

# SELLERS

---

## Guide





## **YOUR EXPERT**

---

Kelly Spence

With a wealth of experience spanning over a decade in residential real estate sales and as a paralegal for a prestigious real estate attorney firm, I bring a unique blend of skills and expertise to the table. Known for my dedication to outstanding client service, personal touches, and skilled negotiation, I am deeply committed to representing your best interests every step of the way. I firmly believe that it's my responsibility not only to advocate for my clients, but also to empower them through education throughout the real estate journey.

# HOME SELLING PROCESS

## DETERMINE A PRICE

- Discuss comparable home sales with your REALTOR®
- Learn the difference between list price and sold price
- Set an appropriate market price for your home

## NEGOTIATE OFFERS

- Your REALTOR® will discuss each offer with you
- Accept, reject, or counter-offer
- Choose the best offer presented
- Agree to all terms & sign contract
- Negotiate any repairs

## CLOSING

- Review closing statement
- Deed is delivered to buyer, title transferred & agreed-on costs are paid
- Sign closing documents & hand-off keys

1

## PREPARE

- Identify your selling goal & motivation
- Choose a REALTOR® & discuss a plan
- Know your costs & responsibilities
- Pre-Qualify for your new mortgage
- Sign a listing agreement

2

3

## SHOW YOUR HOME

- Prepare your home for showings
- Deep clean & declutter
- Make needed repairs
- Have photos taken
- Market your property
- Schedule open houses

4

5

## PRE-CLOSING & TITLE

- The buyer may perform an inspection to reveal any needed repairs
- Title search verifies you own the property
- A property survey is completed if requested
- Buyer's final walk-through within 24 hours prior to closing

6

# THINGS TO KNOW: APPRAISALS

## **Appraisals Help Guide Mortgage Terms**

The appraised value of a home is an important factor in the loan underwriting process. Although lenders may use the sale price to determine the amount of the mortgage they will offer, they generally only do so when the property is sold for less than the appraisal amount. Also, the loan-to-value ratio is based on the appraised value and helps lenders figure out how much money may be borrowed to purchase the property and under what terms. If the LTV is high, the lender is more likely to require the borrower to purchase private mortgage insurance.

## **Appraised Value Is Not A Concrete Number**

Appraisals provide a professional opinion of value, but they aren't an exact science. Appraisals may differ quite a bit depending on when they're done and who's doing them. Changes in market conditions also can dramatically alter appraised value.

## **Appraised Value Doesn't Represent The Whole Picture Of Home Prices**

There are special considerations that appraised value doesn't take into account, such as the need to sell rapidly.

## **Appraisers Use Data From The Recent Past**

Appraisals are often considered somewhat backward looking, because they use sold data from comparable properties (often nicknamed "comps") to help come up with a reasonable price.

## **There Are Uses For Appraised Value Outside Of The Purchase Process**

For selling purposes, appraisals are usually used to determine market value or factor into the pricing equation. But other appraisals are used to determine insurance value, replacement value, and assessed value for property tax purposes.



# SHOWING *Checklist*

- Secure pets or bring them along
- Verify that all towels have been collected
- Make beds
- Clean all counters
- Remove all trash
- Turn on all lights & open all curtains
- Make sure your home smells fresh
- Clear out kitchen sink
- Vacuum all carpets
- Sweep & mop all hard surfaces
- Turn on all lights & open curtains
- Clean and wipe down toilets
- Clean all glass & mirrored surfaces
- Sweep front entry and shake doormat

# SELLER'S GUIDE TO SHOWINGTIME

Sellers love ShowingTime because it's simple to stay informed and easy to confirm appointments. Not only will you be able to receive notifications about showings automatically, but you'll be able to see feedback from potential buyers and view all activity on your home during the sales process as well!

## Electronic Notifications

Don't have time to make or take a call? Communicate through text, email, or our mobile app instead! Our electronic notifications allow you to easily confirm, decline, or reschedule showings based on preferences that work best for you.



## Listing Activity Report

Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report. Here you can see all activity documented for your home such as showings, feedback, and more!

## Showing Feedback Updates

When your agent receives new feedback remarks from a recent showing, that feedback can also be shared with you. This helps give you an up-to-date overview on what buyers and showing agents think about your home!

