
HOW TO MAKE THE MOST MONEY
FROM YOUR HOME SALE



HOME SELLER
Resource Guide

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THE GAME PLAN

30-60 DAYS OUT



SCHEDULE A HOME SELLING CONSULTATION WITH A REAL ESTATE AGENT

This is where I learn your story, what you love about your home, why you bought it (at one time, you were the ideal buyer for your house - I use this info to find a new buyer)!



CREATE A PRE-LISTING ACTION PLAN AND IMPLEMENT ANY "TO DO'S"

Painting, Staging, Furniture Arrangement, etc



TAKE CARE OF TOUCH UPS AND REPAIRS AND GATHER REQUIRED PAPERWORK

15-30 DAYS OUT



DEEP CLEANING, PRE-PACKING, AND STAGING



FOLLOW ACTION PLAN CREATED WITH YOUR REAL ESTATE AGENT

Wrap up pre-listing projects, shop for last minute staging items

10-15 DAYS OUT



GET PHOTO READY & FINALIZE MARKETING PLANS

Final prep and staging for photos, plan open house, etc

We'll go over this entire checklist in full detail at your consultation

THINGS TO THINK ABOUT



DO YOU HAVE A TIMEFRAME FOR GETTING YOUR HOME LISTED?

It's important to prioritize meeting with a Real Estate Agent as one of the first things you do. You want to have a clear plan before listing your home including making sure your house looks it's absolute best.

So for example, If you're 30 days out from wanting to put a for sale sign in your yard and get your house on the market, you'll want to expedite your checklist!



WHAT IS YOUR NEXT STEP?

Are you moving locally? Will you need to start a home search for a new house right away? Do you have to sell to buy? Make a plan for this with your Real Estate Agent as well. Share any details that are contingent to selling your home.

For example, if you need to find a new house before closing on your current home, this is something you'll want to plan for in advance.



WHAT ARE YOUR ESTIMATED NET PROCEEDS?

Once you've met with your Real Estate Agent and determined the list price of your home, you'll want to get an estimate of what the proceeds from your home sale will be. Since you don't know the Accepted Offer price yet, this is only an estimate.

Be aware of the expenses you're responsible as a home seller. Knowing this up front will eliminate any surprises once you're in the middle of a transaction.



WHAT DO YOU LOVE MOST ABOUT YOUR CURRENT HOME?

Make a list of the things you love most. Whether it's a specific home feature such as a sunny screened in porch or the bike trail that runs behind your neighborhood where you run every day - Writing these down will help your Real Estate Agent be able to best market the lifestyle of living there!

QUESTIONS TO ASK

PRINT THIS PAGE TO TAKE NOTES
DURING YOUR LISTING APPOINTMENT

1. WHAT IS THE MARKET LIKE IN MY AREA?
2. WHAT DO I NEED TO DO TO PREPARE MY HOME FOR SALE?
3. WHEN IS THE BEST TIME TO ACTUALLY GET MY HOUSE ON THE MARKET?
4. WHAT EXPENSES SHOULD I BE PREPARED FOR AS A SELLER?
5. WHAT STRATEGIES WILL YOU USE TO MARKET MY HOME?
6. HOW OFTEN WILL I HEAR FROM YOU ONCE MY HOME IS LISTED FOR SALE?
7. HOW DO I PREPARE FOR A SHOWING?
8. HOW DO I KNOW IF I SHOULD ACCEPT AN OFFER?

PRE-LISTING TO DO LIST:

CLEAN, REPLACE, PACK AND ORGANIZE

- Deep clean bathrooms
- Wash Shower Curtains
- Wipe down baseboards
- Have carpets professionally cleaned
- Wipe down hard to reach spots
- Dust fan blades and blinds
- Wash down kitchen cabinets
- Wipe down doorknobs
- Wash windows and ledges
- Deep clean kitchen and appliances
- Wipe down light switch plates
- Replace light bulbs where needed
- Replace Door Mat
- Purchase white linens and towels
- Replace Air Filters
- Remove gallery walls & family photos
- Swap out large framed photos for artwork
- Give every room a purpose
- Invest in additional lighting if needed
- Bookshelves - remove anything smaller than a baseball
- Coat Closet - store what you don't use regularly
- Bedroom Closets - Remove half of what is inside (store and / or donate), then organize what's left
- Bathroom / Linen Closets - Fold towels nicely, buy organizing bins, throw out expired products and medicine
- Shoe closet: Add shelves and stack shoes nicely (store off season shoes)
- Declutter & organize the mudroom
- Tackle painting projects - refresh rooms
- Touch up interior doors
- Touch up interior paint
- Power Wash Deck and patio furniture
- Replace outdoor bulbs

Print this page and highlight each task as you complete it

RESOURCE LIBRARY

Dear future home seller: It's important to remember that you shouldn't start this process alone! Did you know most of my clients meet with me 3+ months before they're even ready to start the home selling process?

My goal is to equip you with all of the tools necessary to start this journey as prepared as possible. The first step in that is to schedule a phone appointment or coffee chat with me so I can learn about your goals and set you up on a plan to achieve them.

HERE IS A LIST OF RESOURCES THAT YOU'LL
HAVE ACCESS TO WHEN WORKING WITH ME:



HOW TO CREATE A LIFESTYLE BUYERS WANT



HOW TO PREPARE YOUR HOME FOR A SHOWING THAT SELLS



SHOWING PREP CHECKLIST



READY, SET, STAGE: HOME STAGING ESSENTIALS SHOPPING GUIDE



The difference between ordinary and extraordinary is that little extra. Working with me always includes "that little extra"! Having a innovative, modern approach allows me to communicate efficiently, build relationships with other agents and help you maximize your home sale.

I am an open book and always sharing my best tips to help make your move as smooth as possible and sell your home with confidence. These are just some of the unique touch points that are part of my client experience.

Every experience is slightly different because every client is different! I strive to continuously provide that "little extra" in every single transaction. I want your home selling experience to not only be enjoyable but to be memorable and as stress free as possible!

I hope to continue serving you as your agent soon!

Rachel Brandt