



PREP YOUR HOME

FOR SALE

WHAT YOU CAN DO NOW TO MAKE YOUR LIFE
EASIER WHEN IT'S GO TIME!

SARAH PICKELL,
EXP REALTY





Hey!

I'M SARAH!

I'm not your typical real estate agent. I am not the kind of agent who will stick a sign in your yard, a lockbox on your door and walk away. No my friend, I list homes with *strategy*.

Because, most everyone selling their home wants to make the most amount of money possible, right?

In order to do that, there are things you need to do on your end to get your home market-able. You can try to sell a dirty house all day but if it's dirty and in need of major repairs or isn't "showing ready," you'll likely take a hit off of that sales price.

I give my sellers this guide to help them get ready for the market. I hope it helps you as you consider making a move in the future!

-Sarah

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STEP 1

DECLUTTER

Does that picture look like your house? It's ok if it does. I'm not judging you, I promise! In fact, my desk likely looks like that right now, too! But... if I was selling my house, I'd clean it up really quick!

In order to sell your home for TOP DOLLAR, you have to appeal to the most buyers possible. And some people simply cannot see past the clutter.

You are already preparing to move so start taking inventory of all your stuff. Go room by room, through every nook and cranny and get rid of the excess that you don't need. Is it broken? Throw it away. No longer being used? Maybe have a yard sale or consider donating to a charity. Get rid of anything you won't be taking with you to the new place.



Now box up 25% of what's left. Keep furniture and decor to a minimum. We want each room to feel spacious. You'll be AMAZED at how much bigger your house feels with 25% of the stuff boxed up and out of the house.

Wondering where to put all that? Go ahead and put it in the garage. Buyers realize you're moving, boxes in the garage show you're ready to make a deal. No garage? Get a small storage unit.

STEP 2

DEPERSONALIZE

It's time to put away your family pictures. I'm sure they are cute! But, you want a buyer to walk into your home and visualize themselves living there. Think of model homes. That's the look we are going for! If you have a photo collage, you can leave the frames up so there aren't a bunch of nail holes exposed, and you can fill the frames with scenes from nature, stock images or even scraps of fabric.

Don't forget to remove art and magnets from the fridge. Reduce the amount of "knick knacks" on display. It's best to put away keepsakes laying around the house and things that may offend other buyers, like religious items or political banners. Remember we are trying to create a neutral space that buyers can envision themselves living in.



STEP 3

FRESHEN UP



You have 7 seconds to make a first impression. Let me ask you a question- how long does it take for you to walk from your car in the driveway to your front door? Curb appeal is very important so don't skimp here. Add fresh mulch or pine straw, plant some flowers, add a pretty wreath to the front door. Pressure wash the exterior and driveway. Touch up the front door paint if needed.

Consider a fresh coat of paint if you can swing it financially, but new trim paint really pops too! The next page also has some helpful items to keep on hand!


Don't forget the inside too though!

Replace burnt lightbulbs and if you are able, replace outdated light fixtures. Amazon, Home Depot and Lowe's have a great collection of inexpensive fixtures can make a big impression!

This is also a great time to tackle your honey do list. Buyers' minds tend to spiral during showings. They think that if one thing is obviously messed up in your house, what else is there that has not been maintained or is hiding behind the walls? You know that wiggly toilet? Or the rotted wood around the windows? Go ahead and take care of those things now.

HERE ARE 3 ITEMS YOU CAN BUY ON AMAZON THAT CAN ALSO HELP TOUCH UP YOUR WALLS:

Mr. Clean Erasers



Mr. Clean Magic Eraser, Shoe, Bathroom, Oven, and Shower Cleaner, Cleaning Pads with Durafoam, 6 Count

Visit the Mr. Clean Store

4.7 24,696 ratings | Search this page

#1 Best Seller in Household Surfaces Scouring Pads & Sticks

60K+ bought in past month

\$5⁴⁴ (\$0.91 / Count)

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Savings: \$0.25 Amazon credit on any 1 or more. Terms

Redeem **Savings:** Buy \$80, Get \$20 Amazon Credit. Code: PGSTOCKUP Shop items

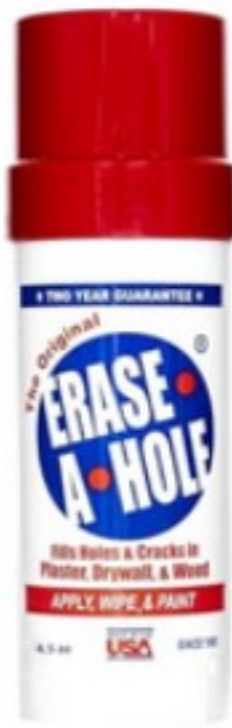
With Amazon Business, you would have saved \$112.00 in the last year. Create a free account and save up to 29% today. May be available at a lower price from other sellers, potentially without free Prime shipping.