**ABC Realty Pros**  
We help find your way home

**Feedback Details**

- How is the price?  
Just right
- Please describe your viewing in 3 words  
Clean, inviting, modern
- What was your first impression?  
Very positive

**Appointment Details**

Feedback For: 4200 East St, Rochester, NY 14620 (MLS# 99593)  
Appt Type: SHOWING  
Date: Friday, August 14, 2015  
Time: 2:45 PM - 3:00 PM

**Listing Activity Report**

[Click for Listing Activity Report](#)

Having trouble with the button? Copy and paste the following link to your browser to view your Listing Activity Report: <http://www.showingtime.com>

**Your Listing Agent**

  
Alison Townsend (Listing Agent)  
Phone: 505.966.4141 Get Closer View  
117.111.111.111 (Office Phone)  
312.728.6888 (Office Main Line)  
[alison@abc.com](mailto:alison@abc.com)

Have questions about this appointment?  
For questions regarding this appointment, please contact ABC Realty  
(866) 822-9042

## FAQs & Tips

### Who is ShowingTime?

ShowingTime is the leading showing management & feedback service provider in the real estate industry. With 24/7 availability, agents and sellers can receive optimal service any time, day or night.

### As a seller, what do I need to do?

Your agent and our staff will take care of bringing buyers to your home. All you need to do is prepare your home for showings!

### Will I be notified when a showing is scheduled?

Yes, you can receive either emails, phone calls, push notifications, and/or text messages depending on your appointment preferences:

**Appointment Required** - a confirmation must be obtained before the showing may occur.

**Courtesy Call** - an appointment is automatically approved, but a call is placed to notify the owner/occupant.

**Go & Show** - no approval is required and the request can be immediately confirmed.

### Check your messages.

Be sure to continually check your phone or email for any notifications and respond as soon as possible. Delayed or missed responses could mean missed showings.

### Have your home ready to show at any time.

It's tough to keep your home tidy every moment, but the practice of preparing for showings will result in a higher likelihood of an offer.

### Provide one or two primary phone numbers where you can be reached.

While you may use your cell phone as your primary means of contact, provide an alternate phone number - such as a home or work number - as backup to ensure confirmation of showings.

### Stay updated on your home.

You will have access to listing activity at anytime from anywhere, letting you know the date & time of future & past appointments as well as valuable feedback from agents who have recently shown your home.

# AGENTS

# Readiness Top 10



## 1. Maximize Curb Appeal

- A fresh cut lawn and trimmed landscaping goes a long way.
- Put away toys and unnecessary lawn decorations.

## 2. Address Interior & Exterior Maintenance Items

- Address any peeling paint. Both interior and exterior.
- If there are obvious issues, fix them before buyer's inspector points them out. Such as GFCI outlets in kitchen or bathroom, all stairs need handrails, add drip pipe to water heater, etc.

## 3. Eliminate Pet and other offensive odors

- Clean carpets. Easy and inexpensive to rent a rug doctor, but can have a BIG impact.
- Stop smoking in the house! Get a few plug-in air fresheners and burn a couple candles. A fresh coat of paint will help with this as well.
- Don't cook anything that will leave a lingering odor.

## 4. Reduce clutter - Increase floor space

- Think about rental of a storage pod/unit if needed to remove unnecessary furniture and belongings.
- Get everything off countertops. Clean, open space sells!

## 5. Organize storage and closet areas

- Buyers like extra space - showcase the size of a closet, not how much it can hold.
- Organize shelving in garage and basement. These are areas that don't necessarily look pretty but can be a concern for potential buyers.

## 6. Arrange for pets to be away during showings

- No one likes dogs barking or worrying about cats getting outside.
- Kennels or crates work well if pets can't be away.

## 7. Plan on not being home during showings

- Even if you work from home, plan to leave during showings. It's important for buyers to feel comfortable to openly discuss your home with their agent.
- Remove or hide jewelry, prescription drugs, or anything of value.

## 8. Plan on showing your home at short notice if possible

- You want to maximize your opportunities!
- In this market, buyers and buyers' agents have to react quickly.

