



LISTING

PREPARING

SHOWING

CONTRACTS

INSPECTIONS

SETTLEMENTS

CLOSING

MOVING

PACKING

# Guide to Selling a Home



Windermere  
REAL ESTATE



# How I Help Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

## MY SERVICES

- › Explain basic real estate principles and paperwork
- › Do a Comparative Market Analysis (CMA) to help determine your home's value
- › Help determine the right selling price
- › Assist you in preparing your home for sale
- › Market your home to buyers and other agents
- › List your home on Realtor.com, Windermere.com and other real estate websites
- › Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- › Assist you with the purchase and sale agreement
- › Negotiate with buyers and their agents on your behalf
- › Track contingencies and ensure contract deadlines are met
- › Work with the escrow company to ensure all documents are in order and on time

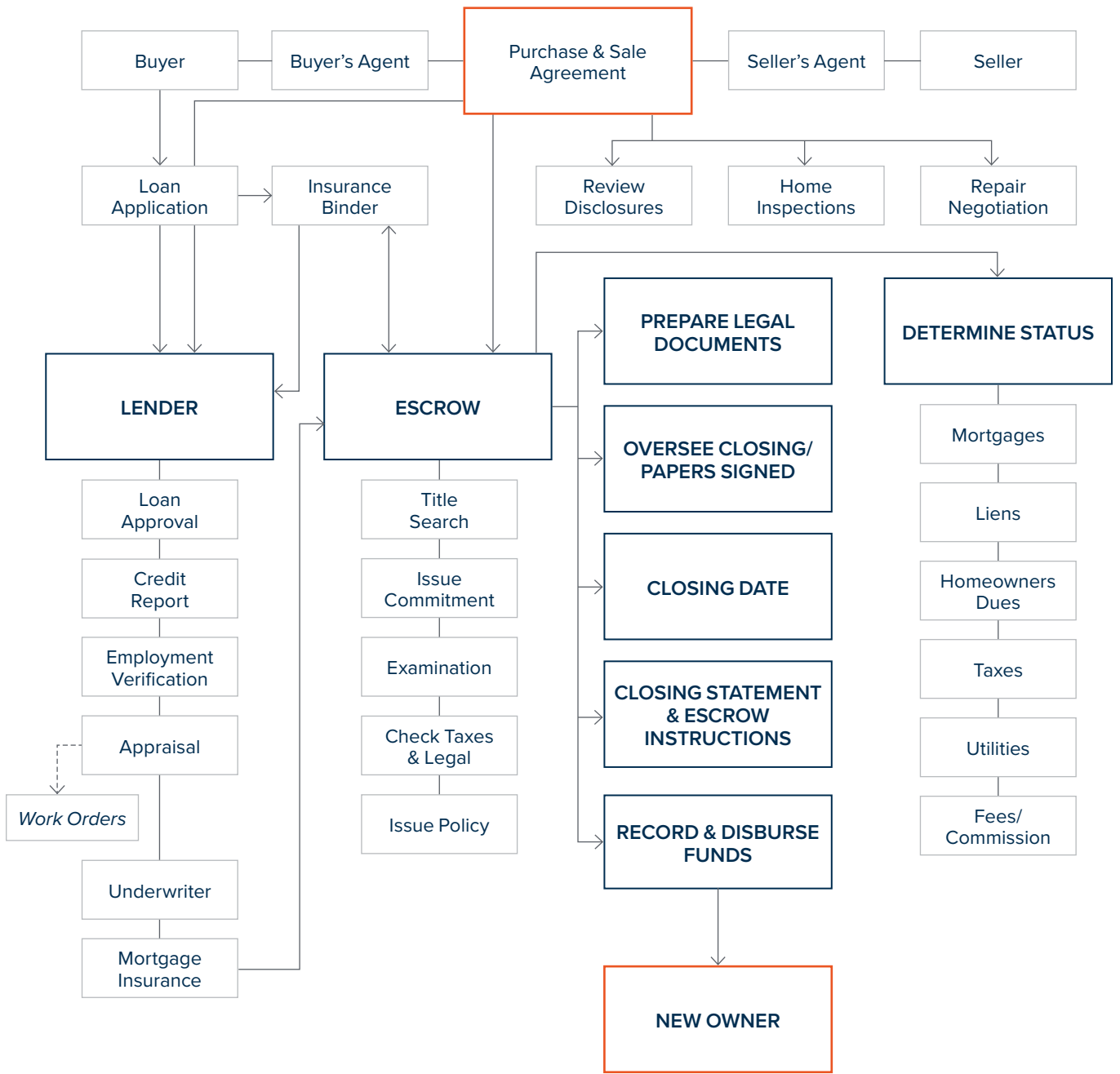
## YOUR BENEFITS

- › Be more likely to get the highest return on your investment
- › Decrease your days on market
- › Understand all the terms, processes and paperwork involved
- › Have exposure to more buyers and agents with qualified buyers
- › Have current market information to make informed decisions
- › Have a skilled negotiator on your side
- › Have peace of mind that the details are being handled





# Coordinating the Closing





# Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

## DANGERS OF PRICING ABOVE MARKET VALUE:

- › True target buyers may not see your property because it's listed out of their price range.
- › Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- › It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

YES

**WE CAN CONTROL:**

- › Price
- › Terms of Sale
- › Condition of Property

NO

**WE CANNOT CONTROL:**

- › Location
- › Competition
- › Market Conditions

## HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- › Analyze current market conditions and sales prices of comparable properties.
- › Discuss your goals and needs.
- › Advise you about ways to make your property more attractive to buyers.
- › Create a comprehensive marketing plan targeting the most likely buyers.
- › Market your property to other agents, and get their feedback on its price and presentation.
- › Keep you up-to-date on sales activity and market conditions.





