

How to Prepare Your Home for Sale

You've hired a real estate agent and signed the listing agreement. What are the next steps?

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Selling your home is an exciting, rewarding, and let's face it– stressful experience. There's no easy way to sell a home, but it is possible to make the process as smooth as possible. Whether you're considering hiring a real estate agent or you've already signed the listing agreement, here's what you can expect moving forward. By taking the next steps, you'll encourage the right sale at the best price.

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Home Assessments & Consultations

First, the logistics: obtaining documents, gathering records, and ensuring compliance.

Assessments

You'll need to schedule necessary assessments or inspections for your home. There are a handful of documents your state may require before you sell the home. Your real estate agent will give you a list of items to complete before you can officially open your home to buyers.



This list can include, but is not limited to:

- Pest inspection
- Home appraisal
- Insurance claims report
- Title report
- Home inspections
- Smart home log-ins (if relevant)



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Consultations

Depending on the type of listing agreement you have, this could also be when you set a competitive price for your home. Consult with a real estate agent to set an optimal selling price. You may go over market trends, competitive pricing, special amenities, home history, and more.

Repairs, Maintenance, and Cleaning

Time for the manual work: home repairs and physical preparation.

Repairs & Maintenance

After you've completed important home assessments and consultations, there may be some home items that need repair. Common maintenance or replacement tasks can include:

- Upgrade appliances
- Fix leaky faucets
- Fix cosmetic damages
- Fix minor and major malfunctions
- Ensure all home systems work
- Replace CO2/smoke detectors
- Make sure your home is in optimal condition

Getting these repairs and maintenance tasks covered helps you attract top buyers. It also gives you and the future homeowner peace of mind that there won't be any major issues upon their move-in.



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Cleaning



Start decluttering and cleaning! You have to “depersonalize” the home as much as possible so potential buyers can envision themselves living there. Decluttering also makes it easier for you and your family to move out.

Give the home a thorough cleaning inside and out. Pay attention to details on aesthetic parts of the home such as carpets, windows, walls, appliances, and yards.

Focus on Curb Appeal

Homes don’t sell at their full potential without some curb appeal. Work on improving the outside appearance of your home, which can involve:

- Landscaping
- Exterior painting
- Exterior repairs or improvements
- Interior upgrades that are visible from the “curb”

In addition to curb appeal, it’s a good idea to enhance the listing appeal. Work with your realtor to learn about professional photography options and marketing materials that suit your home.



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High-quality photos make a big difference with online listings, as they enhance the visual beauty and unique features of the home. Different types of marketing– from brochures and signs to ads and social media posts– can reach ideal prospects who are ready to buy.

Showings & Open Houses

You've completed all the important steps and you've improved your home's curb appeal, which leads to the most important moment: opening up your home for showings.

Here are some essential steps to prepare you for the final process of selling!

Staging: Create an inviting space inside the home, opting for neutral decor that appeals to a wide range of homebuyers. You can hire a professional to help you stage or do it yourself.

Showing: Coordinate with your realtor to schedule open houses and showings. They will work to attract buyers and show off your home's best attributes.

Best of luck! Open house is an exciting and sometimes emotional phase of the selling process. You may want to consider preparing yourself emotionally ahead of time to make it easier on you and your family. Remember, while homes aren't permanent, the memories you made there are.





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The journey to a successful close begins with your real estate agent, but also with you!

Your cooperation and attitude throughout the selling process are important, so it's helpful to know the main expectations beforehand.

With these insights, you'll be able to complete the required steps in how to prepare your home for sale. If you have any questions, reach out! We're here to help you every step of the way.

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