## 9. Clean like you have never cleaned before!

- Dust ceiling fans, light fixtures, tops of refrigerators, and other non-normal areas and items.
- Wipe down cabinets doors, especially around ovens, microwaves and below sinks.

## 10. De-Personalize your house

- Put away family pictures, personal items, and fridge pictures. You want prospective buyers to envision themselves in your home, not see you in the home.

# 4 Factors That Affect the Sale of Your Property

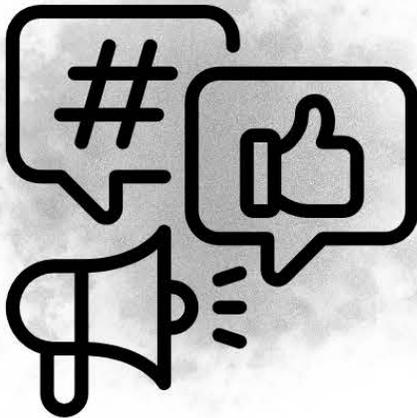
## THE PROPERTY



## THE MARKET



## THE PROMOTION



## THE ASKING PRICE



**If any of these factors puts you at a disadvantage, you may sell for less, take longer to sell or have more problems and headaches.**

A top-down view of a person with long dark hair, wearing a white shirt and a black watch, sitting at a desk and typing on a silver laptop. The laptop screen shows a dark image of a person working at a desk. To the right of the laptop is a green plant in a wooden pot. The word "Marketing" is overlaid in large white text across the center of the image.

# Marketing

## MAKING YOUR PROPERTY STAND OUT



- Expert property photography
- Social Media visibility
- Detailed & personally written property descriptions
- Property specific social media ads

“

“REAL ESTATE CANNOT BE LOST OR STOLEN, NOR CAN IT BE CARRIED AWAY. PURCHASED WITH COMMON SENSE, PAID FOR IN FULL, AND MANAGED WITH REASONABLE CARE, IT IS ABOUT THE SAFEST INVESTMENT IN THE WORLD.”

”

FRANKLIN D. ROOSEVELT

# Staging Your Home to Sell

## Clean Thoroughly



A clean home is a sign that you've taken good care of your property, so ensure yours is spotless. Give everything a deep clean from floor to ceiling, keeping in mind that homebuyers will look in closets, cabinets and under sinks.

## Set the stage



Buyers want to envision themselves living in your home. Remove items like family photos, framed diplomas, keepsakes, kid's artwork or toys. If you have pets, remove their toys, beds and feeding dishes.

## Declutter



Not only is clutter an eyesore, but it also makes your home appear smaller. Now's the time to get rid of things you no longer need or consider getting a temporary storage unit.

Give extra attention to closets, cabinets and pantries to give the impression of ample storage.

## Lighten up



Great lighting can make your home feel more inviting. Let in as much natural light as possible by opening all curtains and blinds. Turn on all the lights in every room, including closets. This saves buyers from having to hunt for light switches. Also upgrade to higher wattage bulbs.

**82%**  
of buyers' agents

Eighty-two percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.

**47%**  
of buyers' agents

stated that home staging influenced most buyers' view of the home.

**23%**  
of buyers' and sellers' agents

agreed that home staging raised the price offered between 1% and 5%



# Don't Forget the Exterior!

We often think of home staging as only applying to the interior, but the exterior leaves the ultimate first impression. Here are seven ideas to boost your homes curb appeal:

1. Mow your lawn.
2. Clean outdoor spaces and sweep walkway.
3. Organize and clean any patio furniture.
4. Purchase a new welcome mat.
5. Touch up chipping paint.
6. Plant some flowers.
7. Paint the front door a bright color.