# Market Preparation Guide

Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price. I can help you stage your home or refer you to an accredited staging professional. But there are a lot of things you can do yourself, both before and during showings, to improve its appeal.

## BEFORE SHOWINGS

- › Turn on all interior lights, even during the day, and exterior lights at night.
- › Make the temperature comfortable—approximately 68 degrees.
- › Keep pets in a separate area, and change litter boxes daily.
- › Put money and other valuables out of sight.
- › Keep curtains, drapes and shades open.
- › Open all doors inside the home, except closets.

## DURING SHOWINGS

- › A buyer will likely spend more time previewing your home if you're not there.
- › If you can't leave the home, try to stay out of the way, and keep children quiet and out of the way.
- › Don't precede or follow potential buyers through your home.
- › Let the sales associate show and sell your home.

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

### ENTRY, LIVING, DINING, FAMILY ROOMS

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Fireplace
- Floors/Carpet
- Walls & Ceilings

### KITCHEN

- Countertops
- Cabinets—Exterior & Interior
- Appliances
- Faucets & Sinks
- Floor
- Walls & Ceiling

### BATHROOM(S)

- Tub
- Shower Enclosure
- Tile & Grout
- Sinks & Counters
- Toilet
- Faucets
- Floor
- Walls & Ceiling

### BEDROOM(S)

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Closets
- Floor/Carpet
- Walls & Ceiling

### YARD

- Lawn
- Hedges & Shrubs
- Flower Beds
- Fences & Gates
- Walks & Driveways

### HOME EXTERIOR

- Paint
- Trim Paint
- Porches, Decks, Railings
- Brickwork
- Siding
- Front Door
- Roof

### BASEMENT

- Stairway
- Floor
- Storage Areas
- Finished Areas
- Windows & Window Coverings

### GARAGE

- Storage
- General
- Doors
- Windows
- Window Frames
- Lights



# Timing the Market

A commonly asked question is, “Is there a best time to put your home on the market?” The answer is “Yes.” The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, I will be there to assist you with information that will help you get the greatest return on your investment.

Let’s talk about your personal goals and current market conditions to determine when the time is right for you.

## I WILL

**DETERMINE HOW MUCH  
YOUR HOME IS WORTH**

**PROVIDE INFORMATION  
ON MARKET CONDITIONS**

**PREPARE YOUR HOME  
FOR SHOWINGS AND  
FOR SELLING**



# Controlled Access

Easy access for buyers to see the interior of your home increases marketability and shortens market time. For added security, we use mobile-activated key boxes to provide access to your home, offering you peace of mind.

## BENEFITS

**CONTROL TIMES PEOPLE ARE ALLOWED IN**

**CONTROL WHO IS ALLOWED IN**

**TRACK AGENTS AS THEY SHOW THE HOME**

**IMMEDIATE FEEDBACK FROM AGENTS WHO HAVE SHOWN THE HOME**





# Professional Photography

The old adage says, “A picture is worth a thousand words.” There is a reason that some adages become old ... because they are so true.

Statistically we know that 97 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a “very useful” aspect of their online search\*. If they don’t like what they see, many potential buyers won’t bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

Professional photographers have the lighting, equipment, and know-how to showcase your home’s most flattering aspects.

This helps your home stand out from the competition, increasing buyer interest and potentially your final sales price.

*\*National Association of REALTORS® 2020 Profile of Home Buyers and Sellers*





Marketing

# Flyers and Signage

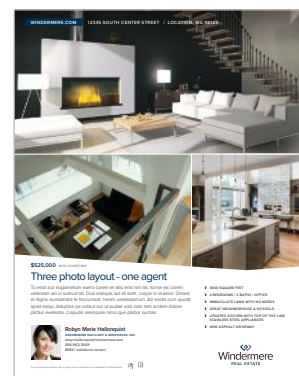
Selling your property means the careful orchestration of advertising, marketing and public relations. My goal is to reach precisely the right target audience through key local and national contacts.

One way to achieve this goal is to pique interest with the full-color marketing materials I use to showcase your home. Whether I am presenting your information in a postcard mailing to the neighborhood or in an informative flyer, each piece will exude quality and professionalism.

Another way is to display a Windermere yard sign, which for over four decades has become synonymous with quality listings. 41% percent of buyers say yard signs are among the information sources they use during their home search.\*

What better way to tell the story of your home?

\* National Association of REALTORS® 2020 Profile of Home Buyers and Sellers





# Open Houses

One powerful way to create traffic and exposure for your home is by holding open houses. Fifty-three percent of buyers describe open houses as an important information source when looking for a home.\*

The more people that see your home, the faster it will likely sell, and open houses help achieve that goal. They also allow me to answer any questions about the home or neighborhood while I'm face-to-face with potential buyers. Neighbors also love to attend open houses, which can lead to increased word of mouth and greater exposure.

Furthermore, open houses allow me to hear feedback directly from buyers and agents, which can be valuable in gauging interest and addressing concerns for future showings. All in all, open houses are an important tool in getting your home sold quickly and at the best price.

