

GETTING YOUR HOME

READY TO SELL

A ROOM-BY-ROOM CHECKLIST TO
GET YOUR HOME IN SHOW SHAPE





You've made the hard decision to sell. It's time to move on. But, not so fast. First we need your home to look as good as possible so buyers will fall in love and be willing to pay top dollar too!

As I always say, selling a home is a lot different than living in our homes. We want buyers to picture their life in your home. That means depersonalizing, decluttering and some freshening up, which can go a long way towards making a favorable impression on potential buyers – and maximizing your profits from selling.

Put your buyer's hat on and walk thru your home like it is the first time, make notes on what you, as a buyer, would notice and then repair or replace those items.

I made this guide so you don't get overwhelmed and can take things room by room at your own pace.



As you move through the items on this checklist, please reach out to me with any questions or if you want to call in a professional to get the job done more quickly. I will also be checking in with you periodically to see how things are going and if I can be helpful to you along the way.

Once your home is in show shape, I can begin the marketing phase of the selling process starting with getting your beautiful home professionally photographed. From there I'll execute my marketing plan for a successful sale that will get you the most money possible for your home in the least amount of time.

Let's do this!

Carla Shroyock



Create Three Organizing Zones

REMEMBER THE HGTV SHOW, CLEAN SWEEP? THIS STEP IS MY VERSION OF THAT SHOW, BUT INSTEAD OF “KEEP, SELL, TOSS” LIKE IN THAT SHOW, YOU’LL BE MAKING THREE AREAS—“STORE, DONATE, THROW AWAY.” CREATE THREE AREAS SO AS YOU ARE GOING THROUGH EACH ROOM IN YOUR HOME, YOU HAVE A PLACE TO PUT WHAT YOU ARE STORING, WHAT YOU ARE DONATING AND WHAT NEEDS TO BE THROWN AWAY.

Get Boxes & Packing Supplies

A big part of the adventure you're about to embark on involves reducing clutter, and while saving boxes from the office or grocery store is cheap, it will take forever. There are tons of people giving away free boxes on neighborhood listserves and Craigslist. Check there first and you might be able to get free boxes and even packaging materials. Otherwise, go to any Uhaul storefront and invest around \$100 to get the proper packing supplies so everything can be moved without breaking.

While you're there, if we've talked about storing things during the sale, rent a storage unit while you are at it or even a POD storage locker they will bring to your home for you to load up and bring to the new house to unload when you are ready.





Make the Kitchen Shine

The kitchen is one of those make or break rooms for buyers. We need it to look like it has tons of storage and counter space to make all their entertaining dreams come true. Remove everything off the counters except for one gadget such as the coffee maker. Remove any gadgets or small appliances you don't plan on taking with you and put them in your donate pile.

Clean inside all the cupboards (and yes, I mean remove everything and wipe them out). Instead of putting everything back, look at how likely you are to use up what you are putting back before you move. Put any food that is not necessary or you'll never eat in your storage or donate pile and toss anything that's expired. Don't cram all your dishes and food back in - again, you want to convey to buyers that your kitchen has enough storage for *their* stuff.

Clean inside the fridge (and remove the magnets, photos and reminders). Turn on your self-cleaning oven and get it clean. Store any alcohol (and take out the empties). Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit when we get closer to listing.

When you're done, your kitchen should feel open and spacious and feel like a place everyone wants to congregate (everyone seems to always end up in the kitchen!).

Dining Room

Bring this often-neglected room to life that begs for a holiday gathering. Remove any piles of “stuff” that have accumulated on the table. Edit down the hutch. If your dining chairs have seen better days, consider getting them re-upholstered. Invest in a new tablecloth to hide an old table. Find a nice candle, flower arrangement or fruit bowl to put in the middle of the table. Of all the rooms that would be most helped by a good light fixture, this is the one. Let me know if I can help with any decisions before you buy anything.



