



Preparing a Family Home for *Its Next Chapter*

KATHLEEN SPOSTO, REALTOR®



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Thank you!



Thank you for considering my professional services with the sale of your family home. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

KATHLEEN SPOSATO
REALTOR®

"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home is such an honor and a pleasure for me."

-Kathleen

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STEP 1

Understand
Options

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2

Prepare at Your
Pace

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 3

Market
Thoughtfully

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 4

Move Forward
When Ready

- ✓ Go under contract
- ✓ Pre-closing checklist

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents – I've provided my answers so you can see why I believe I'm the best for the job.

1. How long have you been in real estate?

I've been selling real estate for 19 years now. I also obtained my broker's license and appraisal trainee license.

3. What is your average days on market?

That depends on the area. In most cases, homes are still selling in 7-21 days with the inventory being so low. That can definitely change as more sellers enter the market so I will sit down and go over the specifics of your neighborhood with you when we meet.

5. Have you sold homes in this neighborhood?

Of course! I have sold homes all over Worcester County, Hampden County & Windham County.

7. What will you do to market my home?

I follow a very strategic process that I have come up with and used over and over again to get my clients top dollar on their homes for sale.

2. Are you a part-time or full-time agent?

I've been selling real estate full time for 19 years now. This has been my one and only career for my entire adult life because I LOVE it!

4. What is your list-to-sold price ratio?

The market has been hot these past few years. My homes have sold on average for 3-5% more than our listing prices with the most favorable terms for our sellers.

6. Have you sold homes in this price range?

Absolutely! I have sold in a vast range of sales prices from \$50,000 foreclosures all the way into the millions for luxury style homes.

8. Will I be working directly with you or a team?

You will be working directly with me, but I do have several teammates that will offer additional support and coverage to guarantee we are always available for your listing.

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.

Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Take your time and do this at your pace.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
☐	☐	Light fixtures	☐	☐	HVAC
☐	☐	Light bulbs	☐	☐	Flooring
☐	☐	Worn/stained carpeting	☐	☐	Paint walls where needed
☐	☐	Window glass	☐	☐	Remove wallpaper
☐	☐	Kitchen appliances	☐	☐	Flooring
☐	☐	Cabinets	☐	☐	Electrical panel
☐	☐	Sinks and faucets	☐	☐	Smoke detectors

KITCHEN

TO DO	DONE	
☐	☐	Clean off counters and declutter
☐	☐	Clean tile grout if needed
☐	☐	Thoroughly clean all appliances
☐	☐	Organize all drawers and pantries
☐	☐	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
☐	☐	Thoroughly clean all surfaces
☐	☐	Declutter countertops and drawers
☐	☐	Fold towels and stage decor
☐	☐	Remove any unnecessary items
☐	☐	Clean or replace shower curtains
☐	☐	Clean any moldy areas

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Take your time and do this at your pace.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Stage with pillows and throws |
| ☐ | ☐ | Dust and clean all surfaces and fixtures |
| ☐ | ☐ | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Remove clutter & personal items |
| ☐ | ☐ | Clean out and organize closets |
| ☐ | ☐ | Repair any damage in walls |
| ☐ | ☐ | Keep closets closed during showings |
| ☐ | ☐ | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| ☐ | ☐ | Pressure wash any dirty concrete |
| ☐ | ☐ | Clean or repaint front door |
| ☐ | ☐ | Repaint exterior and trim if needed |
| ☐ | ☐ | Wash windows inside and out |
| ☐ | ☐ | Sweep walkways and patios |
| ☐ | ☐ | Mow the lawn and trim shrubs |

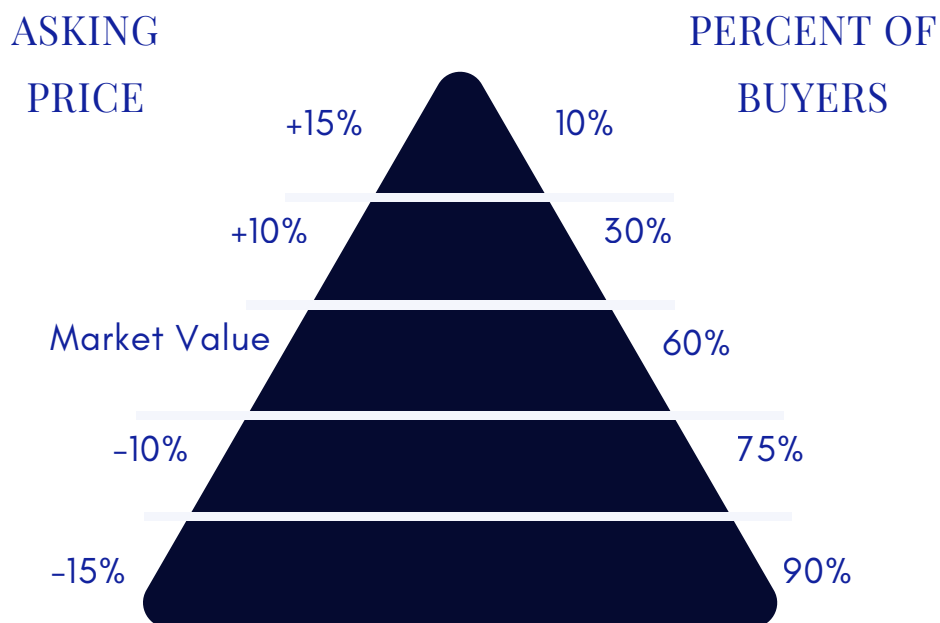
TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| ☐ | ☐ | Yard is clean and maintained |
| ☐ | ☐ | Replace any rotten wood |
| ☐ | ☐ | Outdoor furniture staged and inviting |
| ☐ | ☐ | Pressure wash any dirty concrete |
| ☐ | ☐ | Fence is in good shape |
| ☐ | ☐ | Pool/spa is clean and in working condition |