Size: **6 Count (Pack of 1)**

6 Count (Pack of 1) \$5.44 (\$0.91 / Count) 	6 Count (Pack of 2) \$10.88 (\$0.91 / Count)
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Brand Mr. Clean

Erase A Hole



Drywall Repair Putty: A Quick & Easy Solution to Fill The Holes in Your Walls-Also Works on Wood & Plaster (1)

Visit the Erase-A-Hole Store

4.5 11,747 ratings | Search this page

9K+ bought in past month

\$14⁹⁷

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Apply now and get a \$60 Amazon Gift Card upon approval of the Prime Store Card, or see if you pre-qualify with no impact to your credit bureau score.

Item Package Quantity: 1

1 \$14.97 	2 \$26.99 (\$6.13 / Fl Oz)
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Touch Up Paint Pen



Slobproof Touch Up Paint Pen- Refillable Paint Brush Pens 2 in 1 Pack- Refillable Paint Pens for Walls, Touch up Work, Paint Touch Up Pen for Walls, Furniture, Kitchen Cabinet, Wood, Floor, Window

Brand: Slobproof

4.4 6,772 ratings

Amazon's Choice

In Household Bristle Paint Brushes by Slobproof

8K+ bought in past month

-15% **\$16⁹⁹** (\$8.50 / Count)

List Price: \$19.99 @

prime Same-Day FREE Returns

With Amazon Business, you would have saved \$112.00 in the last year. Create a free account and save up to 30% today.

STEP 4

DEEP CLEAN

Scrub the floors, dust the fans, vacuum and leave the kitchen sparkling. Don't forget to clean the windows and dust your air vents.

Or...just hire someone to do it!

Don't underestimate how a clean house smells and feels to a new buyer!



Do you have pets? You may want to have your carpets cleaned. (or replaced if they have been well used!) Either way, a clean smelling house is sure to leave a good impression in your mind!

STEP 5

STAGING OR EDITING

Staging a home helps buyers fall in love with their new property. There is a reason that new home communities pay more than \$100,000 per home in professional staging and design. Sometimes staging is adding to, sometimes it's taking away and sometimes it's just "editing" what you have.

I have a storage space loaded with home decor items. We use these items to add to your space or to give vacant listings a cozier vibe.