---

KELLY SPENCE  
REALTOR

# MY MARKETING STRATEGY

Using my knowledge, skills, tools and resources, I can help you:

- 1. Increase your property's market appeal by helping you prepare it for successful showings and open houses.**
- 2. Choose a competitive asking price which will create market activity and positive demand for your property.**
- 3. Determine a "profile" of buyers who will be most interested and qualified to purchase your property.**
- 4. Promote your property to all other agents and encourage them to show it to prospects they are working with.**
- 5. Advertise and market your property aggressively to give it complete exposure to prospective purchasers.**
- 6. Coordinate opportunities for agents and qualified prospects to view your property (appointments and open houses).**
- 7. Keep you informed of all activities and progress, provide feedback and suggest changes, whenever necessary.**
- 8. Generate serious interest and create bidding competition among prospects, when possible, to bring about better offers.**
- 9. Encourage prospects to take action by following up directly or through their agents.**
- 10. Negotiate on your behalf to bring about the highest possible sale price and best terms for you.**
- 11. Assist in the buyer's efforts to obtain financing and cooperate with the buyer's lender to facilitate a speedy approval.**
- 12. Coordinate the preparation of all the necessary paperwork until the sale is successfully closed.**

**Working together, we will get your property sold and closed at the highest possible price, in the time frame that works best for you and with the least amount of inconvenience and stress.**

# AGENTS

## Quick-Fix Ideas

Want to make a big impression on buyers without spending a lot of money? These quick-fixes will improve appearance, drive buyers to your home, reduce negative feedback, and help your chances of receiving top dollar for your home quickly!

### **A gallon of paint runs around \$25-\$30.**

- Bright homes sell better. If you have a dark room just because it matches your decor, consider changing it to a brighter, neutral color. Focus on the primary areas - kitchen, living room, and master bedroom. "Paint is worth \$20 in a can, and \$1000 on the wall."
- If your home has an open concept painted all one color, consider painting a "feature" wall. A small side wall or end wall with an entry door painted an accent color to match decor really adds a lot to an otherwise simple room.
- Paint your front door. Tired colors such as burgundy, or forest green are out, choose a nice new modern color such as a grey or blue. Or if your siding is more neutral, add a pop of color! HGTV and Pinterest have a TON of ideas!!!

### **Replace cabinet handles on kitchen cabinets, closet doors, vanity drawers, etc. Hardware usually averages around \$3.00 per, or you can get multi-packs at a better price.**

- The kitchen will make or break your home for many buyers. You can completely change the look of your kitchen by simply adding or replacing dated drawer pulls and knobs. A fresh look will directly affect what buyers think of your home.
- Keep in mind to match color schemes, stainless steel, oil rubbed bronze, and chrome, with the hinges if they are visible.



## **Bathrooms are typically #2 on buyers' importance lists.**

- No need to do a complete bathroom renovation. A nice new faucet or vanity light will start around \$50.00.
- Towel hooks and towel bars are a great way to upgrade a bathroom. Coordinate with the same finish as your faucet! Each of those items typically run under \$20.00 a piece.
- Add a simple backsplash to freshen up the look. There are some new self-stick backsplashes that are easy to install and add a pop of flair to an otherwise boring bathroom. Home Depot, Menards, and Lowes all carry different styles and colors. Many of them don't require a wet saw to cut either! Easy weekend project!
- Even a new shower curtain can add to the aesthetics of a bathroom. Keep in mind modern colors and designs. Remember, you are trying to appeal to the masses, even if a design isn't your first choice, think of the buyers!



## **Rent power equipment to clean up your lawn and landscaping. Hedge trimmers and lawn edgers can typically rent for \$20-\$30 hour.**

- A few hours outside working on your landscaping will go a long way. As potential buyers are walking up, the first thing they are going to see is your yard and landscaping. Remember, first impressions are formed within seconds.
- Weeding landscaping and a fresh layer of mulch is a great compliment to freshly trimmed hedges and a well-manicured lawn.



## **Carpet condition is typically at the top of most buyer's checklists. Cleaners typically rent for around \$25.00 an hour.**

- Renting a Rug Doctor or Bissell Green Machine from your local grocery store or home improvement store will go a long way. Pretreat stains and pet areas ahead of time to get the most out of your cleaning.
- Don't skimp on the shampoo concentrate. Spend the extra few dollars for a good one! Get a pet-odor eliminator if you have pets.



## If you don't have the time, look to your local handyman and maid services.

- Most local Mr. Fix-its will charge an hourly fee for minor repairs and touch-ups. Should be somewhere in the range of \$50+/hour depending on their qualifications.
- Maid services are great to do a deep clean on the entire house. You can usually find coupons with an online search or check your local chamber of commerce for discounts. Maid services usually run around \$100 per visit.



