



Your Home Seller's Guide

When you're selling your home, you want it to look its best. Follow these steps to make your home shine and sell as smoothly as possible.



Preparing Your Home for Sale

Make your home seem bigger by purging stuff from every room and closet, the garage, the basement and the attic. Lease storage space for belongings you won't need while showing your home.

Hire a professional service to clean the house from top to bottom. Have carpets professionally cleaned or even replaced.

Touch up paint around the house. Don't forget the front and garage doors.

DECLUTTER

CLEAN, CLEAN, **CLEAN**

FRESHEN-UP WITH PAINT

Remove evidence of pets such as toys and crates.

Depersonalize your home by removing family pictures.

STASH PET ITEMS

REMOVE PHOTOS

Manicure your lawn, shrubs and flower beds. Plant fresh flowers or display potted flowers on your front porch.

Have a home inspection before you sell and make needed repairs. Keep receipts and warranties for the new owner.

CURB APPEAL

PRE-SALE **INSPECTION**



Marketing Your Home

Partner with an experienced REALTOR® with a solid marketing plan.

Price your home correctly. Your REALTOR® will prepare a comparative analysis of similar homes' market value in your neighborhood. Then, focus on those homes' sales prices.

PARTNER WITH A REALTOR®

SET THE RIGHT PRICE



For optimal presentation, have your house professionally staged.

STAGE FOR A

QUICK SALE

Tidy up and leave before showings and open houses. Hide keys, mails and medications. Make sure bathrooms shine and smell clean. Take out trash and open window blinds. Turn on all the lights and set the thermostat at a comfortable level. Light scented candles so your home will smell good.

> QUICK **CLEANING TIPS**

Display flyers describing your neighborhood, amenities, utility costs and homeowners association dues.

PRINT MATERIALS



Closing the Sale

Once you receive an offer, let your REALTOR® guide you in negotiating price and terms. But, of course, not everything comes down to price.

Be reasonable in responding to a buyer's repairs request after inspection. Wear and tear is expected. Provide paid invoices showing any repairs you make.

Bring a government-issued photo ID, the keys to the property, and any outstanding documents and paperwork your attorney or escrow agent instructs you to bring.

NEGOTIATE PRICE

THE INSPECTION **REPORT**

CLOSING DAY