

# PREPARE YOUR HOME TO SELL FAST

*Gally Moore*

REAL ESTATE TEAM



# SO 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 towards making a favorable impression on potential buyers — and perhaps cinching a deal.

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.

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

Please reach out to us at any time if you have any questions-- we are always here to help!

*READY...  
SET...  
GO...*



## DAY 1

### 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 some modern ones.



## DAY 2

### Prepare the Paperwork

Now it the time to start filling out all disclosue forms pertinent to the sale of your property. This exercise alone will help identify any items you may need to address prior to listing your home. Don't know what paperwork you need? If you are a For Sale By Owner, reach out to a title company to purchase the appropriate paperwork for your area. Prefer to work with a knowledgeable agent? Call us! We'd love to help you!

## DAY 3

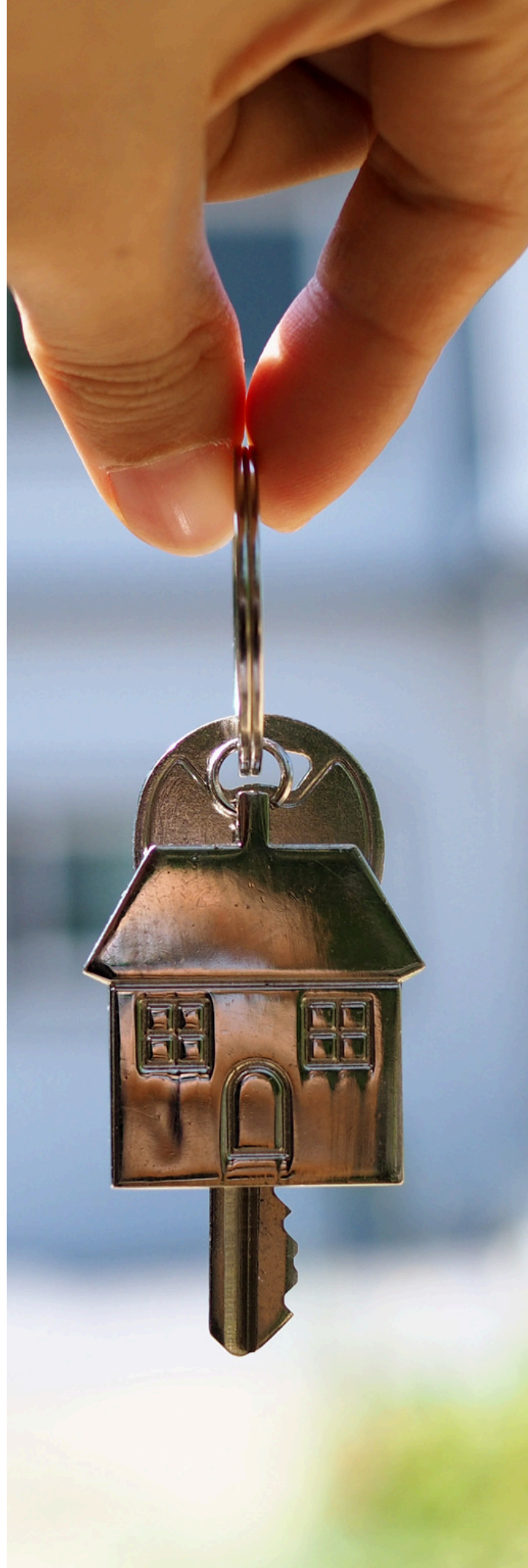
### Make an Extra Set of Keys

Prospective buyers and their agents (if you agree to work with them) will need to access your home, so you'll need an extra set of keys. A quick trip to the hardware store will get this knocked off your list.

## DAY 4

### Get Boxes and Duct Tape

A big part of the adventure you're about to embark on involves reducing clutter. We've found the best bang for the buck on moving boxes to be the big box stores, like Home Depot and Lowe's. Consider this "pre-packing" for your big move. Only pack up things you REALLY WANT to have in your new home. Anything else should be packed up and given to local charities. Don't overthink this process! Love it, or let it go. It will make moving day much more enjoyable! Your purpose right now is to declutter-- so focus on eliminating at least HALF of what you currently have in each room of your home.





## DAY 5

### 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). Make sure all surfaces are sparkling clean, and regrout if necessary. A fresh, crisp white shower curtain and new shower rings helps set a "spa-like" tone. Remove any ratty looking rugs and get the flooring Q-Tip clean!