Create a Lived-In Living Room

The goal of the living room is to create a place where people can see themselves hanging out with friends and family. Make it feel cozy, organized, playful and clean. Clean the sofa and chairs and invest in some new throw pillows. Consider getting a fresh and brightly colored area rug to bring the room together. Hide the magazine rack and all the clutter that has accumulated. Hide the wires from your TV/stereo/speakers. Invest in some storage bins to hide clutter. Organize any movies, records, and games. Reach out if I can help with any suggestions for things like lamps, pillows, throws, poufs, bins or rugs.

The Bedrooms: Create A Sanctuary

Time to tackle the bedrooms! Each bedroom should feel like a sanctuary for the most likely use the buyer will have or dreams of having in this home. The master bedroom should feel calm and clean. The kids rooms should feel put together and playful, the home office organized and inspiring. If you don't already have them, invest in a light-colored duvet cover and some new fancy pillows. Straighten the bookshelves. Remove most personal photos, knick-knacks and personal grooming products. Clean out the closets. Consider getting an area rug if the floors are cold. If you've jammed in a dresser or armoire that doesn't really fit into the space, consider storing it offsite. Clean up papers that end up in all the wrong places and make it feel like a place buyers will want to curl up and relax after a long day.

Freshen Up The Bathrooms

Time to tackle the bathroom(s). Remove all but the toiletries you wouldn't bring with you on a trip. That should be at least half of what's on display. Anything you can put in a drawer, medicine closet or linen closet, do so. Invest in some new white towels (and don't use them).

Go to Target and get some new, yet affordable accessories: soap dish, toothbrush holder, etc. If your toilet seat, shower curtain or bath mat don't look new, wash or replace them. If the grout looks dingy, have it steam cleaned, deep cleaned or re-grouted. Let me know if you'd like me to take a look or want a recommendation! Don't forget the piles you created earlier—Store, Donate or Throw Away...is there anything in this bathroom that can be put in these piles?





Repair What You've Been Avoiding

We all have that list of things we've learned to live with, but really needs to be repaired. Now is the time to get to it, including fixing the leaky faucet, that missing outlet, the picture holes in the wall, etc. and get it done once and for all.

Make a list of items that need to be repaired and decide which items you want to do yourself (if any) and which need a professional. Let me know if you need recommendations for certain projects and I'll send you my favorite who can get the job done in no time.

Change Light Bulbs & Update Light Fixtures

Lighting is one of the least expensive and most impactful ways to make an incredible difference in how a home looks to a potential buyer. We want your home to be as bright as possible and every light bulb wattage to match. Start by taking a close look around to see if you have any light bulbs that are burnt out and get those replaced. Get some extra light bulbs too—we'll have more lights on than you normally do so plan to need to replace some light bulbs while you are on the market.

Next, look at the light fixtures themselves. If they are dated (it's OK, a lot of us have them), you can order great ones that are also pretty inexpensive. Let me know when you get to this step and I can help with picking fixtures out for you to order.



Declutter and Depersonalize

As I always say, we *live* in our homes much differently than we *sell* our homes. You've got to think of your home as a product to be sold to the highest bidder now, not a place to go down memory lane. You want your house to appeal to as many buyers as possible, and that will only happen if they can picture *their* stuff in your house. You'll want to edit down about 30-50% of your "stuff." That includes wedding and family photos, collections and souvenirs. Unlike what you might hear elsewhere, I don't believe in taking down ALL of these items, as having them makes a home feel...well, like a home! But, get rid of about half of them. Walk through every room in your house and pretend you're a buyer. Is there enough space for them to see themselves there instead of you? That's the goal. Take out anything that stands in the way of that.



Closets

As much as I'd love to say that you can cram all the stuff you don't want on display into your closets, buyers will open your closets. They'll look in your cupboards. If they look overcrowded, they will think there isn't enough storage. The last thing you want is for buyers to think there isn't enough storage in your home, so take the time to go through your closets and add to those Store, Donate and Throw Away piles you made a few days ago.