*\* National Association of REALTORS® 2020 Profile of Home Buyers and Sellers*

## BENEFITS

**YOU CHOOSE THE TIMING**

**AGENT IS PRESENT  
THE ENTIRE TIME**

**GREATER EXPOSURE  
FOR YOUR HOME**

**OPPORTUNITY TO ANSWER  
BUYER QUESTIONS**

**CREATES  
NEIGHBORHOOD "BUZZ"**

**GATHER VALUABLE FEEDBACK**



# The Importance of Brokers Opens

According to the National Association of REALTORS® 2020 Profile of Home Buyers & Sellers, 28 percent of the buyers heard about the home they bought from a real estate agent.\*

Inviting agents to tour your home as soon as it comes on the market is a great way to make sure real estate agents are aware of the features and benefits of your property.

It's just one more way in which I can leverage my connections with real estate professionals to sell your home quickly and for the best price.

**MARKET YOUR HOME  
TO AGENTS WITH  
QUALIFIED BUYERS**

**GENERATE "BUZZ" IN  
THE INDUSTRY**

**GET VALUABLE FEEDBACK  
FROM LOCAL PROFESSIONALS**

*\* National Association of REALTORS® 2020 Profile of Home Buyers and Sellers*





# Realtor.com®

All Windermere listings are featured on Realtor.com®, the most trusted real estate website in the country. While many websites aggregate the listings of various brokerages, Realtor.com® is by far the most comprehensive, with 99% of all “for sale” properties from U.S. multiple listing services.

As the official website of the National Association of REALTORS®, Realtor.com® empowers consumers to make smart home buying, selling, and renting decisions by leveraging its direct, real-time connections with multiple listing services around the country.

## realtor.com®

**UP TO 30 MILLION UNIQUE VISITORS EACH MONTH**

**LISTINGS FROM EVERY MAJOR MULTIPLE LISTING SERVICE IN THE U.S.**

**THE INTERNET'S LARGEST REAL ESTATE MARKETPLACE**

  
**Windermere**  
REAL ESTATE





# The Path to Closing

Once a buyer and seller have agreed to the details of a home sale, there's one final piece—the closing.

“Closing” is when you and the buyer sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. My job is to manage those complex details to make it as easy as possible for you.

## I WILL

**COORDINATE WITH CLOSING SERVICE PROVIDERS**

**WORK WITH THE ESCROW COMPANY**

**HELP FACILITATE A TIMELY CLOSING**

**GUIDE YOU THROUGH THE PROCESS**

**PROVIDE TIMELY UPDATES**





# Considerations for Title Review

In order to properly prepare your home to go on the market, we will order a title report from a reputable title company.

A buyer has the future in mind when they buy a house, but with homeownership comes the need to protect the property against the past as well. A title report will provide peace of mind for all parties involved.

## TITLE REVIEWS DISCLOSE

**UNFORESEEN LIENS  
OR JUDGMENTS**

**BOUNDARY DISPUTES**

**UNRESOLVED TITLE ISSUES**

**COVENANTS, CONDITIONS  
AND RESTRICTIONS (CC&RS),  
AND EASEMENTS**





# Guiding You Through The Inspection

Home inspections are a critical part of the home buying and selling process.

Inspections take the mystery out of selling your home and may make it easier for prospective buyers to imagine themselves living there. By making repairs and disclosing the home's condition to a prospective buyer before negotiations begin, you can create an atmosphere of good faith and instill confidence about your home's condition. This, in turn, may help sell your home faster and at a higher price.

A home inspection benefits all parties involved by providing insight into the condition of the home, thereby helping to reduce the overall listing time of your property.

## I CAN HELP YOU

**FIND A REPUTABLE  
INSPECTOR AND HOME  
REPAIR CONTRACTORS**

**PREPARE FOR WHEN  
UNKNOWN PROBLEMS  
ARE DISCOVERED**

**REVIEW INSPECTION OPTIONS**

**NEGOTIATE FAIR AND  
APPROPRIATE SOLUTIONS  
IF NECESSARY**





# Septic & Well Issues

Because well and septic systems can be expensive to replace, every knowledgeable buyer will want to know the condition of the well and septic systems of a home they are considering buying. A septic and well inspection can yield useful information on the condition of these systems.

## WELL INSPECTION

- › A check of the well system including water level before and during pumping, pump motor performance, pressure tank, and pressure switch contact
- › Water quantity: A flow test to determine output
- › Water quality: Test for specific concerns in your area that could pose problems with plumbing, staining, water appearance, and odor

## SEPTIC INSPECTION

- › Structural condition of tank, influent and effluent baffle tees, pumps, floats, etc.
- › Absorption test on the drainfield
- › Systems conditions, including root invasion and soil compaction





