

HOME SELLING *success* GUIDE

TOGETHER WE CAN GET YOUR HOME SOLD FOR TOP DOLLAR!



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DESIGNATIONS EARNED



Accredited Buyer Representative (ABR)



REBAC is the largest association of Real Estate Professionals focusing directly on Buyer Representation. Over 11,000 ABR members have completed the REBAC course and passed the test and proved to be buyer representatives.

Accredited Buyer Representative Manager (ABRM)



Targeted at real estate office brokers, owner and managers that want to include buyer representation into their daily duties. Members have taken and passed the ABR and ABRM course and showed proof of past management experience.

Accredited Land Consultant (ALC)



Experts in land brokerage transaction areas of five types: (1) farms and ranches; (2) undeveloped tracts of land; (3) transitional land; (4) subdivision and wholesaling of lots; and (5) site selection and assemblage of land parcels.

Certified Commercial Investment Member (CCIM)

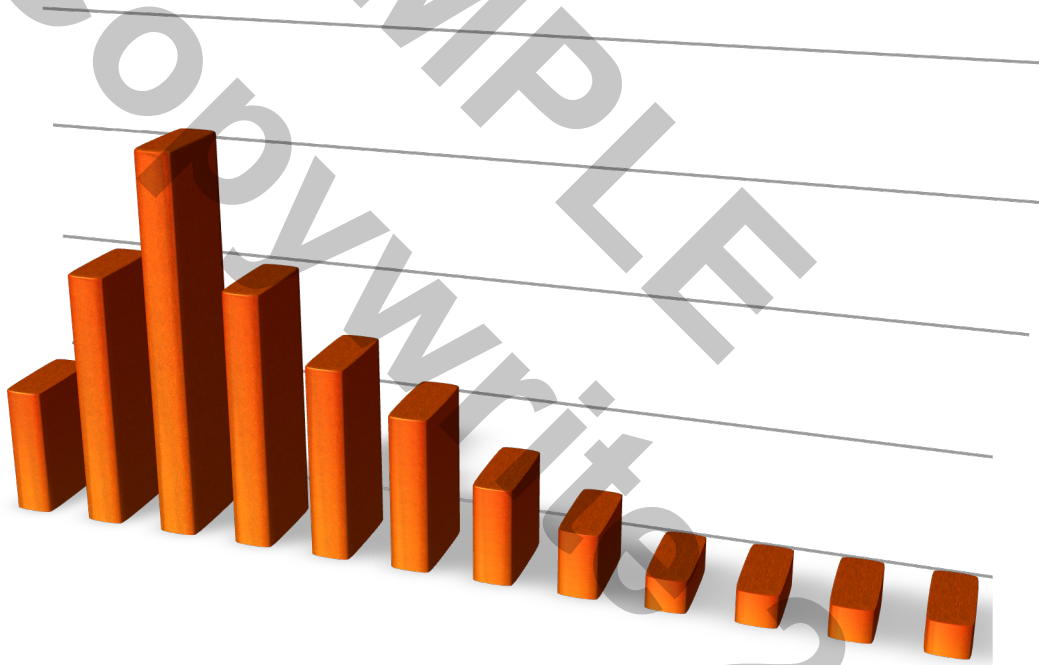


CCIMs are recognized real estate specialists in commercial real estate, leasing, asset management valuation and investment analysis. The CCIM business network includes more than 5,000 designees and 5,000 candidates principally in the United States.

PRICING YOUR HOME RIGHT AT THE BEGINNING



Showings Per Week



To get prime marketing time during the first few weeks of selling your home, make sure you are priced right from the very start!

GETTING YOUR HOME READY



Your Checklist for Allowing Your Home to Shine...

GENERAL:

- ☐ De-Clutter— Pre pack, toss, organize, pick up
- ☐ De-Personalize - Remove personal items so buyer envisions themselves living there- not you
- ☐ Deep Clean— White glove test (especially kitchen & bathrooms)
- ☐ Fix It— Do the deferred maintenance
- ☐ Go Neutral— Prime & paint to neutralize strong colors & odors
- ☐ Remove Odors— Pets, mold, smoke, filth, mildew
- ☐ Complete the Picture— Finish any unfinished projects
- ☐ Go Over the Top - Do something to improve your home

HOUSE EXTERIOR:

- ☐ Paint or power-wash siding
- ☐ Paint, touched-up trim
- ☐ Repair, repaint fences and gates
- ☐ Clean, align gutters, downspouts
- ☐ Wash and align shutters
- ☐ Wash all windows, storms, screens

FRONT DOOR / ENTRANCE AREA:

- ☐ Clean, wash, scrub front steps, porch as needed
- ☐ Check front doorbell and bell light
- ☐ Replace screen & welcome mat
- ☐ Paint or wash storm door, lubricate hinges
- ☐ Polish brass door lockset and brass hinges
- ☐ Clean and wash front door
- ☐ Clean interior entry area or foyer of all clutter
- ☐ Reduce volume, clutter in the front hall closet
- ☐ Clean and polish the front entry floor
- ☐ Wash, polish and replace bulbs in light fixture
- ☐ Remove fingerprints, scuff marks on trim, walls
- ☐ Paint to lighten and refresh entrance area

LIVING / FAMILY / DINING ROOMS:

- ☐ Repaint or touch up walls, ceiling and trim
- ☐ Repair or replace damaged molding, trim
- ☐ Remove electric plates, clean and replace
- ☐ Refinish, clean, wax hardwood and vinyl floors shampoo carpeting

LAUNDRY:

- ☐ Check operation of appliances and clean them
- ☐ Clean, organize laundry area, remove clothes
- ☐ Provide adequate (bright) light to area

CURB APPEAL:

- ☐ Lawn: Healthy, weed-free, neatly cut & trimmed
- ☐ Architecture: Highlight great features
- ☐ Trees & Shrubs: Trim to not touch the house
- ☐ Driveway: Sealed black-top driveway
- ☐ Front door: Clean, paint & update hardware
- ☐ Clutter: Remove any toys, garden tools, etc... from yard

BEDROOMS:

- ☐ Single purpose, inviting, relaxing
- ☐ Beds as the focal point
- ☐ New, fresh linens
- ☐ Clear out closets
- ☐ De-clutter & clean

KITCHEN:

- ☐ Paint walls, ceiling and trim white or neutral color
- ☐ Remove wax, scrub, re-polish floors
- ☐ Wash, wipe down and wax cabinets/appliances
- ☐ Thoroughly clean range, oven, cooktop and exterior
- ☐ Clean out refrigerator and wash interior
- ☐ Empty dishwasher, clean around controls
- ☐ Check operation of all appliances
- ☐ Reorganize and clean out cabinets and drawers
- ☐ Neatly arrange and display dishes in cabinets
- ☐ Check to see that drawers/doors open easily
- ☐ Wash or replace curtains
- ☐ Clean or put away pet feeding, watering dishes
- ☐ Design to dine— Define a dining space and dress it up

BATHS:

- ☐ Paint using neutral colors
- ☐ Scrub tile, bleach, and repair grout
- ☐ Check to see that drawers/doors open easily
- ☐ Clean, polish floor as appropriate
- ☐ Clean out medicine cabinet, wash inside and out
- ☐ Seal around tubs and showers
- ☐ Check for evidence of water at toilet base
- ☐ Replace old toilet seats
- ☐ Replace or clean shower /window curtains
- ☐ Buy a set of new, color coordinated bath linens