCH CAN I SELL MY HOME FOR?

When we meet, we'll review recent sales and current market activity to determine a price that makes sense for your home and the market.

HOW LONG WILL IT TAKE TO CLOSE?

Most homes close 30–45 days after accepting an offer. Timing can vary based on the buyer, financing, and contract terms.

CAN I SELL AND BUY AT THE SAME TIME?

Yes. We'll discuss timing, logistics, and strategy to make it workable. There are moving parts, but it's very doable with a plan.

I'M MOVING OUT OF THE AREA AND NEED AN AGENT.

I've got you covered. I have access to trusted agents nationwide and can connect you with the right fit where you're headed.

SHOULD I STAGE MY HOME?

Staging isn't required, but it can help. Staged homes often sell faster because they photograph better and help buyers understand the space. Staging is typically a seller cost, and we'll decide together if it makes sense for your home.

DO I NEED TO MAKE REPAIRS BEFORE LISTING?

Not always. Some items are worth addressing, others aren't. We'll focus on what makes sense based on impact, timing, and the market.

NEXT STEPS

At this point, the goal is simple: clarity around how — and when — we move forward.

Whether we've already met or are about to, the steps below outline what happens next once you decide you'd like to proceed.

1

LISTING CONSULTATION

(IF ALREADY COMPLETED, MOVE TO STEP 2)

A focused meeting to review the home, current market conditions, and overall strategy. We'll talk through pricing, positioning, timing, and preparation, with the goal of leaving you clear and confident about next steps. The meeting typically takes about an hour and can be done in person or virtually. The home does not need to be ready. You can schedule by calling, texting, or emailing me, or by using the link provided.

2

LISTING INTAKE FORM

If you decide to move forward, you'll complete a short listing intake form. This provides the information needed to prepare listing documents and required disclosures, confirm key details, and gather supplemental information used in marketing the home. It keeps the process organized and ensures nothing is missed.

3

LAUNCH PLAN

I'll finalize the timeline and marketing plan, and we'll begin preparing the home for market based on the strategy we've aligned on.

WHAT MY CLIENTS SAY

"He sold my home in 24 hours with multiple offers. Joseph is extremely professional and made the entire selling process seamless. I would highly recommend him to anyone looking to sell their home."

ZUSER

"Joseph helped us sell our home and also assisted with the building of our new home. He was easy to work with and always had time to answer our questions. Would highly recommend!"

SALLYSTAZ

"He was there whenever we had a question. Got us the most for our house. Awesome agent!! Highly recommend."

CTROTTIER75

"Worked closely with us to make sure we had the best experience and outcome when selling our home. Would recommend to anyone looking to buy or sell!"

BRI DESCHENE



I hope this guide was helpful.

This guide reflects how I approach selling homes, shaped by years of experience and real transactions with homeowners in situations like yours.

At our listing consultation, we'll review pricing and marketing in detail and tailor the strategy to your home and your goals. Nothing here is one-size-fits-all. Every plan is built around the property and the timing.

If questions come up, ask. I'm here to help you make informed decisions and to guide you through the process with clarity and confidence.

I look forward to working with

Joseph





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