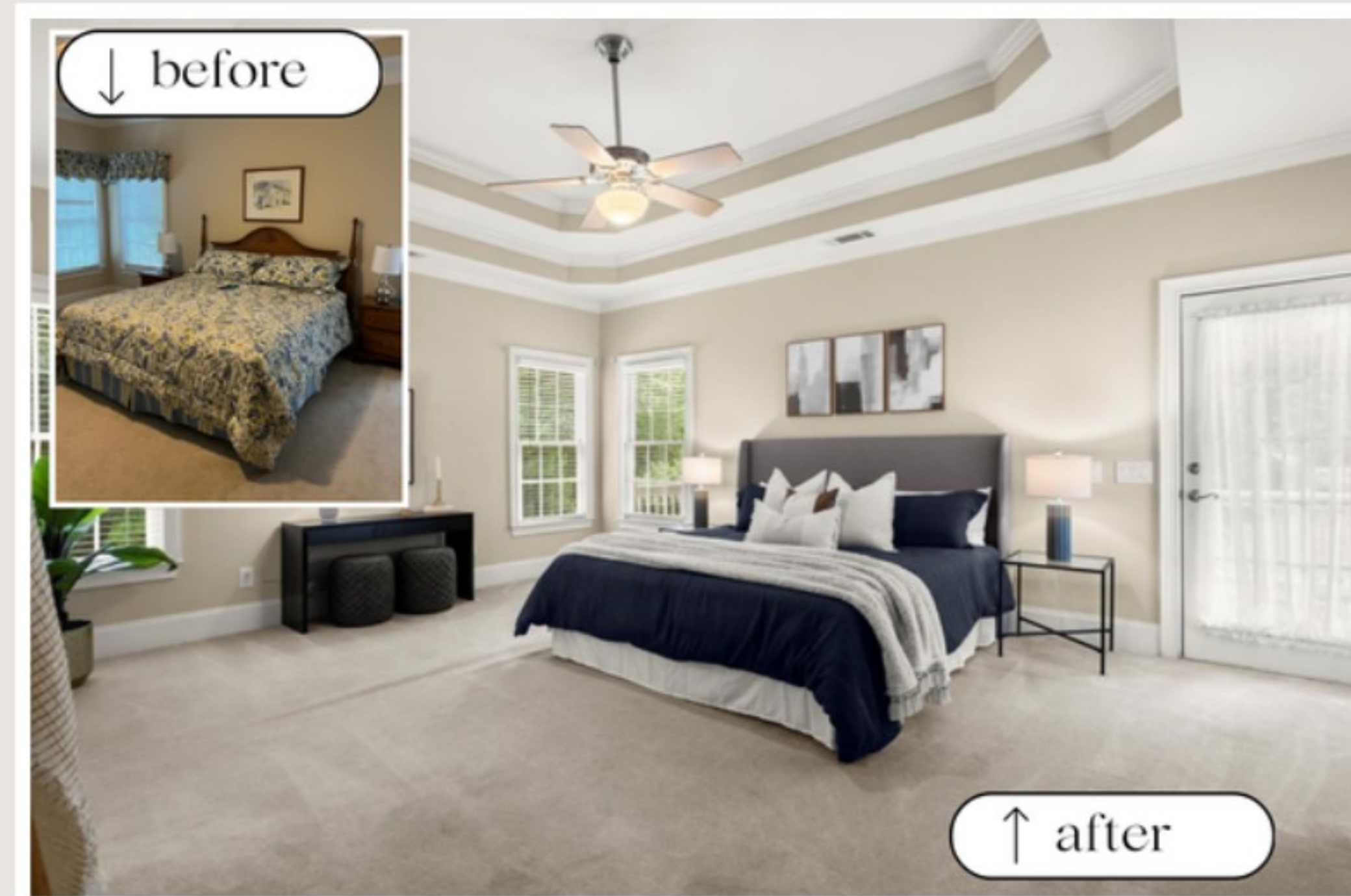


We can also invest in virtual staging to help buyers picture furniture in a space. Some homes are better suited for professional staging.

VIRTUAL STAGING



PROFESSIONAL STAGING



STEP 7

HIRE A GREAT AGENT

don't miss this step

The real estate market has changed. If the goal is to sell your home for the most money possible, your agent has to do more than just putting a sign in the yard. There has to be a strategy involved!

I have worked diligently to develop mine so that when a listing debuts on the market, everyone knows about it! Your neighbors, potential buyers, agents who have intereted buyers, and more! We accomplish this through professional photography and videography followed by social media ads, compelling videos of your house, print and mail marketing, and networking with other agents locally and across the country!

And while you can take my word for it, I want you to also hear it from our past and repeat clients:



Her marketing was amazing. We ended up with three full price offers! Sarah walked us through each step from losing our first contract to getting another full price contract. I didn't believe a realtor could make such a difference! - Sarah D.



Sarah is AWESOME and so thoughtful! She made selling our house a great experience and TRULY cares and thinks of the little things! Also was so attentive to us in buying our new home and patient which we really appreciated! She is so kind, knowledgeable and a great resource to ask for guidance on. Super happy with her and cant recommend her enough! - Neil K.



Sarah is the absolute best! She went out of her way to get to know what we needed, and to put our anxieties at ease. Sarah coordinated with us to ensure the best possible offer. She made sure that we understood each step of the process along the way and kept us apprised of all interest in our property. In the end Sarah helped us get everything we needed and more, much more. Moreover, she did it all with an unmatched personal touch. - Blake S.

CHECKLIST

KITCHEN:

- ☐ Clear off kitchen counters- no paper towels, appliances or anything extra
- ☐ Remove artwork and magnets from the fridge
- ☐ Organize pantry

FAMILY ROOM:

- ☐ Remove all personal decor
- ☐ Declutter, including furniture if needed
- ☐ Neutralize the tones in the room

BEDROOMS:

- ☐ Organize and declutter closets
- ☐ Remove personal accessories
- ☐ Replace bedding with neutral tones if possible
- ☐ Make all beds

BATHROOMS:

- ☐ Clear products off of counters and from shower
- ☐ Remove personal accessories
- ☐ Replace bright towels & rugs with white ones
- ☐ Replace busy/colorful shower curtains with soft, neutral ones

EXTERIOR:

- ☐ Pressure wash exterior and/or driveway
- ☐ Consider sprucing up the front door with a wreath, welcome mat and plants
- ☐ Make sure the front door key turns and opens the door smoothly

YARD:

- ☐ Tidy up the yard- weed, pack up toys, yard accessories
- ☐ Trim bushes
- ☐ Mow lawn
- ☐ Add or replace fresh mulch/ pinestraw

THROUGHOUT:

- ☐ Wipe down all blinds
- ☐ Touch up any drywall or paint. Consider fresh paint, or just paint trim for a pop
- ☐ Replace burnt out lightbulbs and make sure they match (soft white is a good option!)
- ☐ Remove any pet bowls, beds or signs that a pet lives there