

sell it fast

A 30 DAY PLAN FOR PREPARING
YOUR HOME TO SELL FAST





ready...set...GO...

Day 1

Day 1: Get Boxes and Packing Tape. A big part of the adventure you're about to embark on involves reducing clutter, uniform shaped boxes with some kind of handle will help tremendously when it's time to pack the moving truck. It's worth it to invest in proper packing supplies. If you need a holding place for the bulk of your stuff between the day the sign goes up and the day you move out, consider renting a POD-type storage locker. You fill it at your house; it gets carted away, stored, and delivered to your new home when you move in!

Day 2

Day 2: Prepare the Paperwork. Buyers and agents are going to ask a lot of questions, so start digging out the paperwork now: utility bills, tax bills, renovation details, warranties, well, septic, building permits, mortgage details, survey and rental contracts.



it's time to sell

TAKE THE NEXT 30
DAYS TO PREPARE
YOUR HOME FOR THE
MARKET.

Don't just list your home without any advance preparation. A few minor touch-ups can go a long way toward making a favorable impression on potential buyers — and perhaps cinching a deal.

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

We have made a 30-day plan for you so you don't get overwhelmed, and can take things one day at a time!

And when you have questions, just ask me. I'm here to guide you through this process and help you keep things on schedule.



Day 3

DAY 3: MAKE 2 EXTRA SETS OF KEYS. PROSPECTIVE BUYERS AND THEIR AGENTS WILL NEED TO ACCESS YOUR HOME, SO YOU'LL NEED AN EXTRA SET OF KEYS. WE WILL PUT A LOCKBOX ON OR NEAR YOUR FRONT DOOR TO KEEP THE KEY SAFE AND SECURE AND ALLOW AGENTS ACCESS WHEN A TIME HAS BEEN SCHEDULED TO SHOW YOUR HOME. THE 2ND SET IS GREAT, JUST IN CASE SOMEONE ACCIDENTALLY LOCKS THE FIRST KEY INSIDE THE HOUSE.

Day 4

Day 4: Change Light Bulbs and Update Light Fixtures. It's easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference in how a home looks to potential Buyers. If you have dated light fixtures (it's OK, a lot of us do), take a quick trip to IKEA or Home Depot and pick up something modern.



Day 5

STORE VS. DONATE VS. DISCARD

YOU ARE MOVING START PACKING NOW. AIM TO REMOVE ABOUT 50% OF WHAT'S IN YOUR HOME. IF YOU CAN LIVE WITHOUT IT FOR A LITTLE WHILE, STORE IT. IT'S A PAIN (AND EXPENSIVE) TO STORE ALL THE STUFF YOU DON'T REALLY NEED. NOW IS A GREAT TIME TO MAKE SOME DECISIONS ABOUT WHAT TO STORE, DONATE, OR DISCARD.



Day 6: Tackle the Closets and Storage Areas

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. The last thing you want is for Buyers to think there isn't enough storage in your home, so take the time to purge what you no longer want, and pack away what you don't need in the immediate future.





Day 7

DAY 7: TACKLE THE BATHROOMS. REMOVE ALL THE TOILETRIES YOU HAVE ON DISPLAY (NOBODY WANTS TO KNOW YOU USE HEAD & SHOULDERS). INVEST IN SOME NEW WHITE TOWELS (AND NO, YOU DON'T GET TO USE THEM). VISIT ROSS, WALMART, OR MARSHALL'S FOR AFFORDABLE ACCESSORIES: SOAP DISH, TOOTHBRUSH HOLDER, ETC. IF YOUR TOILET SEAT, SHOWER CURTAIN, OR BATH MAT ARE GROSS (BE HONEST WITH YOURSELF), REPLACE THEM. CONSIDER REPLACING THE TOILET PAPER HOLDER AND TOWEL RACK/HOOKS TOO. CLEAN ALL FIXTURES. WE HAVE SOME TRICKS TO GETTING SHOWER PANS AND OTHER THINGS CLEAN SO LET US KNOW IF YOU NEED HELP!





Day 8

Day 8: De-Clutter the Kitchen. The kitchen is one of the rooms Buyers are most attracted to so if you're looking to skip a room, this shouldn't be it. Remove your blender/George Foreman Grill/Kitchen Aid mixer/toaster/bread machine from the counters. You want the counters to be as clear as possible. Clean inside all the cupboards (and yes, I mean remove everything and wipe them out). Don't cram all your dishes and food back in again, you want to convey to Buyers that your kitchen has enough storage for the Buyer's stuff. Clean the fridge inside and out (and remove the magnets, photos, and reminders). Turn on your self-cleaning oven. Pack away ANYTHING you can live without till you move into your new home. Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit in it.



Day 9

Day 9: Next up: The Bedrooms. The bedrooms should be inviting, and that means more cleaning, decluttering, and investing in a few props. If you don't already have one, invest in a neutral-colored duvet cover and some new fancy pillows. Straighten the bookshelves. Remove personal photos, knickknacks, and personal grooming products. 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.

