



Preparing your Home *for a successful sale*

Lone Pine Real Estate Company



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STEP 1

Prepare your home for the market

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2

Strategically market your home

- ✓ Determine the price
- ✓ Professional photo/video

STEP 3

Show your home

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 4

Sell it!

- ✓ Go under contract
- ✓ Pre-closing checklist



Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Light fixtures
<input type="checkbox"/>	<input type="checkbox"/>			Light bulbs
<input type="checkbox"/>	<input type="checkbox"/>			Worn/stained carpeting
<input type="checkbox"/>	<input type="checkbox"/>			Window glass
<input type="checkbox"/>	<input type="checkbox"/>			Kitchen appliances
<input type="checkbox"/>	<input type="checkbox"/>			Cabinets
<input type="checkbox"/>	<input type="checkbox"/>			Sinks and faucets
<input type="checkbox"/>	<input type="checkbox"/>			Furnace Maintenance
<input type="checkbox"/>	<input type="checkbox"/>			Flooring
<input type="checkbox"/>	<input type="checkbox"/>			Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>			Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>			Flooring
<input type="checkbox"/>	<input type="checkbox"/>			Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>			Smoke detectors

KITCHEN

TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>			Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>			Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean floors

BATHROOMS

TO DO		DONE		
<input type="checkbox"/>	<input type="checkbox"/>			Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>			Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>			Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>			Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>			Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>			Clean any moldy areas



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty siding |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep Porches and Decks |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and Weed Wack |

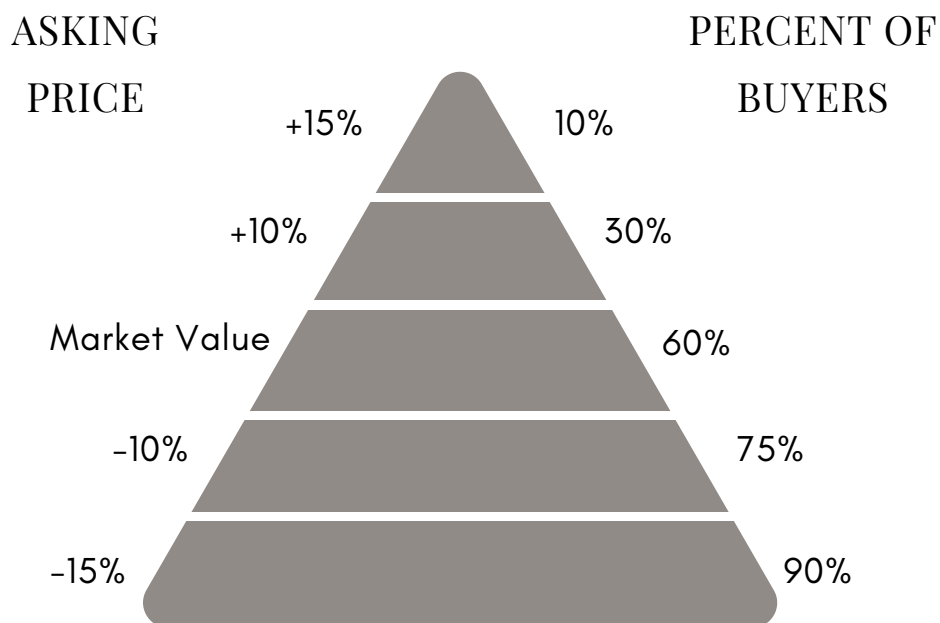
TO DO DONE

- | | | |
|--------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |

It's important to thoroughly evaluate the market to determine the market value of your home.
Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over market value

- + If you have to receive a certain amount for the home
 - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



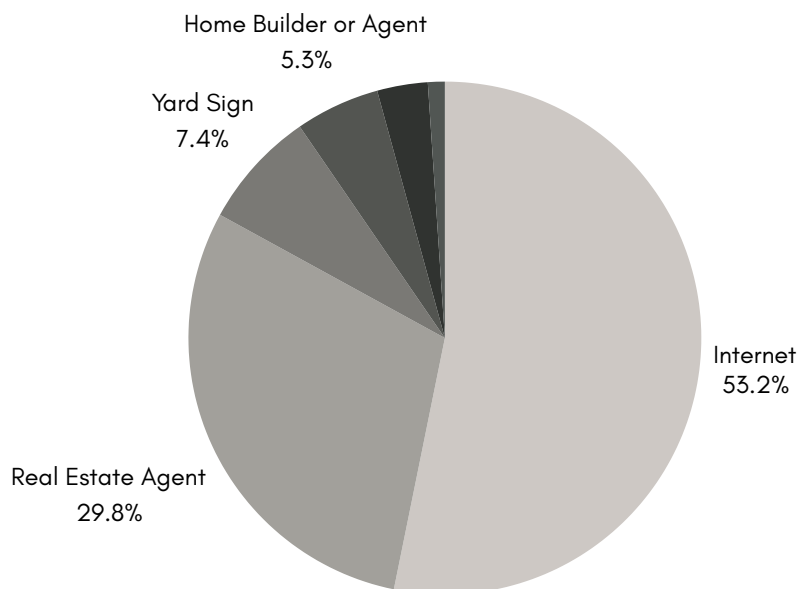


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

The photos to the left are examples from pervious listings of Lone Pine Real Estate Company.

What's Included in my Marketing Plan:

- Displayed on brokerage website
- Window Display on Route 1 in Camden, ME
- Broadcasted to followers across social media platforms
- Professional photography
- Professional videography
- Direct Email Campaign
- Yard sign captures

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use a mechanical lockbox that allows buyers' agents to access your house key.
- I will try to get feedback from each showing and pass that information back to you.

What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

Under Contract

Once the purchase agreement is signed by all parties, the buyers will deposit their earnest money. These funds will be held in a special account by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the earnest money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company or closing attorney. But wait, ONE more thing before you finally celebrate! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your Home Insurance – Dated after you close
- ☐ Cancel Fuel Delivery, Sewer and Water if public
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes to closing

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- | | |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate | <input type="checkbox"/> Choose a mover and sign contract |
| <input type="checkbox"/> Collect quotes from moving companies | <input type="checkbox"/> Create a file of moving-related papers and receipts |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving |
| <input type="checkbox"/> Secure off-site storage if needed | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

3-4 Weeks Before

- | | |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

2-3 Weeks Before

- | | |
|--|--|
| <input type="checkbox"/> Notify DMV of new address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day |
| <input type="checkbox"/> Start using up things you can't move, such as perishable | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

1 Week Before

- | | |
|--|--|
| <input type="checkbox"/> Confirm final arrangements | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside |



Next Steps

✓ Sign listing agreement and property disclosures

✓ Determine list price

✓ Professional Photographer comes out for shoot