Attic, Basement, Shed or Day off

There's always one part of the house that everything we don't really want or need ends up. That might be your attic, your basement, or a storage shed.

I'd recommend saving this project for a weekend, because if your basement, attic or shed is anything like mine, it will take all day. Whether your basement is finished or just a storage area for extra stuff you'll need to invest the time to make it look as spacious and clean as possible. And what a great way to rid yourself of all that stuff you don't want to take to the new house. Plan for a long day and piles of Store, Donate or Throw Away to get big...and maybe plan to order pizza tonight!



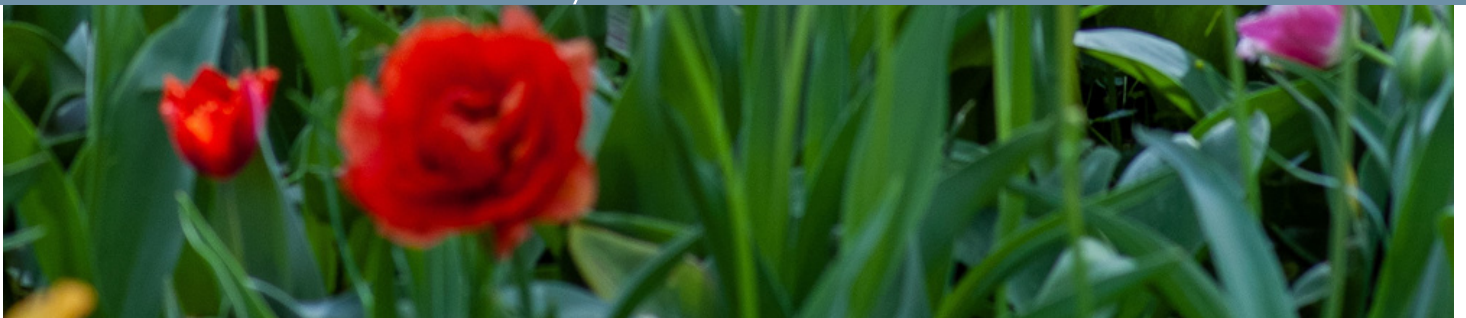
Storage and Donation Runs

Remember those three piles—Store, Donate and Throw Way? Well, now it's time to either store those items, donate them or throw them away. Be sure to keep all receipts for any tax deductions. It might feel like a big weight has been lifted or it might feel a little sad. Just know that not only have you created a space your buyers will be able to see themselves in, but it will be easier to move now that you've started go through things you no longer need.



Front Yard

I know you've heard of curb appeal and how important it is in selling a home. Whether you are in a single family home, townhome or condo, you want the front of your home to make someone want to get out of their car and come inside. Stand on your street and look at your front yard: what do you see? At a minimum, clean the scuff marks off the front door and touch-up the chipped paint or give it a fresh coat. And if your front door has seen better days, consider investing in a new one or at least a coat of paint. If you have a front porch, make it look inviting. Invest in some seasonal plants. Clean up the garden. Add pops of color with flowers that are currently in bloom. Remember that buyers will see your home at night too, so make sure that your outdoor lighting is showing off your home. Add a few spotlights on the trees—that always makes a home look fancy.



Create an Entrance That Says, "Welcome Home!" to Your Buyers

Most buyers have an immediate emotional reaction walking into the door of your home, so creating a welcoming entrance is CRITICAL. You want the area around your door to call "come in!" Get a new welcome mat, put out some potted plants and paint your front door a vibrant color. Once inside, be sure the entryway is clean, de-cluttered and inviting. Remove the shoe organizer and put coats, umbrellas and bags in a closet. If you don't have a hall closet, pack up all but 3 or coats to put on a well-placed coat rack.