Day 10

Day 10: Tackle The Living Room

Clean the sofa and chairs and invest in some new throw pillows. Consider getting an 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.

Day 11

Day 11: Make Your Dining Room Look Like a Place Someone Might Actually Want to Eat

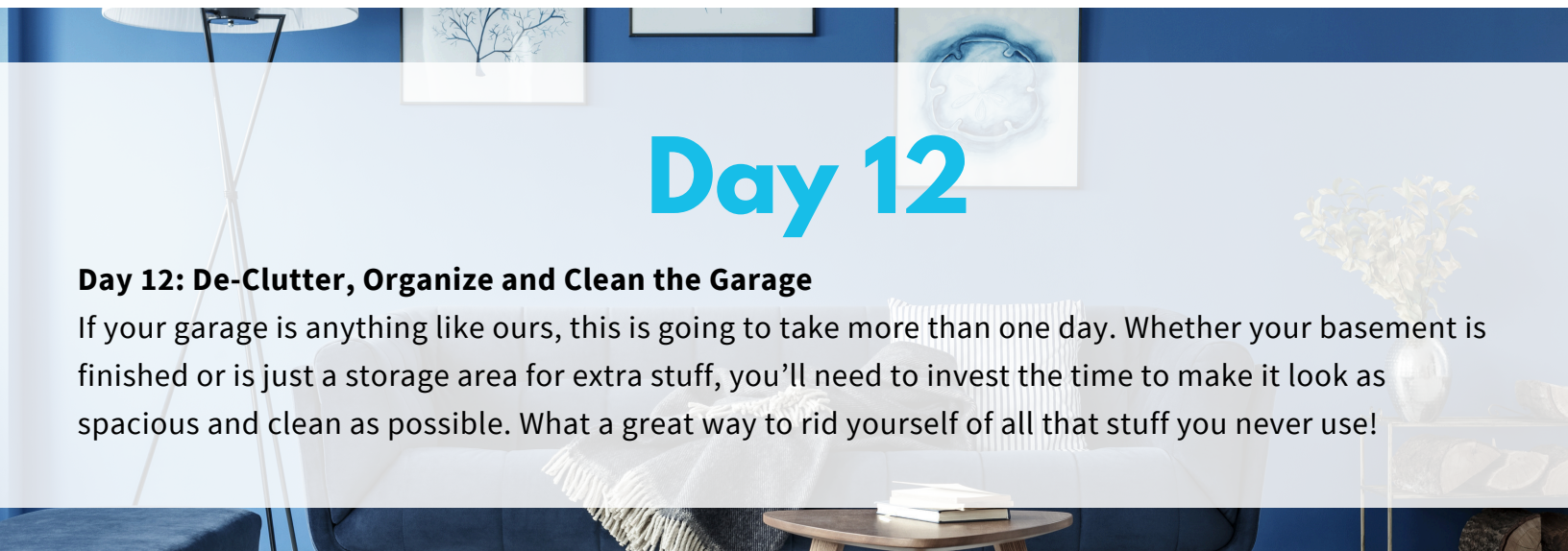
Remove the kids' homework and the piles of stuff that have accumulated on the dining room table. Clean up the hutch. If your dining chairs have seen better days, consider getting them reupholstered. Invest in a new tablecloth to hide an old table.



Day 12

Day 12: De-Clutter, Organize and Clean the Garage

If your garage is anything like ours, this is going to take more than one day. Whether your basement is finished or is just a storage area for extra stuff, you'll need to invest the time to make it look as spacious and clean as possible. What a great way to rid yourself of all that stuff you never use!



Day 13

Day 13: The Entrance

Remember most Buyers will have an emotional reaction to your home within 15 seconds of entering. What they experience at the entrance is CRITICAL. You want your entrance to be clean, de-cluttered and inviting. No, you won't really wear all your shoes and coats while your house is for sale, so be disciplined, and store things away. If you don't have a hall closet, don't pile 15 coats on a coat rack – that's just drawing attention to your lack of a closet.

Day 14

Day 14: Get Rid of All the Things That Make Your Home Yours

Ouch, I know it hurts to read that. You want your house to appeal to as many Buyers as possible. Create a blank slate so they can picture their own stuff in your house. Pack up your family photos, the collections, and the souvenirs from your trip to France. Walk through every room in your house and pretend you're a Buyer. If what you see shows off who you are, remove it.



Day 15

Take a day off!



Day 16

Day 16: Paint Touch-ups and Re-painting

A fresh coat of paint is one of the cheapest ways to freshen up your home. Bold colors are bound to be a turn-off to some Buyers, so to appeal to the most people possible take the time to re-paint that red bedroom and blue bathroom. (Tip: light colors will help small rooms look bigger). Don't forget about baseboards and ceilings – they might need some paint too.



