

SHOWINGS THAT SELL



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Transform your home to create an EXPERIENCE

This showing prep checklist is designed to help you make your home shine for every showing! This is the exact list we share with our seller clients to make sure they don't miss a beat when it comes time to getting their house ready for buyer(s) to walk through.

As a seller, it's important to paint a picture that will allow the buyer(s) to picture themselves living there. We want them thinking about Saturday morning pancakes in their pjs and family movie nights in front of the fire.

We want them to learn about the home and the neighborhood. What's nearby? Is there a park in walking distance? A bike trail down the street? The goal at a showing is to package this all up into an experience for the buyers. This is your guide to prepping for a showing that SELLS!

Your Showing Prep Checklist

Set the thermostat to 72 degrees	<input type="checkbox"/>
Open all of the blinds and curtains	<input type="checkbox"/>
Turn on every single lamp and light - the brighter the better (any time of day)	<input type="checkbox"/>
Be weather friendly - if it's nice, open windows. If it's cold, turn on the fireplace	<input type="checkbox"/>
Clear clutter from countertops - keep a basket for mail and smaller items inside a cabinet and remove small kitchen appliances	<input type="checkbox"/>
Fresh flowers (and fruit) are always a good idea (a bowl of fresh lemons or veggies from the farmer's market) on the counter always looks good	<input type="checkbox"/>
Light one single candle and put it on the kitchen counter or table	<input type="checkbox"/>
Tell Alexa to turn on background music - jazz and classical music always create a nice atmosphere for a showing	<input type="checkbox"/>
Take your pets with you (and their dishes / toys) but highlight any pet friendly home features - people love their pets but they don't want to see yours!	<input type="checkbox"/>
Create a "home packet" that lists out ages of mechanicals and appliances (and a detailed list of any recent home updates)	<input type="checkbox"/>
De-clutter - keep a laundry basket for "showings" where you can quickly scan the house for random items you want to quickly grab before heading out	<input type="checkbox"/>
Fluff couch pillows, close toilet lids, wipe down countertops and vacuum	<input type="checkbox"/>
Create a "TOP 10" List & leave it on the counter (see next page for details)	<input type="checkbox"/>

Print off this checklist to make sure you don't miss a thing



The Top 10 List:

What is the Top 10 List? It's a list created by the you (the sellers) detailing your "Top 10 Favorite" things about where you live. Think about why you bought the house in the first place? What features were most appealing?

What about the lifestyle attracted you to the home? What do you love most about your neighborhood and your location? What is your favorite room in the house? Where do you spend the most time? What features truly highlight the lifestyle of the home (perfect for entertaining / outdoor oasis / private retreat). What do you love most about your community? Local spots you go to often, events you love to attend, etc.

Print and fill out the Top 10 List on the next page. Keep it out for buyers coming through your home so they can not only see your house, but learn things that might not stand out when walking through.

TOP 10 REASONS
WE'VE *loved* LIVING AT

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



BONUS IDEAS:

Leave a beverage out for the buyers to enjoy: You want them to spend time here, not do a quick run through. Leave out a bottle of wine with a note to enjoy the view from the screened in porch or lemon water and plastic cups. You can make this as simple or as fun as you want.

Emphasize features you want the buyers to notice: Do you have a theater room? Turn a movie on and leave out ice cold cans of soda with a note to test out the theater chairs.

Have a beautiful fireplace? Turn it on and leave a tray with a bottle of wine and 2 glasses near it. Is there a pool in the back? Stage the pool area with beach chairs, towels and a pitcher of lemonade.

To sum it up, you want to stage the areas of your home that create the lifestyle a buyer would have if they lived there! Keep it simple and again, focus on those main features you want to highlight.



Jenny Lazo, SRES
Team Lead/Buyer Specialist



Barbara Golden
Listing Specialist/Senior Specialist

The difference between ordinary and extraordinary is that little extra. Working with us always includes "that little extra"! Bringing coffee orders to showings, donuts for the kiddos, having a modern approach that allows us to communicate efficiently, build relationships with other agents and find the right house for every buyer.

We're an open book and always sharing our best (financial tips, expert moving tips, organizational tips, etc) to help make your move as smooth as possible and buy/sell your home with confidence. These are just some of the unique touch points that are part of our client experience.

Every experience is slightly different because every client is different! We strive to continuously provide that "little extra" in every single transaction (turned friendship). We want your home selling experience to not only be enjoyable but to be memorable and fun!

We hope to continue serving you as your agents soon!

Jenny & Barbara

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