Backyard

How your backyard looks will, of course, depend on what time of year you sell. If you're selling in the spring/summer: clean up the gardens, trim the trees, cut the grass, stain the deck and clean the patio furniture and BBQ. If it's winter: do your best to make it look presentable. If you have a garage: tidy it up as best you can by getting rid of anything you don't want to move with.



Windows cleaned

Cleaning the windows in our home is one of those things that never get done. You probably don't even notice the film that years of rain, snow, traffic and construction has created on your windows, but you WILL notice when it's gone. You'll need to clean both the inside and outside of your windows. Again, this is something you can decide to do on your own or hire someone to do. If you decide to hire this item out, the costs is typically \$200-\$300 (depending on the number of windows you have) and you can have sparkly clean windows in an hour or two. Whether you or a professional is cleaning your windows, leave the screens out and store them somewhere out of sight. Doing this lets in even more light and makes such a difference!

Clean Carpets

Unless your carpets are brand new, you'll want to have them steam cleaned. You can hire a professional for about \$80 per room or rent a steam cleaner from Home Depot and do it yourself. Let me know if you'd like a recommendation. You'll be amazed at what a difference cleaning the carpets make—every room will look fresh and new again.

Paint Touch Ups

A fresh coat of paint is one of the cheapest ways to freshen up your home. I have a color palette buyers love, so reach out to me when it comes time to paint and I can give you all my favorite colors. Another trick—sometimes just painting trim, doors and ceilings a bright white is all that's needed. When you get to this step, call me. I will tell you what to paint, what to skip, give you paint colors and even a painter recommendation if you don't want to paint or touch up yourself.



Make An Extra Set of Keys

Prospective buyers and their agents will need to access your home, so you'll need at least one extra full set of keys. While you are at it, make two extra sets—one I can put in the lockbox and a second set I can keep at the office in case anything goes wrong with the lockbox or the keys get lost (it happens!). Give these to me next time we meet and I'll tag them and keep them safe until we need them. Once your home goes to settlement, I'll give these keys to the new owners.





FINAL CLEAN!

Your home is already ready for visitors, so kudos on all your hard work! You might love how it looks so much you may not want to move anymore! :) While you could do this final step yourself, this is something you might want to delegate and bring in professional cleaners who will make sure to scrub every detail—every corner, all the baseboards, inside the lights, the fridge, the oven, etc. Depending on the size of your home, for around \$200-300 you could skip this step and leave it to the professionals. Let me know if you'd like a cleaner recommendation who can do this for you.

YOU AREN'T ALONE. I'LL BE HERE WITH YOU EVERY STEP OF THE WAY. I JUST DON'T WANT TO RUSH YOU OR SLOW YOU DOWN, SO YOU SET THE PACE AND I'LL BE YOUR RUNNING BUDDY.

YOUR NEXT STEP:

We'll start with a tour of your home so we can make a list of what needs to be done. You can decide which projects you want to do on your own and which you want to hire out and I can provide a list of contractor recommendations that can help.

Reach out anytime if you are feeling overwhelmed or have a question. I'm just a call, text or email away and I'll give you the clarity you need and take anything off your plate I can.



ONCE YOUR HOME IS IN SHOW SHAPE, THEN MY MARKETING MAGIC CAN BEGIN. WE'LL SCHEDULE THE PHOTOGRAPHER, 3-D WALK-THROUGH AND VIDEOS. ONCE THOSE ITEMS ARE COMPLETE, I'LL SPEND A FEW DAYS PREPARING THOSE ITEMS FOR YOUR HOME'S BIG DEBUT!

WALK-THROUGH NOTES



I LOOK FORWARD TO
WORKING WITH YOU!

Carla Shryock
530.566.5085
AgentCarla.com
realagentcarla@gmail.com

GOLD GROUP REALTY

a MODERN & FRESH approach to REAL ESTATE

CARLASHRYOCK | AGENTCARLA.COM | 530.566.5085

