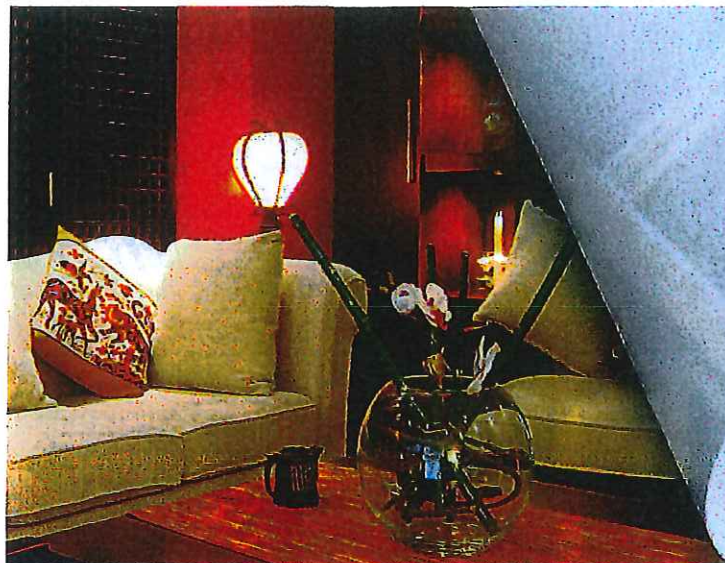*Seller's Action Plan*

RE/MAX®

Review this plan with your RE/MAX Agent in order to sell your home quickly for top dollar.

ARE YOU FIT TO SELL?

Carla Woolnough
Staging Expert

Usually buyers are looking for all of the items on their wish list, not a to-do list. Walking into your home and seeing a range of to-do projects will turn them away faster than you can say "water damage". Sometimes it's not the big things but a lot of little things that turn buyers away.

Present buyers with a complete package that is move-in ready. Help them see it as a home they can be comfortable and happy in. If they see problems and jobs to do in and around the property, your house will go to the bottom of their list of homes they've seen, or their offer price may be much less than what you are looking for. Put it at the top of their list and have your home sell quickly and for top dollar!

Market Conditions

1. Are there a lot of properties for sale in the area?

_____

_____

2. What are you competing against? *(Ex. new build)*

_____

_____

3. What are the general market conditions?

_____

_____

4. Who is moving in and out of your neighbourhood?

_____

_____

5. Who is your target buyer and what do they want?

_____

_____

Owner's Insight

1. What made you purchase this home?

_____

_____

2a. What did you love or wish to change about this home?

_____

_____

2b. What changes did you make?

_____

_____

3. What are the key amenities near by?

_____

_____

4. What chattels (fixtures, appliances etc.) would you like to keep or include in the sale of your home?

_____

_____

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Kitchen

You need to show off a spotless, spacious and updated kitchen. A prospective buyer needs to be able to visualize themselves efficiently preparing meals and entertaining.

What are the Top Features *(WOW Factor)* to focus on?
- ☐ Ample counter space
- ☐ Updated counters/cabinets
- ☐ Storage space
- ☐ Other

_____

What are the Top Distractions *(Turn Offs)* to remove?
- ☐ Dated appliances, counters, cabinets
- ☐ Cluttered counters
- ☐ Dirty counters, cabinets, appliances
- ☐ Other

What are the key marketing photos for this room?

_____
_____

Carla's Tip
Buyers will look in your cupboards, so make sure to pre-pack items not being used and organize your cupboards to show a lot of space. You can also merchandise your cans and food products.

Dining Room

If your home has a separate formal dining room it is best to showcase it in an elegant manner. You want the buyer to envision enjoying meals and entertaining friends and family.

What are the Top Features *(WOW Factor)* to focus on?
- ☐ Size of room
- ☐ Flooring
- ☐ Light Fixture
- ☐ Other

_____

What are the Top Distractions *(Turn Offs)* to remove?
- ☐ Poor flooring *(replace carpet with hardwood or laminate)*
- ☐ Too much furniture or awkward arrangement
- ☐ No set-up as dining room
- ☐ Dated décor
- ☐ Other

_____

What are the key marketing photos for this room?

_____

Carla's Tip
If you have a china cabinet make sure to treat it like a store window display. Pre-packing all you smaller items and only keeping the larger pieces will provide a better visual for buyers rather than looking at a cluttered cabinet.

Master Bedroom/ En-suite

The master bedroom and en-suite should create a mood that is relaxing with a spa-like setting. Buyers want to envision the way they wish to live. Create the look that will encourage buyers to say "WOW" when they walk in.

What are the Top Features *(WOW Factor)* to focus on?
- ☐ Large space (retreat feel)
- ☐ Closet space
- ☐ En-suite bathroom
- ☐ Other

_____

What are the Top Distractions *(Turn Offs)* to remove?
- ☐ Personal items/cluttered closets
- ☐ Dated décor *(bedroom or bathroom)*
- ☐ Exercise equipment, TV, computer
- ☐ Other

_____

What are the key marketing photos for this room?