# Keeping You Informed

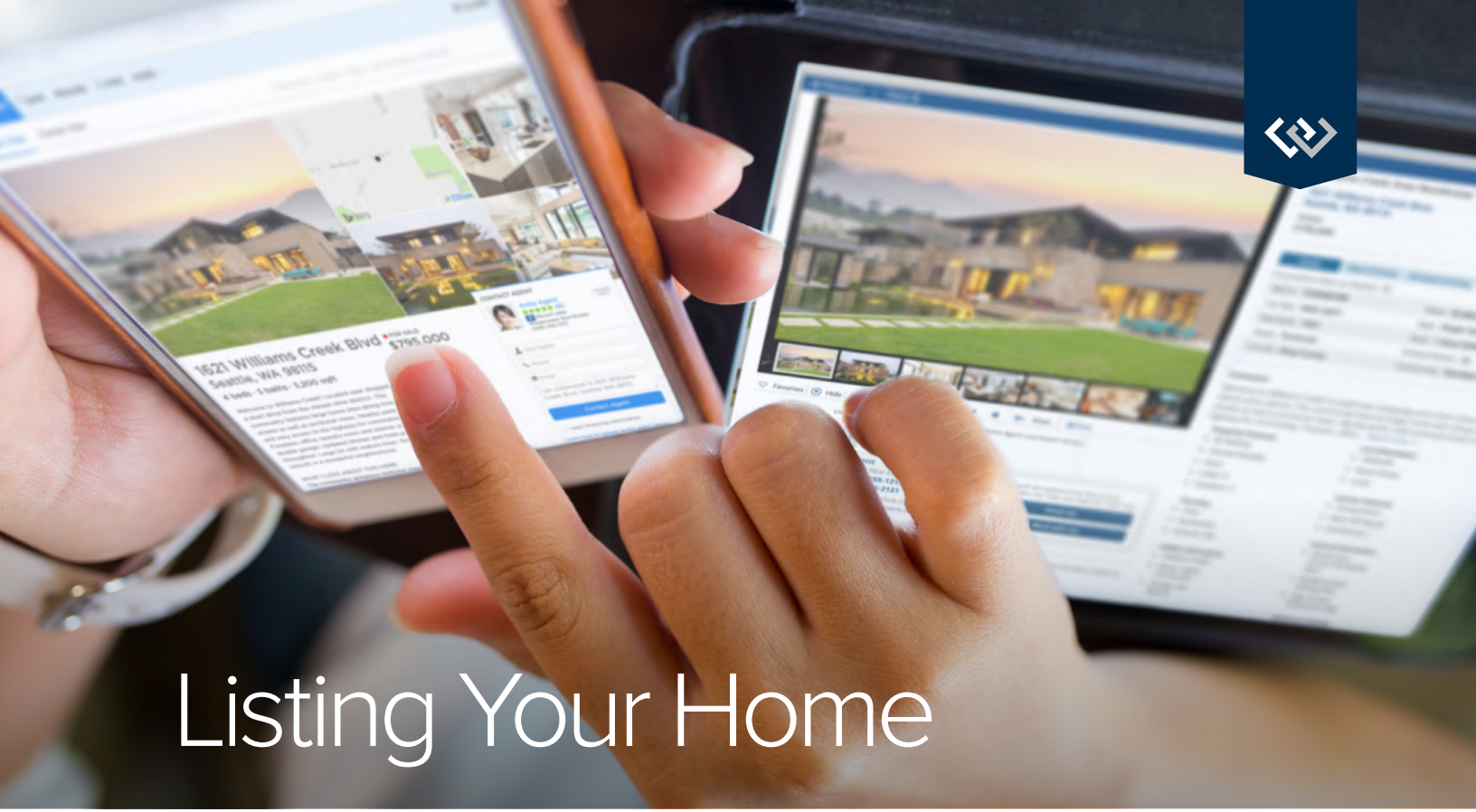
Good communication is key to a successful working relationship.

I am committed to keeping you up-to-date on the events surrounding the sale of your home. This will enable you to make informed, timely decisions based on the continuing flow of information.

## YOU CAN EXPECT

- MARKET ACTIVITY UPDATES**
- FEEDBACK FROM AGENTS THAT TOUR YOUR PROPERTY**
- INFORMATION FROM AGENTS WORKING WITH QUALIFIED BUYERS**
- OPEN HOUSE ATTENDEE FEEDBACK**





# Listing Your Home

Uploading photos and detailed information about your home quickly and accurately is an important part of getting it sold.

Once you have listed your property, we will immediately upload photos and information about your home on the Multiple Listing Service (MLS). Within minutes, every real estate agent in the system will know that your property is on the market.

Simultaneously, your property will be listed on Windermere.com, which receives more than one million page views every month. Windermere listings are also accessible through top real estate sites such as Realtor.com®, Zillow and Trulia.





Marketing

# Your Home Online

According to a national survey\*, 97 percent of home buyers use the Internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

I will post your home on Windermere.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Windermere's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with approximately 75 million combined unique monthly visitors.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.



Combined nearly 75 million unique monthly visitors

\* National Association of REALTORS®  
2020 Profile of Home Buyers and Sellers





# Office Websites

Another way to get your home sold quickly is through detailed information and tools on our Windermere office website.

## FEATURES

- › Online collaboration with your Windermere agent
- › A full roster of our agents' bios and contact information
- › Information about every MLS listing available in your area
- › Enhanced search capabilities and image viewer
- › A "save your favorite" feature
- › Automatic email notifications of new listings that match your search criteria
- › Open House search
- › Our office's featured listings
- › Share tools for email and social media

## BENEFITS

- › Learn about the buying or selling process
- › Stay up-to-date on real estate news, home tips, and market activity through the Windermere blog
- › Use the mortgage calculator
- › Receive emails of new listings that match your search criteria
- › Brush up on real estate terms
- › Find information about any agent in our office



# How Do Realtors® Help Sellers?

## PRICE

- › Provide market overview
- › Produce Comparative Market Analysis
- › Design price strategy
- › Help determine inclusions & exclusions

## REPAIRS & UPGRADES

- › Recommend home improvements and/or staging to increase value
- › Recommend repairs to home

## SAFETY

- › Install lockbox for controlled access
- › Document all showing activity
- › Make safety & anti-theft recommendations