## Lighting

- If you have outdated ceiling light fixtures in your bedrooms, hallways and kitchens or old exterior lights, consider replacing them with a new one. Multi-packs of ceiling and exterior light fixtures can be found starting around \$30.00.
- Exterior and interior light fixtures are fairly easy to install. Most average homeowners can install these themselves.
- Just don't forget to shut the power off at the breaker before starting any electrical project!

These are only a few ideas, there are a ton of easy ways to improve the look and appeal of your home without breaking the bank! Scheduling a walkthrough with me ahead of time is a great way to bounce ideas and let my experience help you to focus on the areas and items that will return the investment! First impressions are formed in a matter of seconds. And although your home may be THE home for that prospective buyer, if their first impression is negative because of a simple maintenance item, you may never get them back.

## Kelly Spence

(616) 250-1203

kelly@kspencehomes.com



# AGENTS

# Staging 101 Guide

Staging your home can bring a higher sales price. Most agents will encourage staging of some degree; however, many sellers don't believe that simply moving furniture around will create more buyer demand. On average, staged homes can sell for upwards of 6-10% more than a home that is not staged, not to mention selling quicker. Even if you are selling a vacant property, it may be worth it to coordinate with an interior designer or staging company to help obtain the sale price you desire.

**Here are some room by room tips for staging that can help bring top dollar to your home when selling!**

## Living Room

- When placing anything from accent pillows and table lamps, go for symmetry, which is pleasing to the eye.
- Light it up with lamps. Chic lamps provide both added lighting and appealing decor.
- Make that fireplace glow. Scrub away soot stains and replace the old screen.
- If you're using staging furniture or buying slip covers, choose light colors for an airy, inviting feel.
- Whatever amount of furniture you have in your living room, remove a few pieces to make the room feel spacious.
- Use bright, coordinated accessories like accent pillows and throw blankets for a chic splash of color.
- Help buyers imagine their life in your home. Set the scene by displaying a board game or tea service on the coffee table, and arrange furniture in conversational groups.



## Kitchen - Very Important Room!!!

- Clear everything from countertops except one or two decorative items, like a vase of flowers or bowl of fresh fruit.
- Pack up all the dishes except one attractive, matching set. Do the same with glassware, flatware, and cookware, and pare down all other cupboard and drawer items down to the minimum.
- Freshen up and modernize those cabinets with a fresh coat of paint or stain and new hardware.
- Seriously evaluate your appliances. Can they look new again with a good scrubbing? Give it the old college try or consider replacing with new models. The Real Estate Staging Association strongly recommends stainless steel. Tip: You can get the look of stainless for the cost of a cheap dinner with stainless films.
- Remove those fridge magnets and give the door and handles a good cleaning.
- Scrub dirt, grime, and stains from walls, cabinets, and backsplashes.
- Clean cabinet interiors, especially under the sink.
- Clean and organize the pantry, leaving some empty space to make it look bigger. Store items in decorative baskets and display a few jars of fancy jam and other upscale condiments.
- Empty all trash cans and move them out of sight.



## Bedrooms

- Go gender neutral in the primary bedroom. Ditch those dainty, floral pillow shams or sports posters.
- Pack up all but the clothes you're wearing this season to make your closets look larger.
- Swap out the mismatched hangers in your closet for a set of wooden ones to create a classy, boutique look.
- Put jewelry and other valuables in a safe spot.
- Consider giving extra bedrooms a new identity as a home office, sewing room, or another interesting function. Home offices are gaining popularity as many businesses offer work-from-home positions.



## Dining Room

- Let buyers entertain the idea of entertaining. Set out some chic place settings around the table, or a few wine glasses and a decanter on the buffet.
- Strike a balance between overly formal and too casual with an attractive runner and a few fun, decorative elements — think small floral vases or short candle holders.



