THE 71B TEAM

FREE SELLER CHECKLIST · NORTHWEST ARKANSAS

10 THINGS TO FIX BEFORE YOU LIST YOUR NORTHWEST ARKANSAS HOME

(AND 5 THINGS NOT TO BOTHER WITH)

A practical, no-fluff prep guide for Fayetteville, Springdale, Rogers, Bentonville and NWA sellers: what buyers and inspectors actually care about, and where to save your money.



ADAM FLEMMING & JOHN HERRIMAN · KELLER WILLIAMS MARKET PRO REALTY

START HERE

FIX THE RIGHT THINGS. SKIP THE REST.



Hi, I'm Adam Flemming, Executive Broker of the 71B Team.

"What should I fix before I sell?" is one of the first questions sellers ask. The honest answer: **probably less than you think, but the right things.** Buyers and their inspectors focus on water, safety, and the big systems. Photos and showings reward clean, bright, and well-kept. Big remodels usually just delay your launch.

This checklist gives you the 10 fixes worth your time, and 5 projects you can skip. Every fix includes why it matters, the effort involved, and a quick tip.

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Executive Broker, The 71B Team · Keller Williams Market Pro Realty

HOW TO USE THIS GUIDE

1. Read the 10 fixes (pages 3–5) and the 5 skips (page 6).
2. Walk your home with the printable checklist on page 7.
3. Work in order: **safety, water and systems first**; paint, cleaning and curb appeal next; declutter and photos last.
4. Not sure if something is worth fixing? Text "71B" to 479-435-5353 and ask. That's what we're here for.

EFFORT KEY

DIY — A weekend or less with basic tools

CALL A PRO — Hire a licensed pro (electrical, roofing, HVAC, gas, structural)

INCLUDED WITH 71B — Part of The 71B Selling System when you list with us

A NOTE ON COSTS

We've left cost estimates out on purpose. Prices vary a lot by home, season and contractor. For anything you hire out, get a couple of local quotes, and keep every receipt (you'll see why on page 7).

FIXES 1–3

1 START WITH A PRE-LISTING INSPECTION

INCLUDED WITH 71B

What: Before you list, a licensed inspector goes through your home top to bottom, the same way a buyer's inspector will.

Why it matters: The buyer's inspection is where deals get renegotiated. Finding issues first means you decide what to fix, get your own quotes on your own timeline, and avoid surprise repair requests after you're under contract.

Quick tip: Sort the report into three piles: *fix now* (safety, water, systems), *maybe* (cosmetic), and *disclose and move on*. A pre-listing inspection ($400 value) is included when you list with the 71B Team, and we'll help you sort it.

2 STOP THE WATER

DIY CALL A PRO

What: Drips under sinks, running toilets, loose faucets, ceiling stains, soft spots around tubs and showers, and musty smells in a crawlspace or basement.

Why it matters: Water is what buyers fear most because it hints at hidden damage, and inspectors go looking for it. Even an old, repaired leak raises questions if the stain is still there.

Quick tip: Fix the source first, then the stain, and keep the receipt. Arkansas summers are humid; if a basement or crawlspace smells musty, find out why before buyers do.

3 GUTTERS, DOWNSPOUTS & DRAINAGE

DIY CALL A PRO

What: Clean the gutters, reattach loose sections, extend downspouts so water flows away from the house, and fix low spots where water pools near the foundation. Replace any missing or damaged shingles.

Why it matters: Inspectors check where roof water goes. Water collecting at the foundation is a common flag and leads to bigger questions about the crawlspace or basement.

Quick tip: Walk outside during or right after a heavy rain and watch where the water goes. On wooded NWA lots, fall leaves and spring storms make this a twice-a-year job. Leave roof work to a roofer.

OLDER HOME? LAKE OR RURAL PROPERTY?

Many NWA homes have a few decades of history, and some come with a septic system, a well, a pool or a dock. Ask your inspector what to look at more closely, and gather records of past updates (roof, HVAC, water heater, windows, panel). If a specialist inspection makes sense for your property, we'll talk it through together.

FIXES 4–7

4 SERVICE THE HEATING & AIR

CALL A PRO

What: Have a licensed HVAC tech service the furnace and AC, change the filter, and clear brush and debris away from the outdoor unit.

Why it matters: "How old is the HVAC, and does it work?" is one of the first things buyers ask. A recent service record answers it before they do.

Quick tip: Leave the service receipt out for showings. Change filters more often during spring pollen season, and keep the house comfortable during showings in summer heat.