## MARKETING

- › Design & implement marketing plan
- › Hire & schedule:
  - › Professional cleaner
  - › Photographer
- › Schedule:
  - › Sign installation
  - › Pre-inspection
  - › Home measurements
- › Host broker open houses
- › Host public open houses
- › Host neighborhood open houses
- › Input home into MLS system
- › Produce property brochure
- › Send home information to syndicate websites
- › Send “Just Listed” postcards
- › Post on social media
- › Send email blast to REALTORS® & industry professionals
- › Run print advertising
- › Promote within office
- › Promote to sphere of influence

## CONTRACTS

- › Explain Contract to Buy & Sell
- › Explain listing agreement
- › Explain required disclosure documents
- › Explain deeds
- › Explain title work
- › Assemble H.O.A. documents
- › Obtain Owners & Encumbrance Report
- › Obtain & review Buyer’s Qualification Letter

## COMMUNICATION

- › Conduct pre-listing interview to determine needs
- › Guide through inspection process
- › Guide through appraisal process
- › Explain closing procedure
- › Schedule & manage vendors
- › Guide through TRID requirements
- › Track due diligence deadlines

- › Provide a weekly showing report
- › Coordinate with:
  - › Lenders
  - › Appraisers
  - › Inspectors
  - › Title company

## NEGOTIATION

- › Price
- › Inspection resolution
- › Appraisal resolution
- › Title resolution
- › Multiple offers
- › Seller concessions
- › Earnest money
- › Inclusions & exclusions
- › Conditional sale contingency
- › Survey resolution
- › Due diligence resolution
- › Closing & possession date





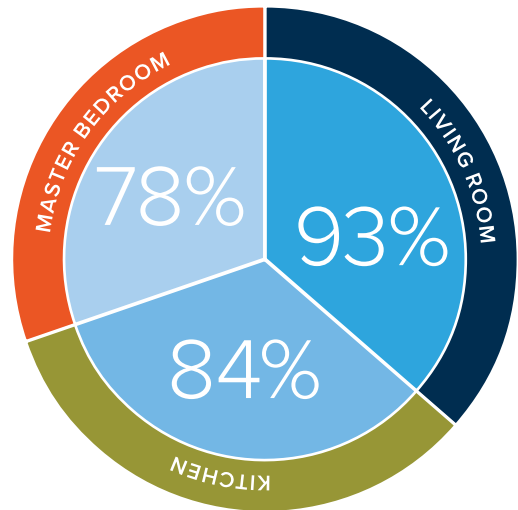
# Staged for Success

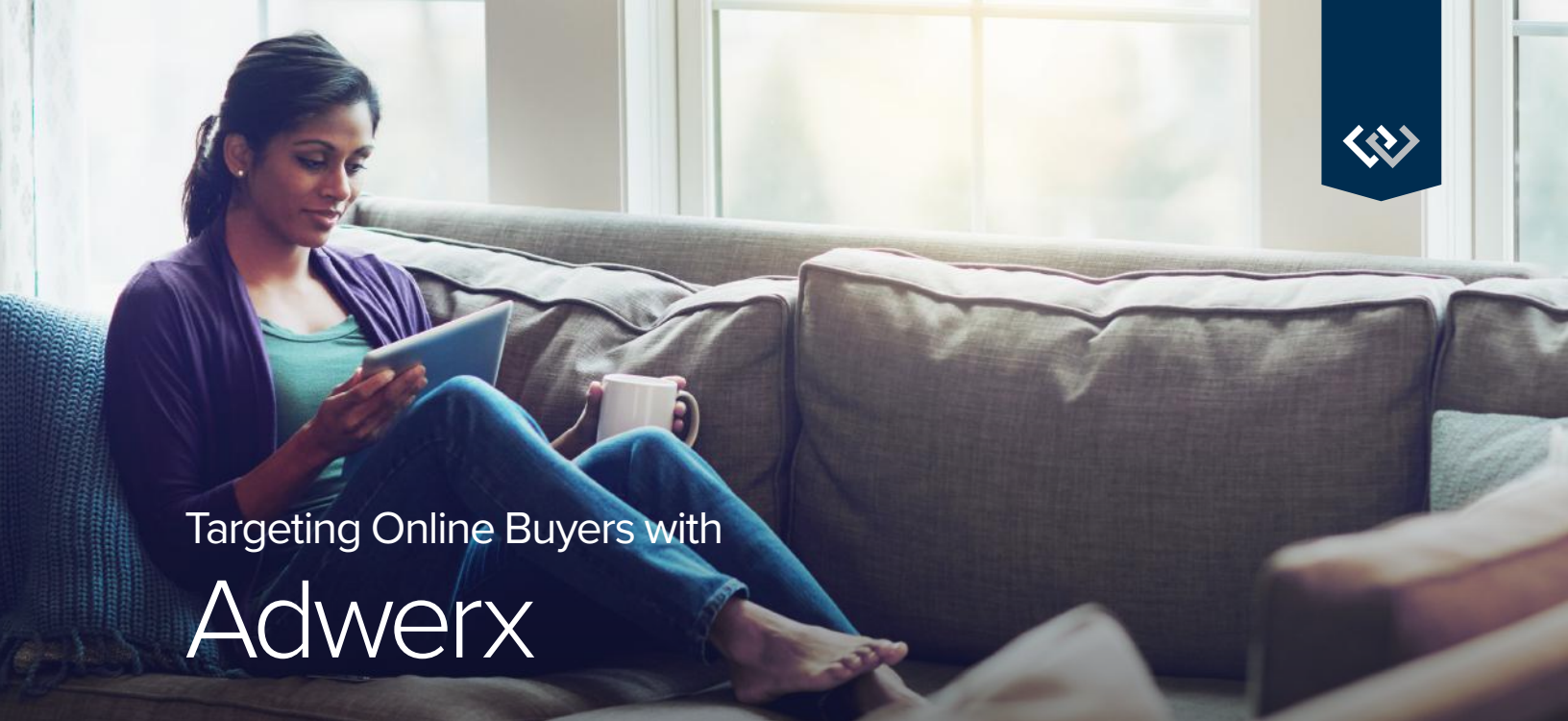
A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

