

Selling Your Home





A PREPARED SELLER IS A SUCCESSFUL SELLER

Getting your home ready to sell can be stressful, overwhelming and time-consuming. To ensure a successful sale, it's important that we take the time to prepare it for marketing and showings. By using our resources and the suggestions in our guide, together we can develop a plan that sets you up for a quick, successful sale at the highest price possible and on terms that work for you.

Take one step at a time, pour yourself some coffee or wine, and take a deep breath. Our team is here to help!

Leigh Ann

Leigh Ann Parkinson, REALTOR®
Seller Representative Specialist
Cell: 615-952-1188
LeighAnn@HomesbyLeighAnn.com



REAL BROKER
7121 Regal Ln Suite 215
Knoxville, TN 37918
Phone: 844-591-7325

1. DECLUTTER EVERYTHING

You've heard this one, but it's important. Prospective buyers want to see how much SPACE you have, not how much STUFF you have. Clean out closets and cabinets. Remove items you don't use every day to give the appearance of more space. Fold towels, sheets, and blankets neatly so that your space appears organized. This also applies to storage spaces, refrigerators, shelves, you name it. Thin out cluttered bookshelves and clear the countertops. Take out half of what is in your closet and store it in bins.

You want to give buyers the idea that they can have an organized space and easy living if they purchase your home.

If this step feels overwhelming, we can recommend services that can help. These services are not inexpensive, but they can be a fantastic investment if your time is at a premium.



2. TIME FOR A HOME REFRESH

Paint can be transformative. Light, neutral colors appeal to the broadest range of buyers.

Does the front door need a fresh coat of paint or new hardware? Does the landscaping need attention? Fresh mulch is always a winner!

Is the carpeting worn or dated?

Could the kitchen use a mini-makeover with new cabinet hardware or upgraded appliances?

There are plenty of inexpensive ways to refresh your home and increase its appeal to prospective buyers.

3. CHECK YOUR LIGHTING

The lighter and brighter your home, the better! Your home will show best with lots of light. Are your light fixtures looking outdated? Maybe it's time to swap out some of those brass fixtures for something more modern to update the look of a space. Install smart bulbs that can be controlled through an app. These are getting really popular along with many other "smart home" features and will give your home that modern twist.

A bonus tip for increasing natural light is to remove your window screens. Windows without screens photograph much better, too.

4. DE-PERSONALIZE

Buyers want to imagine themselves living in the home. If your home is covered with photos of your family, kids' trophies, or unique and personal artwork, it will be harder for buyers to imagine it as a home for their own family. Leaving one or two pictures up is okay, but keep most of the home neutral and free from personal items. Use neutral art and accessories to make spaces feel warm and inviting.

5. SELECT A REALTOR®

This may sound obvious, but it is important to find a Realtor® who will be a good fit for you. A few things to remember when looking for your Realtor® are their communication style, social media and marketing savvy, and effective negotiating techniques. While designations and sales rankings are impressive, they may not fully represent an agent's business approach. You want someone who will work well with other agents, have the heart of a teacher, and be honest with you about their recommendations for pricing and staging.

6. PRE-LISTING HOME INSPECTION

The often dreaded home inspection doesn't have to be a deal breaker. If you have a home inspection prior to listing, you will be aware of any major repairs that you could take care of before putting your house on the market. This reduces the risk of a buyer walking away or having to reduce the price to accommodate a repair that comes up during the buyer's home inspection. It will also put the buyer's mind at ease to see the report and any repairs you took care of before they even write an offer. Think of all the potential headaches you can eliminate by being ahead of the game.

7. DECIDE WHAT LIFESTYLE YOUR HOME SHOULD CONVEY

Is your home made for entertaining? Do you have a relaxing sunroom? Set up an inviting reading nook.

A floor plan that is desirable to a certain lifestyle? Highlight the features of your home that will attract the largest pool of potential buyers. Your agent should be able to guide you.



8. GET YOUR CURB APPEAL JUST RIGHT

Clean up weeds, put out a new welcome mat, add potted flowers to your front step, and retouch the paint on your shutters. The exterior is going to be the buyer's first impression; make sure it's a good one!

Tennessee weather varies from season to season. Be prepared to clear walkways in the winter. Consider some seasonal decor on your porch. An arrangement of pumpkins and mums in the fall is one example.

9. HAVE A PLAN FOR WHEN YOUR HOME SELLS

If you are going to be buying a new home when yours sells, make sure you talk with a lender so you know your options. Do you need your house to sell in order to buy the new house? Is there a timeframe that you'll have to stick to? Make sure you share your needs with your agent. They can tailor a plan that balances market conditions and your financial and timeline needs.

10. RELAX!

You're off on the right foot by starting to plan your move. Choosing the right Realtor® to help with all of the details when the time comes will ensure a low-stress, successful transaction that you can feel good about.