5 ELECTRICAL & SAFETY QUICK HITS

DIY CALL A PRO

What: Replace burned-out bulbs, add missing outlet and switch cover plates, test GFCI outlets in the kitchen, baths, garage and outdoors, make sure smoke and carbon monoxide detectors work, and label the breaker panel.

Why it matters: Inspectors note them and buyers see them, and together they make a home look neglected. A dead bulb can get written up as a fixture that doesn't work.

Quick tip: Bulbs, cover plates and detector batteries are DIY. Anything involving wiring, the panel, or a breaker that keeps tripping goes to a licensed electrician.

6 DOORS, WINDOWS, SCREENS & LOCKS

DIY

What: Make sure every door latches and locks, every window opens, closes and locks, torn screens get replaced, and sliding doors glide.

Why it matters: Buyers open and close things during showings, and inspectors test them. Lots of small frustrations add up to "this house needs work."

Quick tip: Vacuum slider tracks and add a little silicone spray. A sagging door often just needs a longer screw driven through the top hinge into the frame.

7 PATCH, TOUCH UP & GO NEUTRAL

DIY CALL A PRO

What: Fill nail holes, fix dings and scuffs, touch up trim and doors, and repaint any bold or worn-out rooms in a light neutral.

Why it matters: Fresh, light walls photograph brighter and help buyers picture their own things in the space. Scuffs and patchy paint suggest maintenance was put off.

Quick tip: Touch-ups only work if the paint matches exactly. If it doesn't, paint the whole wall corner to corner so patches don't show up in photos.

FIXES 8–10

8 DEEP CLEAN EVERYTHING

DIY

What: Windows inside and out, baseboards, grout, light fixtures, ceiling fans, inside appliances, and any pet or smoke odors.

Why it matters: Clean reads as “well cared for.” It’s one of the least expensive ways to make a home feel move-in ready, and odors are hard for buyers to forget.

Quick tip: Schedule the deep clean right before photos. In spring, rinse the pollen off windows, porches and outdoor furniture the day before.

9 WIN THE FIRST IMPRESSION

DIY

What: Mow and edge, trim shrubs back from the house, refresh the mulch, power-wash walkways and siding, clean or paint the front door, update the house numbers, and make sure the porch light works.

Why it matters: The front of your home is the first listing photo and the first thing buyers see when they pull up. It sets the tone for everything inside.

Quick tip: Stand at the street and take a photo with your phone. Whatever your eye goes to first is what to fix first.

10 DECLUTTER & GET PHOTO-READY

DIY $700 PHOTOGRAPHY WITH 71B

What: Clear the counters, thin out closets and shelves, put away personal photos and collections, and pack what you won’t need for the next few months.

Why it matters: Buyers shop online first. Our best-in-class photography ($700 value, included free when you list with 71B), lifestyle video and floor plans show off your home’s space and light, and clutter hides both. Less stuff also makes rooms feel bigger at showings.

Quick tip: You’re moving anyway, so start packing now. Clear counters and closets with breathing room are the goal. Finishing the prep we agree on before launch also keeps you eligible for the 7-1-B Guarantee.

RECENT 71B TEAM LISTING RESULTS

3662 Township
Listed at $740,000
SOLD FOR $786,000

2458 Worthington Way
Listed at $749,000
SOLD FOR $760,000

116 Kincardine
Listed at $1,040,000
SOLD FOR $1,062,000

SAVE YOUR MONEY

5 THINGS NOT TO BOTHER WITH

Not every project pays off before a sale. Here are five places to save your money, and what to do instead.

1. FULL KITCHEN OR BATH REMODELS

Why skip: They're expensive, they push back your launch, and many buyers would rather choose their own finishes.

Instead: Fix anything broken, deep clean, re-caulk, and update dated hardware or a light fixture if it really stands out.

2. REPLACING OLDER SYSTEMS THAT STILL WORK

Why skip: Buyers expect a roof, water heater or HVAC system to have some age on it. Pricing already reflects age and condition.

Instead: Service it, keep the records, and be upfront about its age. A seller home warranty ($200 value) is also included when you list with 71B; ask us what it covers.

3. BIG LANDSCAPING OR OUTDOOR PROJECTS

Why skip: A new patio, pool or outdoor kitchen is a big, slow project, and it's rarely what makes a buyer decide.

Instead: Tidy, trim, edge and mulch, and set a pot of seasonal flowers by the front door.

4. BUYING NEW FURNITURE OR DÉCOR TO STAGE

Why skip: You'd be buying things for a house you're leaving. Buyers are looking at the space, not your sofa.

Instead: Take pieces out, rearrange what you already own, and let light and space do the work in photos.