- › 83% of buyers' agents say that staging makes it easier for buyers to visualize the property as their future home
- › 25% of buyers' agents say that staging a home increases the dollar value offered
- › 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- › 95% of agents recommend that sellers declutter their home before putting it on the market

Source: *The National Association of Realtors® 2019 Profile of Home Staging*

**MOST COMMONLY STAGED ROOMS**





# Targeting Online Buyers with Adwerx

Marketing your home online is an increasingly important aspect of getting it sold. Adwerx allows me to market your home to prospective buyers locally on top websites and social media.

Windermere's partnership with Adwerx makes it easy for me to reach thousands of prospective buyers per week on top sites like Facebook, USA Today, CNN, ESPN, NYT and more. Not only are these ads geographically targeted to local buyers, but they will also follow viewers around the Web to increase the likelihood of your listing ad getting noticed. Plus, you will receive ongoing reporting to see how many people viewed and clicked on your ad.

When you list your home with me, you'll receive targeted digital marketing that maximizes exposure to get your home sold quickly, and at a high value.

## FACEBOOK AD



**Local Real Estate**  
Sponsored

3 Bed / 2 Bath for \$450,000



**Bethany Broker**  
WINDERMERE REAL ESTATE LICENSE DESIGNATION  
206-555-3030

**For Sale**  
Windermere.com

## WEB AD

3 Bed / 2 Bath for \$450,000



**Bethany Broker**  
Windermere Real Estate  
WINDERMERE REAL ESTATE LICENSE DESIGNATION  
801-555-3030

SALT LAKE CITY, UT ADWERX





# Coronavirus Protections

As the situation develops with the COVID-19 pandemic, Windermere Real Estate is dedicated to taking steps to reduce the spread of the virus while continuing to work with home sellers.

To help with this process, here are some ways you as a home seller can keep yourself and others safe during the selling process.

- ▶ Before you decide to sell, be sure to seriously consider the risks of putting your home on the market right now. Talk with your Windermere agent to discuss your options.
- ▶ We recommend only allowing showings by appointment; this ensures that only serious buyers enter your home, reducing possible spreading of the virus.
- ▶ Consider vacating the property from list date to offer review date by staying with family or friends or at a short-term rental.
- ▶ Wipe down surfaces following every showing of your home.
- ▶ If you start to feel sick or have knowledge that you have been in contact with someone suspected to have COVID-19, take your home off the market immediately.
- ▶ Ask your agent to pre-screen buyers before they enter your home to ensure they aren't ill and have not potentially been exposed to the virus.
- ▶ Place a placard in the entry of your home requesting that any person who has recently been ill or may have been in the company of someone who is suspected to have COVID-19 to not enter your home.
- ▶ Provide hand sanitizer throughout your home.
- ▶ It's common for sellers to provide protective booties for buyers who tour the home; consider also providing disposable gloves.
- ▶ Leave interior doors open so that buyers who tour the home don't have to touch the handles when entering rooms.
- ▶ Disinfect your home with proper cleaning supplies after every open house.







# Virtual Open House

In these times of social distancing, we are keeping you connected to buyers throughout the selling process. Virtual Open Houses have opened the door for buyers to continue their home searches and are maintaining a flow of exposure for sellers through this time of change.

The more people that see your home, the faster it is likely to sell, which is why open houses play such a critical role in the selling process. We're providing a virtual solution so that your home maintains the visibility it deserves and needs. Virtual Open Houses allow for open buyer-agent discussion and can be recorded. Sharing this content not only provides direct feedback to you, but can also lead to greater exposure for your home online. Having a record of these meetings can be extra useful for future showings to make sure that all concerns are addressed, and buyer interest is accurately gauged.

Virtual Open Houses are often live streamed, so the agent and potential buyers can interact one-on-one for the duration of the tour. They provide an added benefit in that, when it comes time for any in-person meetings later in the selling process, you are selecting from a pool of seriously interested buyers only. They also minimize visits, giving you more control over who steps foot in your home as you progress toward finding the right buyer.

## BENEFITS

- › No buyer travel required
- › Buyers tour at their own pace
- › Greater online exposure for your home
- › Shareable content to review later
- › Gather valuable agent-buyer feedback
- › Added home security with reduced foot traffic
- › Higher safety for both agent and home





# How Sellers Benefit from a Home Warranty

One way to help your home sell as quickly as possible and at the best price is to add a home warranty to your listing. This mitigates the risk of unexpected costs for buyers, and shows that you stand behind your home. Windermere partners with America's Preferred Home Warranty, to provide you with unparalleled coverage and benefits.