## DAY 6

### Declutter the Kitchen

The kitchen is one of the rooms buyers are most attracted to, so DON'T SKIP THIS STEP! 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 they'll have plenty of storage space. Clean inside the fridge, and remove any magnets, photos, calendars, etc. from the outside. Give your oven a good scrubbing -- and the kitchen sink, too! Consider investing in some fresh flowers and a put some fresh fruit in a beautiful bowl on the counter.

## DAY 7

### Next up: The Bedrooms

The bedrooms should be inviting, and that means more cleaning and decluttering and investing in a few props. If you don't already have one, invest in a neutral-colored duvet cover and some new luxe-looking pillows. Straighten the bookshelves. Remove personal photos, knick-knacks and personal grooming products. Clean out closets to make them appear spacious. If you've jammed in a dresser or armoire that doesn't really fit into the space consider storing it offsite.

## DAY 8

### Tackle The Living Room

Clean the sofa and chairs and invest in some new pillows and a luxe-looking throw blanket. Consider getting an area rug to bring the room together. Clear away clutter. Hide the wires from your TV/stereo/speakers.

## DAY 9

### Make Your Dining Room Look Like a Place Someone Might Actually Want to Eat in

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 slipcovers. Invest in a crisp new table runner and polish the wood to make it shine!



## DAY 10

### De-clutter, Organize and Clean the Basement

If your basement is finished, follow the same steps you've already done for all living spaces downstairs. If you use your basement as storage space, simply organize your boxes and bins-- and make another trip to donate ANYTHING you don't intend to move to your new home. Now is the time to clear all clutter!.

## DAY 11

### Store vs. Donate vs. Throw Away

It's pointless to store all the stuff you don't really need. Use today to give it away!

## DAY 12

### Tackle the Closets and Storage Areas

As much as we'd love to say that you can cram all the stuff you don't want on display in your closets, buyers will ABSOLUTELY open them! They'll look in your cupboards. (And they'll judge you-- lol!) The last thing you want is for buyers to think there isn't enough storage in your home, so take the time to pack away-- or GIVE away -- what you don't need in the immediate future.





**DAY 15**

**Take a day off!**





## 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 colours 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 or blue bathroom. (Tip: light colors help small rooms look bigger). Don't forget about baseboards and ceilings – they might need some paint too.



## DAY 17

### Repair What You've Been Avoiding

We all have that list of “honey-do” repairs and fixes. Now's the time to get to it, including fixing the leaky faucet, the picture holes in the wall, etc. and get it 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-- just ask us!).



## DAY 18

### Get the Windows Cleaned

Often overlooked on the task list, crystal clear windows help every room in your house appear lighter and brighter and more welcoming. Let us know if you need a referral for a good window cleaning company! We're happy to refer one!

## 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

### Show Your Backyard some Love

What you can accomplish in the backyard 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 and fix any peeling paint.

## 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

### 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

### 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 it too.



## 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

### **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: Doggie daycare? Grandma and Grandpa? Multiple walks?

## DAY 26

### **Staging Day!**

This the day to stage the house. Professional stagers will move, re-arrange and add furniture and use accessories and color to make your home look it's best. Staging helps homes sell faster and for more money. It's a service the Sally Moore Real Estate Team provides for all our seller clients -- at no extra cost!

## DAY 27

### **Make Your Home Smell Good**

If you're a pet owner, wash any beds, blankets where your dogs and kitties sleep. 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). Eucalyptus scented candles work wonders for eliminating pet odors!

## DAY 28

### Get a Pre-listing Home Inspection

It's not fun to find out what's wrong with your house at the negotiating table, so arm yourself with the information before you list your home. You can either fix the problems before you list your home, or factor it into your asking price and expectations.

## DAY 29

### Photography

When your house is de-cluttered, cleaned and ready for prime time, it's time for the photographer to work his or her magic. This will happen a few days before you list your home for sale and may include a virtual tour or video.



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# DAY 30

## FINAL DAY

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**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? Do you see anything that might distract or turn off a buyer? Take one final walk through all the rooms and adjust as necessary. Now...Don't. Touch. Anything. 😊



# THANK YOU!

Thank you for downloading our home sale “how to” book! Remember, we are here to answer any questions you may have about the home selling process. Also, we are happy to provide you with a no-obligation market analysis for your property which will show you how much your home sale should net you in today’s market. Just give us a call-- we’d love to help you any way we can. And if you have any questions about our complimentary professional home staging-- we’d love to chat with you about that as well. It’s our “secret-sauce” in our recipe to get homes sold. We hope to hear from you soon!

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