5. CHASING PERFECTION ON NORMAL WEAR

Why skip: Hairline cosmetic cracks, worn-but-working fixtures, and small driveway cracks are part of a lived-in home. Your time is better spent on the 10 fixes.

Instead: Note them and move on. If a crack is growing, or doors and windows suddenly start to stick, point it out to your inspector.

PRINT ME · STICK ME ON THE FRIDGE

YOUR FIX-BEFORE-YOU-LIST CHECKLIST

1 · PRE-LISTING INSPECTION

- [ ] Inspection scheduled (included with 71B)
- [ ] Report sorted: fix now / maybe / disclose

2 · STOP THE WATER

- [ ] Drips & running toilets fixed
- [ ] Ceiling or wall stains repaired
- [ ] Crawlspace/basement dry, no musty smell

3 · GUTTERS & DRAINAGE

- [ ] Gutters cleaned & secure
- [ ] Downspouts carry water away from house
- [ ] No pooling at the foundation
- [ ] Missing/damaged shingles replaced

4 · HEATING & AIR

- [ ] HVAC serviced (receipt saved)
- [ ] Fresh filter installed
- [ ] Outdoor unit clear of brush

5 · ELECTRICAL & SAFETY

- [ ] All bulbs working
- [ ] Outlet & switch covers on
- [ ] GFCI outlets tested
- [ ] Smoke & CO detectors working
- [ ] Breaker panel labeled

6 · DOORS & WINDOWS

- [ ] Doors latch & lock
- [ ] Windows open, close & lock
- [ ] Screens repaired; sliders glide

7 · PATCH & PAINT

- [ ] Holes, dings & scuffs patched
- [ ] Bold or worn rooms painted neutral

8 · DEEP CLEAN

- [ ] Deep clean booked before photos
- [ ] Odors handled; windows sparkling

9 · FIRST IMPRESSION

- [ ] Mowed, edged, trimmed & mulched
- [ ] Walkways & siding power-washed
- [ ] Front door, house numbers, porch light

10 · DECLUTTER & PHOTO-READY

- [ ] Counters cleared
- [ ] Closets & shelves thinned
- [ ] Personal photos & collections packed

BONUS · YOUR PAPER TRAIL

- [ ] Repair & service receipts
- [ ] Appliance manuals & warranties
- [ ] Dates of roof, HVAC & water heater updates
- [ ] Average utility bills
- [ ] HOA documents (if any)
- [ ] Spare keys, remotes & codes

PHOTO-DAY FINAL TOUCHES

- [ ] All lights on, bulbs matching
- [ ] Cars out of the driveway
- [ ] Pets, bowls & litter boxes out of sight
- [ ] Trash cans hidden; toilet lids down

Notes / questions for the 71B Team:

BONUS · TURN IT UP

PREP SEASON BY SEASON IN NWA

SPRING

Pollen coats everything, so rinse windows, porches and decks right before photos and showings. After spring storms, check the gutters and ceilings for leaks.

SUMMER

Heat and humidity put the AC to work, so service it before launch and keep the house cool for showings. Keep an eye on crawlspace and basement moisture.

FALL

Leaves fill gutters and cover yards, especially on wooded lots. Clear them right before photos, and rake again before your first weekend of showings.

WINTER

Lawns go dormant, so focus on crisp edges, fresh mulch, a clean porch and warm lighting. Protect exposed pipes during hard freezes.

SQUARE FOOTAGE: MEASURED, NOT GUESSED

When you list with the 71B Team, your home is measured by an appraiser, so your listing starts with a square footage you can stand behind. Have your paper trail (page 7) ready, too. Records, receipts and warranties give buyers confidence.



YOUR NEXT STEP

WANT TO KNOW EXACTLY WHICH FIXES MATTER FOR *YOUR* HOME?

Schedule your **Selling Plan Consultation**. We'll walk through your home with you, point out what's worth fixing (and what isn't), and show you your pricing, marketing and launch plan, all backed by the **7-1-B Guarantee**: 7 days, 1 offer, or our broker takes $1,000 off the brokerage fee.*

Text "71B" to 479-435-5353 **71bteam.com**

Not ready to talk yet? Get your **free home value report** at 71bteam.com/cma/property-valuation.

*Any written offer resulting from the first seven calendar days of showings following the agreed on listing date qualifies. Terms apply. Broker approval required. Full 7-1-B Guarantee Terms are available from the 71B Team.

This checklist is general guidance, not a substitute for a licensed home inspector or contractor. Use licensed professionals for electrical, roofing, HVAC, gas and structural work.

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