*A home warranty can help you sell your home faster and more easily. If you'd like to learn more, ask your agent.*

## **A COMPETITIVE ADVANTAGE**

There is risk in purchasing any previously lived-in home with "used" appliances and home systems. A home warranty provides buyers with peace of mind that they will be protected if anything breaks down, making your home more attractive than others without such protections.

## **GREATER CHANCES OF A BETTER OFFER**

Studies show that homes listed with a home warranty generally sell for more money.

## **FEWER POST-SALE HEADACHES**

If an appliance or home system malfunctions after the buyer has moved in, you won't be the one to receive a call.

## **POST-SALE LEGAL PROTECTION**

If you add a warranty from America's Preferred Home Warranty when you first list your home, you will receive their LISTSECURE® coverage at no additional cost. This provides you with two years of additional legal protection, up to \$1,000. (Terms and conditions apply.)

## **NO COSTS UNTIL YOU SELL**

Home warranty coverage from America's Preferred Home Warranty is free for the length of your listing and does not expire. You don't pay until your home sells.





Supply and Demand

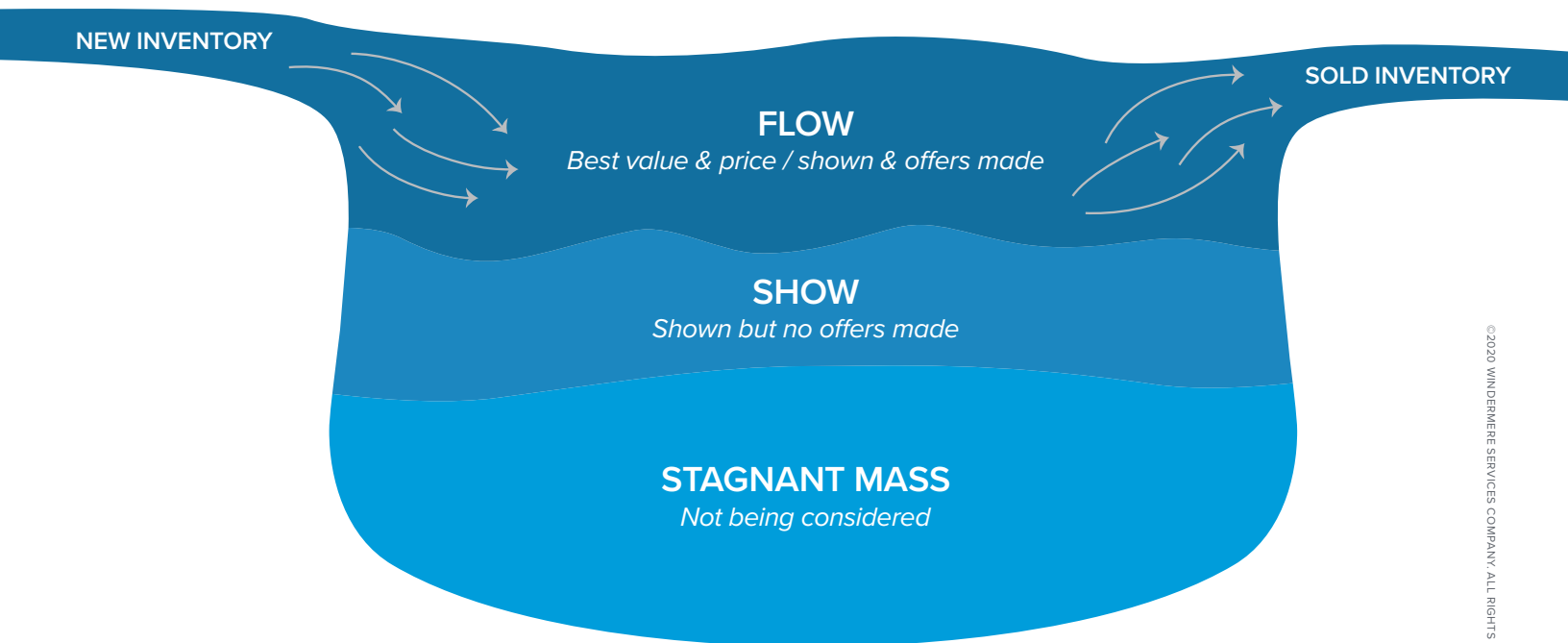
# The Pond Analogy

The real estate market can be compared to a pond. A pond has an inlet where the water comes in, and an outlet where the water runs out, and the water that is trapped and left behind. At the top of the pond, the water is moving along but as you go deeper the water slows and the the bottom is a stagnant mass.

## Understanding Fair Market Value

MARKET

DATE





My Provided

# Five Points of Value

- 1 ENHANCE HOME VALUE**  
We'll walk through your property together and I'll show you ways to enhance the value so you get top dollar.
- 2 PRICING STRATEGY**  
I'll help you with a pricing strategy — not pricing too high so you scare buyers away, or too low so you leave money on the table.
- 3 MAXIMUM EXPOSURE**  
My marketing plan will give you maximum exposure so we attract more buyers and more contracts. The more buyers and contacts you have, the higher your property will sell.
- 4 NEGOTIATE THE BEST CONTRACT**  
I'll help you negotiate the best contract. Negotiation is an important skill in any market.
- 5 TRANSACTION MANAGER**  
I am your transaction manager. There are a lot of moving parts. My job is to handle those parts so your contract closes on time.



