

GETTING YOUR HOME **MARKET READY**



CHECK LIST



PROVEN tips, ideas and strategies that will help you sell
your home quicker and for more money.



BY STEVE WICKLAND

Licensed Residential Builder-Licensed Real Estate Sales Person

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WHY DO ALL THIS WORK IF I'M MOVING ANYWAY?

Because, the more your property is in **MODEL-HOME** and **TURN-KEY** condition, the more money you will likely get for it. At the very least, your home should sell in less time than homes that are not in as pristine condition as yours. And selling quicker can save you thousands on your monthly carrying costs. And just as importantly, you'll avoid racking up the "price-killing" **DAYS ON MARKET** as well.

Need some guidance on where to begin? No worries. I can help. I have 30 plus years experience in the building, remodeling, real estate and home-flipping arena. I've helped hundreds of home-sellers over the years successfully market their home. It's a process that I know very well.



INTERIOR PREP CHECK LIST

The goals for the interior of your home are to depersonalize the space by removing at least half of your family photos, awards and collectibles. High traffic areas with excess furniture should also be cleared to create a feeling of openness and to highlight the best features of each room-like French doors, fireplaces or a beautiful view. We also want to accentuate the kitchen and baths as these are the main selling rooms of a home. You want the buyers that come through your home to imagine themselves living there. If you can accomplish this, you're more than halfway to a **SOLD** sign in your yard.

KITCHEN:

(This is the money room! It must impress and be PRISTINE)

- ☐ If your existing counter tops are Formica... consider installing granite or quartz if budget allows
- ☐ If cabinets are dated or worn, consider replacing or painting if budget allows
- ☐ If appliances are dated, consider replacing with stainless steel if budget allows
- ☐ If cabinet hardware is dated, consider replacing
- ☐ Be sure all faucets are up to date
- ☐ Clear off counters of 90% of items
- ☐ Deep clean all appliances inside and out
- ☐ Remove all magnets/photos from fridge

BATHS:

(Also very important rooms. Must be PRISTINE)

- ☐ If fixtures are dated (BRASS) consider replacing
- ☐ Consider new shower curtain and set of decorative towels to freshen older bathrooms
- ☐ Remove all unnecessary items from tubs and showers
- ☐ If cabinets/counters/hardware are dated or worn, consider upgrading

MISC:

- ☐ Increase wattage of bulbs in baths, kitchen and laundry rooms to brighten up these important rooms
- ☐ Replace any burned out bulbs
- ☐ Clean all windows inside and out
- ☐ Clean out fireplace or wood stove
- ☐ Have carpets professionally cleaned if they are stained or have odors
- ☐ If carpet is worn or badly stained it must be replaced
- ☐ Set dining room table with your best china and/or beautiful centerpiece – we want to stimulate the buyer's imagination
- ☐ Empty closets and organize as much as possible. Remove heavy winter coats that are not in use. Place items in storage if necessary
- ☐ If walls and/or ceilings are dingy and scuffed, consider repainting in neutral colors if in budget
- ☐ If wood floors are scuffed or show traffic patterns, consider refinishing. Or at the least apply a cleaner/shiner product to them
- ☐ Do a sniff test. If any pet or cigarette odors are detected they must be addressed



SERIOUSLY CONSIDER HAVING A PROFESSIONAL HOME INSPECTOR GO THROUGH YOUR HOME BEFORE LISTING IT FOR SALE.

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EXTERIOR PREP CHECK LIST

Buyers may decide, whether or not, they like your home well enough to make an offer on it in the first 30 seconds! If a buyer's first impression of your home is a bad one, you'll most likely never be able to change their minds. This means the condition of the exterior and entry way of your home is crucial to the success of selling it. Let's go over some items you can do to improve your home's chances for making a great first impression.

- ☐ Driveway and sidewalks should be swept and clear of toys or obstructions
- ☐ Remove cars from the driveway if possible
- ☐ Grass and shrubs should be trimmed neatly and trimmings removed
- ☐ Front door should look clean and/or freshly painted
- ☐ Exterior should be clean, including siding, porch and windows
- ☐ Windows and doors should be clean and in good repair (including garage doors)
- ☐ Repair any loose shingles on your roof
- ☐ Gutters should be clean and in good repair
- ☐ Seasonal flowers should be planted to add visual appeal
- ☐ Place a seasonal wreath on your front door
- ☐ Weed and mulch planting areas
- ☐ Remove dead plants and shrubs
- ☐ Purchase a new welcome mat
- ☐ Add seasonal flower pots at front entry
- ☐ If roof is past its lifespan, consider replacing
- ☐ If roof is in good shape but has visible black streaking, consider having it "shampooed"
- ☐ Any peeling/stained wood trim or siding must be repainted
- ☐ Consider updating/replacing the Front Door Lockset if current one is dated/worn



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BASEMENT PREP CHECK LIST

If lower level is finished, all interior checklist items apply

FOR UNFINISHED BASEMENTS:

- ☐ Clean thoroughly
- ☐ Declutter and organize as much as possible
- ☐ Eliminate any musty odors
- ☐ Consider painting walls and floors if they're stained or dingy
- ☐ Dust/wipe down furnaces/water heater and other mechanicals
- ☐ Replace furnace filters



GARAGE PREP CHECK LIST

That's right, even the garage needs to be spruced up to get the highest dollar value for your property. Buyers like to see plenty of open space in the garage. It tells them your property has adequate storage, plus room to park their car.



