

LISTING PREPARATION

CHECKLIST TO MAXIMIZE YOUR RETURN ON INVESTMENT



RE/MAX HALLMARK CHAY REALTY
INDEPENDENTLY OWNED & OPERATED

LET'S GET YOU **ON TRACK FOR SUCCESS**

The time has come! Your circumstances have changed, and it's time to transform your family home into a show home so that you can sell for the highest amount possible, in the shortest time frame, with the fewest inconveniences to your family.

Based on our proven track record, 25+ combined years of experience, and hundreds of completed real estate transactions, we have prepared a list of minimal effort, low cost, maximum return preparation tips for your benefit.

Please feel comfortable using this checklist to prepare your home for the market, promotional photography, and even some tips and tricks for when viewings of your home begin. We welcome you to reach out anytime if you would like a further explanation of any of these items and/or have questions unique to your circumstances.

It is worth mentioning as well, that clients of the **CLEMMENS ADVANTAGE** receive the following complimentary services when listing their home with us to assist with the process outlined in this booklet:

1. **FREE** deep cleaning of the home, done either before listing to get you ready for photos/showings/open house or prior to closing
2. **FREE** home staging consultation to maximize the placement of your furnishings and impact on the home
3. **FREE** professional photography, as well as drone video/aerial photos (where applicable)
4. Access to trusted trades and service providers with preferred pricing (Examples include: Roofers, Plumbers, Electricians, Debris Removal, Bin Rentals, etc.)

We look forward to being of assistance wherever, or whenever, you may need us – give us a call to **EXPERIENCE THE ADVANTAGE!**





Your Home's Exterior tips & tricks for amazing curb appeal

The exterior is the very first thing a potential buyer is going to see, and as such, you want it looking pristine!

Here are the main areas to pay close attention to:

- ☐ Trim all trees, shrubs and landscaping
- ☐ Trim undergrowth on all trees to promote light and lawn growth
- ☐ Ensure that all flower beds are weeded, free of debris, and nicely edged
- ☐ Maintain the lawn with a 'freshly cut' feeling, which may require cutting the lawn twice per week some seasons of the year
- ☐ Be sure to aerate and over-seed any patchy or dead spots on the lawn
- ☐ Maintain a regular fertilization schedule of the lawn (Scott's products are great)
- ☐ Fresh mulch will make your landscaping and gardens really "pop"
- ☐ During the fall, ensure that you are keeping the lawn free of leaves and debris
- ☐ Remove any/all debris from your yard including items such as children's toys, sticks/twigs, and anything that your pets may leave behind!
- ☐ Ensure that your windows and glass portions of exterior doors are sparkling clean
- ☐ Consider painting or cleaning any ornamental fences, light posts, railings, that are faded, rusting, etc
- ☐ Clean the interior of all exterior light fixtures/lanterns (bugs love to hide here)
- ☐ Ensure that your patio furniture is clean/tidy and located in a place that is desirable to have a seat and relax (we hope buyers feel that comfortable when they are checking out your home!)
- ☐ Ensure that the driveway is freshly sealed (If it is not paved ensure that you have no holes or washouts and add more material as needed)
- ☐ Ensure that the driveway is clean and swept or cleaned up with a leaf blower
- ☐ Touch up any/all painted exterior surfaces showing wear or filth
- ☐ Consider pressure washing the exterior of the home, especially in areas showing dirt/staining/mold, etc
- ☐ If your home has a water feature such as water frontage, a pond, etc, ensure that the area is free of debris and neatly maintained (buyers will certainly want to 'check out' these areas)
- ☐ Consider re-painting the front door (or staining the exterior front door and garage door(s))
- ☐ Ensure that your door bell and any electronic door handles are functioning correctly
- ☐ Sweep/shovel and maintain the front porch or patio
- ☐ Consider a friendly 'welcome mat' and a mat for shoes inside the front door
- ☐ If applicable, ensure that the front door mailbox is clean and emptied regularly

Your Home's Interior tips & tricks for an inviting home

You've done a fantastic job on preping the exterior of your home! Now it's time to take care of the interior:

- ☐ Air out your home to eliminate any stale, pet or cooking odours
- ☐ Clean the interior glass of all windows and doors
- ☐ Steam clean any carpets for a fresh look
- ☐ Clean and polish all interior flooring
- ☐ Ensure that closets, cabinets, and drawers are all free of excess items
- ☐ Ensure that all closets are tidy, decluttered and appear to have room for additional items – consider removing all 'off-season' items to maximize these spaces
- ☐ Declutter all display shelves, fireplace mantles, etc
- ☐ If applicable, ensure that the fireplace is the focal point of the room – have any/all furniture face the fireplace
- ☐ Clear the ashes out of any/all wood burning fireplaces
- ☐ Remove any/all family photos and personal effects from walls – we want buyers to envision themselves living in the home, not your family
- ☐ Replace all light bulbs with energy efficient LED bulbs (avoid using CFLs)
- ☐ Clean all wall switches and receptacles
- ☐ Remove all posters, art, etc that may be offensive to a buyer
- ☐ Remove all evidence of smoking from the home (no ash trays, lighters, etc)
- ☐ Consider investing in fresh new bed spreads with colours complimentary to the room that they are in
- ☐ Consider updating any/all dated light fixtures, mirrors, etc
- ☐ Touch up trim and baseboards
- ☐ Remove all "junk" from the basement, attic, garage, storage loft etc – we strongly encourage removing any items that you'll either throw out or donate before listing your home, as opposed to when you are moving – less is more!