## SELLING YOUR HOME

# HOME REPAIR AND CLEANING CHECKLIST

### EXTERIOR:

- Remove peeling and chipped paint; replace with a fresh coat.
- Fix loose trim and fencing.
- Clear gutters and downspouts.
- Make sure there is good exterior lighting and all walkway lights and front-door lanterns work.
- Clean and repair the roof as needed.
- Clear garage of clutter and tidy shelves.
- Inspect chimney for cracks and damage.

### YARD:

- Mow and trim grass; re-seed and fertilize where necessary.
- Prune all overgrown trees and shrubs.
- Weed flower beds. Remove or replace dead or diseased plants, shrubs and trees.
- Clean grease and oil stains from driveway.

### DECKS/PATIOS:

- Paint or stain worn areas on wood decks.
- Remove grass growing in concrete cracks; sweep off debris from shrubs and trees.
- Clean all deck rails and make sure they're secure; replace missing slats or posts.
- Clean outdoor furniture.

### FRONT DOOR:

- Polish or replace the door hardware so it shines.
- Add a fresh coat of paint to get rid of nicks.
- Clean the glass on the storm door; make certain the screen is secure.
- Make sure the doorbell operates properly and there are no squeaks when the door opens and closes.

### WINDOWS:

- Clean all windows inside and out.
- If needed, add a fresh coat of paint to the window trims and sills.
- Make sure all windows open and close easily.
- Replace cracked windowpanes and those with broken seals.
- Make sure window screens are clean and secure; replace any screens with holes or tears.

### ENTRY:

- Clean entryway floors and area rugs.
- Downsize clutter in the entry and entry closet to give the appearance of spaciousness.
- Double-check entry lighting to make sure it works.

### THROUGHOUT:

- Clean all floors, carpets, walls and trim.
- Replace burned-out light bulbs.
- Empty trash.
- Remove family photos, valuables, and prescription drugs.

### KITCHEN:

- Make sure countertops, grout, and sinks are clean and stain-free. Replace grout as needed.
- Fix dripping faucets.
- Organize pantry and cupboards so they appear clean, neat and spacious.
- Make sure the refrigerator and freezer are defrosted and free of odors.
- Clean the oven and cook-top thoroughly.
- Set the table.



### LIVING/FAMILY/DINING ROOMS:

- Give rooms a fresh coat of paint as needed.
- Repair cracks and holes in ceiling and walls.
- Make sure all wallpaper is secure.
- Repaint any woodwork that is worn or chipped.
- Clean or replace draperies and blinds; open them to maximize light.
- Make sure draperies and blinds open and close.
- Steam-clean carpets. Clean rugs and wood flooring, and remove any stains or odors.
- Position the furniture to showcase the size and space of the room.
- Remove and replace any attached items, such as chandeliers and draperies, that you wish to move with you.
- Put away toys and hobby supplies; remove extra magazines and books from tables.

### BATHROOMS:

- Make sure sinks, tubs, showers and countertops are clean and free of stains.
- Repair any leaky faucets.
- Remove grout and soap stains from tile.
- Replace any missing or cracked tiles or grout.
- Make sure all joints are caulked.
- Make sure all fixtures, including heat lamps and exhaust fans, are operating.
- Install a new shower curtain and buy matching towels.
- Store all supplies, such as toilet paper, shampoo bottles and cleansers, out of sight.

### BEDROOMS:

- Repair cracks in ceiling and walls.
- Apply a fresh coat of paint if necessary.
- Make sure wallpaper is secure.
- Clean draperies and blinds; open them to maximize light.
- Put away toys, clothes, and clutter.
- Neatly make up the beds.

### BASEMENT:


- Check for water penetration or dampness; call for professional repairs if necessary.
- Get rid of musty odors.
- Clean furnace, hot water heater, and drains.
- Make sure light fixtures work.
- Arrange storage area in a neat and organized manner.
- Make sure stairway handrail is secure.


### TIDY EXTRAS:


- Use air fresheners or bake treats to make the house smell good.
- Plant flowers to brighten a walkway and enrich the entry.
- Remove any indoor houseplants that are brown or losing their leaves.
- Remove all “fixer” cars, campers and boats from the property.
- Discard the clutter of magazines on the coffee and end tables.
- Tidy and declutter all closets.
- Hide or get rid of worn-out throw pillows.
- Store pet supplies.
- At night, turn on the porch light and outdoor lighting. Buyers often drive by homes they are considering at various times of day.





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## Who is Christian?

Christian is the right Real Estate Agent for you! An innate willingness to help, combined with his energy, enthusiasm, and endurance, is what sets him apart from all other agents. He is committed to be the most skilled agent in the business; identifying the latest market trends and financial opportunities. Christian knows how to put his clients in the strongest negotiating position. That's why he has created materials and refined the steps to walk you through the transaction confidently and buttery smooth. He believes real estate is key to building your own wealth. He has found his own golden ticket properties let him advise you on how to find yours.

## Why should I work with Christian?

Christian is working on building long lasting relationships. While other agents might view you as just another transaction, Christian will be there for you always; as a trusted advisor and as a friend. Christian understands that real estate is the biggest financial commitment you'll make and it can never be reduced to a simple transaction because there are people and emotions involved.

## What drives Christian?

Christian is a big picture thinker. While he might have left the field of architecture, architecture didn't leave him. Christian's vision is to create a new city. One that is beautifully designed: cozy, intimate, humanly scaled, one that will give many European cities a run for their money. He can't do this all by himself. He needs to win your trust so that one day you'll join him in creating something bigger than us all. Come say "Hi" and become part of something great.

All information provided is deemed reliable but is not guaranteed and should be independently verified.

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