- ☐ Get rid of all the extra stuff you don't want to move with you. (Perhaps a garage sale would be a good idea – and give the left-over items to charities)
- ☐ Dust the walls, ceilings and corners to remove dust and cobwebs
- ☐ Remove all items from the floor that can be put away or thrown away
- ☐ Clean oil spots on the floors (wipe up excess oil, pour an absorbent material like kitty litter, sand or sawdust onto the spot to soak up the remainder. Leave it overnight, then sweep it up and clean with a concrete cleaning solution)
- ☐ Consider painting garage ceilings and walls
- ☐ Consider replacing worn or damaged garage door(s)

WHEW! Sounds like a lot of work, doesn't it?

I'm really not trying to add to your already full plate. Or have you spend tons of money. However, as your Real Estate Professional, it's a crucial part of my job to share these tips with you.

These time-tested and proven suggestions are provided to increase the value of your home and minimize your DAYS ON MARKET. You can choose to implement them all, a few or none at all. Of course, it's entirely up to you which ones you decide to do.

A lot of these items are free and only cost you your time. Others can be pricey. Once we meet, we can go through your home together to see which items from this checklist make the most sense for your situation.

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PRESHOWING CHECK LIST

Being prepared and knowing what to do before each showing will enhance the buyer's experience when viewing your home.

- ☐ Sweep walkway/porch area
- ☐ Clear the driveway (in Winter months make sure driveways and walkways are free of snow/ice)
- ☐ Put garbage cans away
- ☐ Vacuum/sweep floors
- ☐ Open blinds and curtains to allow natural light in
- ☐ Open all interior room doors and put decorative lights on
- ☐ Leave the home when buyers are scheduled to see your property (this includes pets and children)
- ☐ Don't leave any dishes in the sink or pots and pans on the stove
- ☐ Light up the bathrooms and put clean towels on display
- ☐ Make the beds in every bedroom
- ☐ Make sure tables, countertops and kitchen appliances are sparkling
- ☐ Put newspapers or magazines out of sight
- ☐ Play soft music and light aromatic candles (do this only if you will be gone for a short period of time – safety first!)
- ☐ Display brochures neatly
- ☐ Close cabinet and closet doors
- ☐ De-clutter the front and back yard by putting the children's toys out of sight
- ☐ Set temperature inside to a comfortable setting
- ☐ Put away the laundry (even if it's clean)

VENDOR LIST

Need recommendations for a great handyman or painter? As our client, you'll get access to our Vendor List that can provide you with whatever service you may need to get your home in tip-top selling shape.



Landscape Designers



Carpenters



Painters



Window Washers



Home Inspectors



Plumbers



Interior Decorators



Property Stagers



House Cleaners



Roofing Contractors



Flooring Specialists



Handymen/women

SELLER'S **HOMEWORK**

(INFO YOUR LISTING AGENT WILL NEED)



- ☐ Any Pending Municipal or Association Assessment Info
- ☐ Most Recent Property Tax Bill/Statement
- ☐ Architect/Builder Floor Plan of the Home if Available
- ☐ Loan(s) Service Info and Current Loan(s) Balance
- ☐ Any Recent Appraisal if Available
- ☐ Survey if Available
- ☐ Any Recent Inspection Reports on the Property
- ☐ Association/Condominium By-Laws if Applicable
- ☐ Schools & School Bus Pick-Up Info
- ☐ Most Recent Title Insurance Policy (May Get Discount on New Policy)
- ☐ Permits for Any Recent Additions or Improvements
- ☐ Well & Septic Info (Location-Depth-Service Records)
- ☐ List of Improvements/Upgrades that Could Help Sell Your Home
- ☐ Name and Contact Number of Property Management Company if Applicable
- ☐ Lead Based Paint and Sellers Disclosures Filled Out and Signed
- ☐ House Key (2 Copies)
- ☐ Cable/Internet Provider
- ☐ Your Complete Contact Information (Email-Phone-Pager-etc.)

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KEY TAKEAWAYS FROM THIS CHECKLIST:

Think of listing your home for sale as entering a beauty pageant where your home is one of the contestants, and the buyers are the judges. Your goal is to get the judges (e.g. buyers) to choose your home over the competition.

Also, keep in the mind the **'LAW OF FIRST IMPRESSIONS'** meaning your home really only has **ONE CHANCE** to make a positive first impression on the buyer(s) that are looking to buy a property.

ABOUT STEVE:

Steve Wickland has been building, renovating, flipping and selling homes for 30 plus years.

He also has extensive experience working with the **luxury home buyer**. Steve not only knows what these buyers love in a home, but just as importantly...what turns them off.

Steve also offers his clients a multitude of techniques and tools to help them ensure that their home will **"WOW"** the buyer, and to make that **ALL IMPORTANT, Great First Impression**...both in person and online.

HIRING STEVE AND HIS TEAM:

Are you ready to get your home on the market but don't know where to start? We'd love to help with this very important process. Our **SMART SELLER HOME LISTING SYSTEM** is the most comprehensive and consumer friendly way to sell a home out there! And with our very flexible fee structure, you can potentially **save tens of thousands of dollars** in selling commissions. To see how much **\$\$\$\$\$** you could save, go to **wicklandgroup.com/selling** and enter the projected sales price of your home into our online savings calculator.

QUESTIONS???

Call Steve Wickland Anytime

AS SEEN ON



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