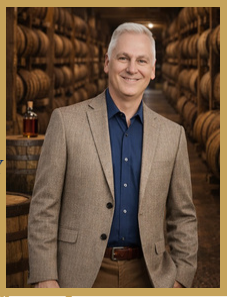
Seller PREP GUIDE

GET YOUR HOME READY TO SELL

PREPARED BY
Todd Kornack



hello

A NOTE FROM TODD

I'M TODD KORNACK, YOUR LOCAL AGENT WITH TK REALTY GROUP AND SCHULER BAUER REAL ESTATE. USE THIS GUIDE TO PREP WITH CONFIDENCE, ONE SIMPLE STEP AT A TIME.

Get Your Home Ready to Sell

welcome

WHY PREP MATTERS

Buyers decide how they feel about a home in the first few minutes, and most of them meet it online first. A clean, bright, uncluttered home photographs better, shows better, and gives buyers fewer reasons to negotiate. The good news: the biggest wins are usually simple and low cost.

LET'S TALK
anytime
CALL OR TEXT

(502) 232 1915

Start early: two to four weeks before you list, book a walkthrough with me, gather utility bills, warranties, HOA documents, and a list of recent upgrades, and pick your ideal move out date.

WHAT IS INSIDE THIS GUIDE

- First impressions and curb appeal
- Declutter and depersonalize
- Clean everything
- Small repairs that pay off
- Paint and lighting
- Room by room staging tips
- Photo day checklist
- Showing day quick 15 minute tidy
- Moving Checklist

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STEP ONE | CURB APPEAL AND DECLUTTERING

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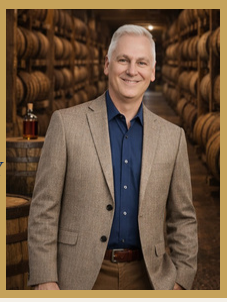

pro tip

TODD'S QUICK TIP

WALK UP TO YOUR FRONT DOOR LIKE A BUYER WOULD. WHATEVER CATCHES YOUR EYE FIRST WILL CATCH THEIRS TOO.

first impressions

CURB APPEAL

- Mow, edge, and pull weeds
- Trim shrubs away from windows and walkways
- Add fresh mulch to flower beds
- Power wash the walk, driveway, deck, and siding
- Clean or repaint the front door
- Shine up house numbers, porch lights, and door hardware
- Add a new doormat and a pot of seasonal flowers
- Clear gutters and downspouts

BOX IT UP early

GOOD NEWS

Anything you pack now is one less thing to pack after you sell.

The goal: buyers should picture their own life here, not yours.

DECLUTTER AND DEPERSONALIZE

- Sort into four piles: keep, donate, sell, or discard
- Clear countertops down to two or three items
- Pack away family photos, collections, and keepsakes
- Remove a third of each closet and organize the rest. Buyers open them.
- Edit bookshelves, tabletops, and the fridge door
- Take out extra furniture so rooms feel bigger
- Tuck away pet bowls, beds, and litter boxes
- Clean out the garage, basement, and attic
- Rent a small storage unit if you need room

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STEP TWO | CLEAN, REPAIR, REFRESH

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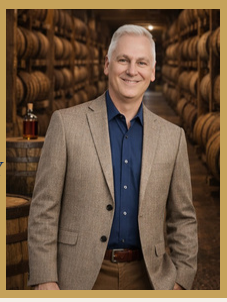

glow up

PAINT AND LIGHTING

REPAINT BOLD OR TIRED WALLS IN SOFT, LIGHT NEUTRALS. TOUCH UP SCUFFS, MATCH BULB COLOR ROOM TO ROOM, AND OPEN EVERY BLIND.

sparkle

CLEAN EVERYTHING

- Wash windows inside and out, plus sills and tracks
- Scrub grout, tubs, showers, and toilets
- Degrease the stove, oven, and range hood
- Wipe cabinet fronts, baseboards, and switch plates
- Dust ceiling fans, vents, and light fixtures
- Shampoo carpets and polish hard floors
- Clean inside the fridge, microwave, and dishwasher
- Remove odors at the source and air out the house

FRESH AIR

wins

TRY THIS

Open the windows and skip heavy plug in scents. Clean smells best.