THE KITCHEN

- ☐ Clean the oven and keep it clean; run the self-cleaning cycle (if applicable)
- ☐ After cleaning the range, put new drip pans under the burners or foil over the old ones.
- ☐ Clean around the seal of the dishwasher door, and empty the 'food catch'
- ☐ Ensure that the garbage bin area of the kitchen is cleaned and spotless
- ☐ Patch and caulk any/all cracks in the kitchen counter, backsplash, etc
- ☐ Minimize all cupboards and storage areas, ensuring that you remove any excess dishes/pots and pans, especially those that are broken or worn
- ☐ Ensure that all countertops are as clear as possible – put away any items that can be put away unless being used
- ☐ Check the cabinet doors, door handles and appliances for fingerprints

LAUNDRY ROOM

- ☐ Store all soap and supplies in cabinets or containers, tucked out of sight
- ☐ Keep sorting counters and laundry sinks clear and clean
- ☐ Ensure that this area is well-lit

Have questions? Let us know. We are happy to assist!

BATHROOMS

- ☐ Repair any leaky faucets
- ☐ Caulk bathtubs, showers, and sinks
- ☐ Ensure that towels are fresh/clean and colours that are complimentary to the room
- ☐ Declutter the shower area and store soap, shampoo, etc when not being used
- ☐ Clean or replace shower curtains
- ☐ Ensure that all bathroom glass is spotless (shower doors, mirrors, etc)
- ☐ Fresh flowers create a nice presence and aroma in the bathroom areas (DO NOT use strong scents such as Glade Plug-Ins, or Scentsy candles, the scent can be excessive and offputting to others)

GARAGE / STORAGE / UTILITY ROOM

- ☐ Clean and sweep garage. Consider painting walls flat white to hide any dirt/grime, and the floors light grey.
- ☐ Store any dangerous or sharp tools and arrange all others neatly. Ensure that all tools are in their appropriate toolbox to minimize the appearance of clutter.
- ☐ Vacuum pipes around heating system which are visible.
- ☐ Check garage windows for cracks and screens for rips and tears, replace as needed

Photography finishing touches making it photo ready

EXTERIOR

- ☐ The yard and driveway should be free of any/all debris, toys, etc.
- ☐ Cut the grass the day before the photo shoot (Shovel the driveway in winter)
- ☐ Close the garage doors
- ☐ Park all vehicles in the garage or on the street outside of the property boundaries
- ☐ Clear lawn and gardens of any/all debris
- ☐ Put away all sprinklers, garden hoses, lawn ornaments, etc.
- ☐ If you have a pet, please pick up any 'mess' in the yard and have arrangements for the pet to be out of the home during photography (if possible).

INTERIOR

- ☐ Turn on any/all light sources in the home, and open all blinds/window coverings
- ☐ Remove all unnecessary articles from counter tops, coffee tables, dressers and bathrooms.
- ☐ Remove personal effects that could impact the focus of photo angles (ie – magazines on the coffee table, etc)
- ☐ Ensure that all beds are made with a 'hotel crisp' look
- ☐ Hide pet dishes and litter boxes
- ☐ Store away all bathroom supplies and equipment such as shampoo bottles, toothbrushes, etc.
- ☐ Clear off counters and close toilet seat lid



Preparing for showings or open houses

some general tips & tricks

- ☐ Open all blinds/drapes and window coverings to maximize the natural lighting
- ☐ Leave all doors between rooms open to create an inviting feeling
- ☐ Turn on all light fixtures and lamps
- ☐ Turn off all TVs and music
- ☐ Spot check for excess debris and clutter possibly left out from your use of the home (ie – no dishes in the sink, put away iPads/newspapers, etc.)
- ☐ Remember to frequently change the indoor trash bags and clean litter boxes
- ☐ Verify that all beds are made, and dirty laundry is tucked away
- ☐ Verify that the bathroom is straightened up: toilet seats down, towels hung or folded, etc.
- ☐ If you have a gas fireplace, it's best to have it running during the colder months
- ☐ Minimize the use of scented candles, plug-ins, etc. – they can aggravate allergies, and buyers may think that you are attempting to mask a smell – nothing beats fresh air!
- ☐ Ensure that any/all exterior lighting is on
- ☐ Hide any valuables (ie. jewelry, hand held electronics)

PRACTICAL TIPS TO REMEMBER DURING SHOWINGS

- ☐ When you leave the home in the morning, treat it as if you have a showing that day while you'll be gone (because you might!) – Staying ready is a lot easier than getting ready!
- ☐ Try your absolute best to accommodate all showing requests – buyers tend to look at 5-6 homes at once, and you'd hate them to find another one before re-scheduling yours
- ☐ Ensure that pets are out of the home for showings (where possible). Even though you know your pet to be friendly and harmless, many buyers are uncomfortable around animals and/or may even be allergic to them.
- ☐ Ensure that all occupants are out of the home during any/all showings – Buyer's feel can uncomfortable being in a home when the owners/occupants are there, and it can be equally uncomfortable for the owner to hear negative comments, be 'cornered' with questions, etc – it's best to avoid the run-in, and let everyone have a relaxed and objective look at the home.
- ☐ Agents should leave the home the same way that they found it, and are doing so on the assumption that you have other showings in the day – if you'd like certain doors left unlocked, lights left on, or turned off, etc., this should be communicated to the showing agent.



Feeling overwhelmed?

don't worry, we can help

If you require assistance with the facilitation of any items or services contained in this booklet, please do not hesitate to reach out to us - with 25+ combined years of experience in the real estate industry, we can guide you through any situation. We also provide a full service directory of trusted and preferred contractors and service providers that we can connect you with.

Reach out anytime, we would be more than happy to help, every step of the way!



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