Day 17

Day 17: Repair What You've Been Avoiding

We all have that list of never done repairs and fixes. Now's the time to get to it, including fixing the leaky faucet, dings in the baseboards, etc. and get this done once and for all. If you aren't handy yourself, bring in a handyman to take care of it (we know some good ones, we can help).

Day 18

Day 18: Clean Your Windows

I know, you probably don't even think about cleaning your windows, but over time, they can get really dirty. Clean windows really let the light in. Also, make sure the window tracks are clean.



Day 19

DAY 19: FOCUS ON THE FRONT YARD

CURB APPEAL MATTERS AND WILL SIGNIFICANTLY IMPACT PEOPLE'S FIRST IMPRESSION OF YOUR HOUSE. STAND ON YOUR STREET AND TAKE IN 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. IF YOUR FRONT DOOR HAS SEEN BETTER DAYS, CONSIDER INVESTING IN A NEW ONE. IF YOU HAVE A FRONT PORCH, MAKE IT LOOK INVITING (AND NOT JUST A RECEPTACLE FOR MORE OF YOUR STUFF). INVEST IN SOME SEASONAL PLANTS. CLEAN UP THE GARDEN. A LOT OF BUYERS WILL SEE YOUR HOME AT NIGHT, SO MAKE SURE THAT YOUR OUTDOOR LIGHTING IS SHOWING OFF YOUR HOME.

Day 20

Day 20: Jazz Up Your Backyard

Clean up the gardens, trim the trees, cut the grass, pressure wash the patio, and give your outdoor furniture a deep cleaning. If you have a pool, make sure it is sparkling clean. Tidy up the pool toys. Clean any outdoor fans and light fixtures.



Day 21

DAY 21: GET THE CARPETS
CLEANED

UNLESS YOUR CARPETS ARE BRAND NEW, YOU'LL WANT TO HAVE THEM STEAM CLEANED (OR DO IT YOURSELF). YOU'LL BE AMAZED AT WHAT A DIFFERENCE IT MAKES.

Day 22

DAY 22: DON'T FORGET
ABOUT THE FLOORS

YOU'LL NEED MORE THAN A SWIFFER TO GET INTO ALL THE CORNERS AND CRACKS. IF YOUR FLOORS ARE SCRATCHED, THERE ARE SOME GREAT PRODUCTS OUT THERE TO MAKE THEM LOOK ALMOST-BRAND-NEW.





Day 23

Day 23: Tackle the Walls and Doors

If your walls and doors are scuffed, buy some Magic Erasers and go to town. You'll wonder why you didn't do it sooner. If your art needs an update, now's the time to do that too.

Day 24

Day 24: The Final Clean

By now you're probably exhausted... sorry about that. While you can do this final step yourself, we always like to suggest to bring in professional cleaners who will make sure to clean all the spots you don't: the baseboards, inside the lights, the fridge, etc.



Day 25

Day 25: Make Plans for the Kids and the Dog/Cat

No Buyer wants to look at all your kids' toys, finger painting works of art or dirty diapers, so put it all away and make a plan to keep it concealed. I love my dogs too, but prospective Buyers won't appreciate the barking/jumping. Make a plan to get your pets out of the house for showings: Doggie daycare? Grandma and Grandpa? Multiple walks.

Day 26

Day 26: Make Your Home Smell Good

If you're a dog owner, wash any couches, beds and surfaces where the dogs sleep. You may not smell him anymore, but Buyers will. Tuck the litter box away (and clean it twice a day while your home is on the market). Use Febreze on EVERYTHING. Consider lighting some candles (but avoid strong air fresheners).

Day 27

Day 27: Walk through your home!

Walk through the front door and look around each room. Do you need to move some furniture around to make the rooms look more inviting and large. We can also give you our professional option. We would love to come look at all of your hard work on day 27!



Day 28

Day 28: Do a Once Over

Go through the house one more time and look everything over from floor to ceiling.

Take one final walk-through all the rooms and adjust as necessary.

You want to make sure everything is just right! Is everything ready for picture day tomorrow?

DAY 29: PHOTOGRAPHY

WHEN YOUR HOUSE IS DECLUTTERED AND CLEAN, IT IS READY FOR PRIME TIME! IT'S TIME FOR THE PHOTOGRAPHER TO WORK THEIR MAGIC. THIS WILL HAPPEN A FEW DAYS BEFORE YOU LIST YOUR HOME FOR SALE.

Day 29

Preview the ad copy for your listing and get ready for showings!!





Final day!

Let's Shoot Some Video!

Please keep in mind...this schedule can be adjusted depending on your needs.

Day 30

Day 30: The Final Once-Over

You've worked hard, and now it's time to step back and admire your work. How does it look? Most people say their house has never looked better than it does right before they sell. Now for the hard part...Don't. Touch. Anything



No doubt, selling a home can be stressful. With years in the real estate business, we can help you seamlessly navigate the process. We are here to help you every step of the way.

We want you to **LOVE** where you live!

Contact Me!

Contact me for a complimentary strategy session on how to get your home sold for the most amount of money in the least amount of time.

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