

# *Listing* **Prep Work**

## **PRE-LISTING APPOINTMENT**

First we will schedule a time for me to take a tour of your home. During our meeting, we will:

- Learn more about your reasons for selling & highest priorities (price, timeline, availability)
- Go over certain projects or spots to clean that could make your home more attractive to buyers (or what you should not worry about for selling)
- I have a full list of quality professionals & contractors to recommend if needed

## **ESTABLISHING A PRICE**

After I have viewed your home in person, I will finalize a value recommendation by:

- Researching the comps in your area & completing a comparative market analysis
- Reviewing the daily snapshot of the market directly comparable to yours, how many homes are currently active & would be competing? How quickly are they pending?

## **PREPARING YOUR HOME**

Once you are 'list ready', we can jump in & start the final pre-list process:

- Professional staging is offered for all of my listings, at no additional cost to you. This process varies depending on how furnished your home is, but can be anything from neutralizing & decorating, to full furnishing
- Professional landscaping is also provided if needed - to come in & give the yard a quick clean up (mow, edge, minor trimming)
- Professional cleaning (so helpful!), you can either opt to have a pre-list clean done or a post move out, provided at no additional cost
- Finally, professional photography! I hire a professional photographer to come in & take photos. This process usually takes about 1-2 hours depending on the size of your home. The photo package will vary depending on your property type. In my opinion, pictures are the most important part of listing since that is what gets buyers through the door.