It's important to thoroughly evaluate the market to determine the market value of your home.
Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over market value

- + If you have to receive a certain amount for the home
 - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



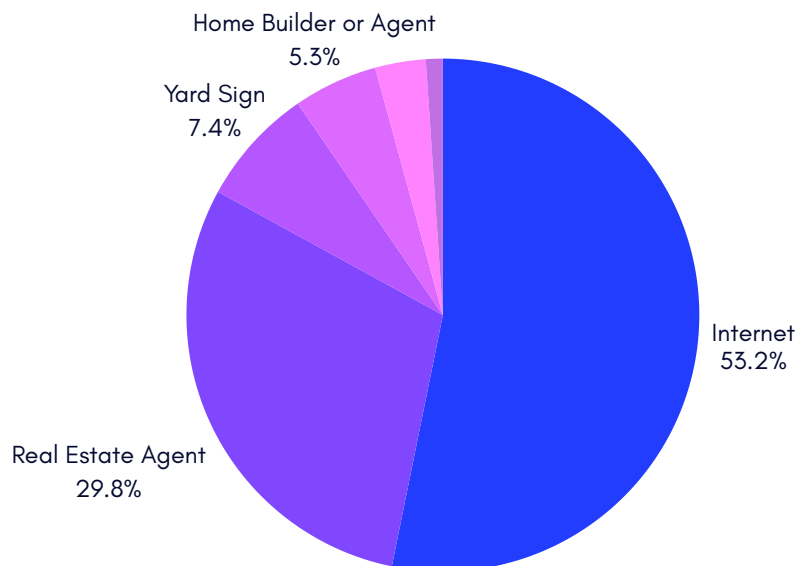


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

The photos to the left are examples we like to share.

What's Included in my Marketing Plan:

- ***Social Marketing***
 - Displayed on brokerage website
 - Displayed on my website
 - Coming soon campaigns
 - Virtual tours
 - Broadcasted to all followers across social media platforms
 - Facebook marketplace
- ***Coming Soon Ads***
 - Flyers
 - Postcards
 - Professional photography
 - Professional videography

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your needs.
- Usually we use a lockbox that allows buyers' agents to access your house key. All agents are logged and verified prior to getting the lockbox information.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- | | |
|--|--|
| ☐ Declutter, discard & donate | ☐ Choose a mover and sign contract |
| ☐ Collect quotes from moving companies | ☐ Create a file of moving-related papers and receipts |
| ☐ Locate schools, healthcare providers in your new location | ☐ Contact homeowner's insurance agent about coverage for moving |
| ☐ Secure off-site storage if needed | ☐ Contact insurance companies to arrange for coverage in new home |

3-4 Weeks Before

- | | |
|---|--|
| ☐ Notify everyone about your change of address | ☐ Notify utility companies of date to discontinue/ transfer service |
|---|--|

2-3 Weeks Before

- | | |
|--|--|
| ☐ Notify DMV of new address | ☐ Notify utility companies of date to discontinue/ transfer service |
| ☐ Discontinue additional home services (housekeeper, gardener/lawn service) | ☐ Arrange for child and pet care on moving day |
| ☐ Start using up things you can't move, such as perishable | ☐ Notify HOA about upcoming move, reserve elevator usage |

1 Week Before

- | | |
|--|--|
| ☐ Confirm final arrangements | ☐ Pack an essentials box for quick access at new home |
| ☐ Arrange transportation for your pets and plants | ☐ Label moving boxes with the contents inside |



Thank you!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

-Kathleen Spasato

Next Steps

✓ Sign listing agreement and property disclosures

✓ Determine list price

✓ Schedule Photo & Video Shoot