Bigger fixes on your list? I can connect you with trusted local pros and help you decide what is worth doing before you list.

SMALL REPAIRS THAT PAY OFF

- Fix dripping faucets, running toilets, and squeaky doors
- Tighten loose knobs, handles, and railings
- Patch nail holes and small drywall dings
- Recaulk tubs, sinks, and showers
- Replace cracked outlet covers and dead bulbs
- Repair torn screens and worn weatherstripping
- Make sure doors and windows open, close, and latch
- Swap furnace filters and test smoke alarms

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STEP THREE | STAGING AND PHOTO DAY

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ROOM BY ROOM staging

- LIVING ROOM: FLOAT FURNITURE INTO A COZY CONVERSATION SPOT
- KITCHEN: CLEAR COUNTERS AND ADD A SIMPLE BOWL OF FRUIT
- PRIMARY BEDROOM: CRISP NEUTRAL BEDDING AND MATCHING LAMPS
- BATHROOMS: FRESH WHITE TOWELS AND A CLEAN SHOWER CURTAIN
- DINING: ONE SIMPLE CENTERPIECE, NO FULL PLACE SETTINGS
- OFFICE: A CLEAR DESK AND TIDY, STYLED SHELVES
- BONUS ROOMS: GIVE EVERY SPACE ONE CLEAR PURPOSE
- OUTDOORS: CLEAN PATIO FURNITURE AND A WELCOMING SEAT

PHOTO DAY checklist

- Schedule photos after you clean and stage
- Every light on and every blind open
- Counters clear, even the soap and sponge
- Toilet lids down, towels neatly folded
- Beds made tight and pillows fluffed
- Ceiling fans and TVs off
- Cars out of the driveway
- Trash cans, hoses, and toys out of sight
- Pets, pet gear, cords, and toiletries out of frame
- Fresh flowers or a plant for a pop of color

MOST BUYERS MEET YOUR HOME ONLINE FIRST, SO PHOTO DAY IS REALLY YOUR FIRST SHOWING. LET'S MAKE IT COUNT.

QUESTIONS? just ask

NOT SURE WHAT TO FIX, STORE, OR SKIP? CALL OR TEXT ME AND I'LL WALK THROUGH YOUR HOME WITH YOU AND MAKE A SIMPLE PLAN.



TODD KORNACK REALTOR®

(502) 232 1915
Your local agent
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STEP FOUR | SHOWING DAY AND NEXT STEPS

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SHOWING DAY

- Tidy a little every day so you are always ready
- Coordinate showing times with me to fit your schedule
- Set the thermostat to a comfortable temperature
- Load the dishwasher
- Take out trash and recycling
- Put away shoes, coats, and backpacks
- Sweep surface clutter into a laundry basket
- Lock up valuables, medications, and mail
- Take pets along or crate them
- Grab your keys and give buyers room to linger
- When offers arrive, we review each one together and respond quickly

15 minute tidy

MOVING CHECKLIST

- Pack what you use least first
- Label each box with contents and room
- Wrap fragile items in towels or bubble wrap
- Pack a first night box: toiletries, clothes, documents, snacks, chargers
- Book movers early; confirm date, time, route, contract, and insurance
- Name one point person for the movers
- Keep valuables and paperwork with you
- Photograph empty rooms if you need to
- Deep clean once everything is out
- Leave manuals, warranties, and spare keys
- Confirm utility transfers or cancellations
- Check every room, drawer, and closet one last time

LET'S GET STARTED

EVERY HOME IS DIFFERENT. AS YOUR LOCAL AGENT, I'LL WALK THROUGH YOURS WITH YOU AND BUILD A SIMPLE PLAN TO SELL AND MOVE WITH LESS STRESS. EXPECT A FEW UPS AND DOWNS, STAY FLEXIBLE, AND KEEP DATES, CONTACTS, AND NOTES IN ONE PLACE. QUESTIONS? CALL OR TEXT (502) 232 1915.



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