_____

Carla's Tip
Pre-pack off-season items in your closet and merchandise. To give the illusion of even more space, remove everything off the floor and organize shelves.

Bathrooms

Creating a spa-like feel in all the bathrooms will have buyers looking forward to relaxing at the end of a long day. Luxury sells every bathroom. Your bathrooms should look like no one has used them and if yours looks less then new, consider some reasonably priced upgrades.

What are the Top Features *(WOW Factor)* **to focus on?**
- ◯ Updated décor and fixtures
- ◯ Lots of storage space (organized)
- ◯ Other

_____

What are the key marketing photos for this room?
_____
_____

What are the Top Distractions *(Turn Offs)* **to remove?**
- ◯ Personal items from counter and tub/shower
- ◯ Outdated décor and/or fixtures
- ◯ Other

_____

Carla's Tip
Painting outdated cabinets, changing the hardware and updating the fixtures will give your bathroom a fresh new look.

Additional
Special Features of the home

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Showings/Open House

1. What are the ideal times to have showings or open houses?

_____
_____
_____
_____
_____
_____

Additional
Marketing photos for this home?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

Pricing Review

1. What price range does your home fit in?

_____

2. What is your budget for repairs and upgrades to the home to prepare it for sale?

_____
_____
_____
_____

Curb Appeal

Buyers will decide within seconds of driving up to a home or viewing photos on the Internet as to whether or not to take the next step and view the inside of your home.

What are the Top Features *(WOW Factor)* to focus on?
- Clean doors & windows *(inside and outside)*
- Front door & garage door *(paint if needed)*
- Flower beds/shrubs are maintained, grass is cut and trimmed
- Roof
- Other

_____

What are the Top Distractions *(Turn Offs)* to remove?
- Basketball net, kids toys
- Weeds in flower bed, lawn and driveway
- Poorly maintained *(doors, light fixtures, roof, driveway)*
- Other

_____

What are the key marketing photos for this room?

_____

Carla's Tip
If you are painting the front door or garage make sure to select colours that work with your fixed elements of the home (Ex. brick, siding, roof). The front door needs to draw buyers in and the garage door needs to blend into the home.

Family/ Great Room

This space needs to feel relaxing. It is often cluttered and personalized. (Be aware of displaying books, collections, family photos, movies, trophies, etc. that may hinder a prospective buyers view of this space.)

What are the Top Features *(WOW Factor)* to focus on?
- Fireplace
- Great view
- Flooring and size of the room
- Other

_____

What are the Top Distractions *(Turn Offs)* to remove?
- Personal items/collectibles
- Incorrect furniture placement
  (impedes traffic flow or makes the room feel too small)
- Dated décor and/or flooring
- Other

_____

What are the key marketing photos for this room?

_____

Carla's Tip
Removing all your personal photos, collectibles and any personal items will allow buyers to feel that it is their home rather than being a guest in your home.

Living Room

Often this is one of the first rooms a prospective buyer may view. This room will set the tone for the rest of the house so you want to make sure it is inviting, elegant, cozy and well arranged so they can envision themselves using this space for entertaining or just relaxing.

What are the Top Features *(WOW Factor)* to focus on?
- Fireplace and/or hardwood floors
- Great view
- Large space
- Other

_____

What are the key marketing photos for this room?

_____
_____
_____

What are the Top Distractions *(Turn Offs)* to remove?
- All collections and personal photos
- Extra or awkward arrangement of furniture
- Wallpaper, unusual paint colour or dated décor
- Other

_____

Carla's Tip
Consider aligning the furniture so it's parallel to the walls and arranging accessories symmetrically. Make sure the room feels warm and inviting by adding lamps, decorative pillows, throws and even live or silk greenery.

Open House or Showing Checklist

Today's buyers are looking for properties that are move-in ready. All showings and open houses need to make the right first impression.

Exterior (Seasonal)

- [ ] Add colour with mulch and/or greenery
- [ ] Maintain lawn/shrubs
- [ ] Remove pet waste, leaves, weeds
- [ ] Shovel and salt driveway and walkways
- [ ] Clean front door/garage
- [ ] Pick up toys
- [ ] Sand/stain stairs and deck

Main Floor

- [ ] Address heating/AC
- [ ] Ensure floors are clean
- [ ] Have inviting odour
- [ ] Remove garbage
- [ ] Turn all lights on
- [ ] Depersonalize
- [ ] Hide signs of pet(s)
- [ ] Remove clutter from front entrance
- [ ] Spotless kitchen
- [ ] Remove clutter/confidential info

Upper Level

- [ ] Address lighting *(illuminate dark corners)*
- [ ] Clean bathrooms
- [ ] Depersonalize
- [ ] All beds are made
- [ ] Conceal valuables
- [ ] No items on the stairs

Lower Level / Basement

- [ ] Change cat litter (out of sight)
- [ ] Lighting in utility room
- [ ] Organize home office
- [ ] Pick up toys
- [ ] Tidy laundry room
- [ ] Vacuum

Priority 1. _____

2. _____

3. _____

Comments: _____

_____

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