## Bathrooms

- It's de-grime time: scrub and sanitize the walls, floor, shower door —virtually every surface that comes in contact with steam.
- Spend extra time scrubbing that tile grout and re-caulk around the tub if necessary.
- If your bathroom tile is dated, try paint instead of replacing it. Start with a high adhesion primer and either epoxy or latex paint.
- Remove clutter from the countertops, tub, and top of toilet. Clean surfaces until they gleam.
- Pack up and hide all your personal products — from medicine to razors.
- Create a luxury spa look with a fancy soap dispenser, fluffy white towels, decorative baskets, candles, plants, a white shower curtain, and a new bath mat.
- Fix leaky or running toilets and replace toilet seats.
- Remove hard water stains on faucets and shower heads. (Try vinegar!)
- Take a daring sniff of the drains. Odorous? Clean them out, and deodorize with baking soda, boiling water, or vinegar.
- Time for a new sink anyway? Try a pedestal sink to optimize precious bathroom space.



## Walls, Windows and More...

- Have a dark corner or hallway? Brighten it up with a decorative mirror.
- Neutralize the walls. If any rooms are painted in dark colors, repaint white or beige.
- Paint adjacent rooms the same color to make the whole space feel larger.
- Fill nicks and holes in walls, and touch up with paint.
- Sorry, wood paneling. It's time. Paint over paneling with a neutral color. To really cover your tracks, use wood filler between panels and paint over the entire thing.
- Make sure every switch plate and outlet cover matches and looks brand new.
- Wash the windows, inside and out. Repair any holes or tears in screens.
- Replace those family portraits with interesting art placed strategically throughout the house. Avoid leaving dead space on walls.



## Throughout the house

- Declutter! Consider it pre-packing for your move. Box up books, clothes, and personal items and place them (neatly!) in the garage or — better yet— a rented storage unit.
- Don't forget to include memorabilia in those decluttering bins. Family photos, diplomas, and the kids' artwork should all go.
- Keep closets, basements, and attics as empty as possible to maximize the appearance of storage space.
- Transform underused areas of the house — the alcove under the stairs or the end of a hallway — into functional spots. Add a desk to create a mini office, or a chair and small bookshelf for a reading nook.
- Swap dim lights for high-wattage bulbs.
- Check every door, drawer, and cabinet to ensure they open and close easily. Swap out any faulty or dingy hardware.



- Damaged or aging hardwood floors? Replace damaged boards with new wood, sand down the entire floor, and re-stain.
- Do a deep (deep, deep) clean. Hire a professional cleaning service to clean your home from top to bottom including carpets before viewings.

## **Exterior: First Impressions are formed in seconds!!!**

- Hang attractive house numbers that are legible from the road.
- Brighten up your porch with fresh paint or stain.
- Add a fresh coat of paint to the front door, preferably red, black, blue, or wood stain, so long as it compliments the trim and doesn't blend, says The Real Estate Staging Association. Steer clear of unconventional colors like purple.
- Buy a new doormat to welcome home buyers.
- Power wash the house exterior, walkway, steps, driveway, and porch until everything sparkles.
- Make sure the locks and doorbell function.
- Make that mailbox look clean and welcoming, or get a new one.
- Plant lots of colorful blooms in attractive pots and planter beds.
- Trim back trees and shrubs along the walkway to the front door.
- Whip that yard into shape with fresh sod and or new seed.
- Store yard equipment and children's toys out of sight.
- Repair shaky banisters.
- Get a hammock (or bocce ball game or raised fire pit) to show off how fun your yard can be.
- Dress up any imperfect planting area with mulch.
- Hide trash cans, recycle bins, and garden hoses.
- Don't forget your outdoor living space. Stage your patio like a second living room, with fashionable furniture, accent pillows, an outdoor rug, and other patio-friendly decor.



## For Pet Owners

- Scrub those pet stains on the carpets and rugs until totally gone or replace them if necessary. Try cleaning formulas made especially for pet odors.
- Pet odors soak into your best friend's favorite things. Completely remove pet beds (or Fido's most loved couch), blankets, toys, play structures, food bowls, and the like.
- Use air fresheners that eliminate odors, rather than simply mask them. There's nothing worse than the smell of artificial pine with kitty litter undertones.
- Repair or remove any furniture that's been scratched or gnawed on.
- Clean all pet "presents" from the yard.
- Keep cat boxes immaculate and hidden away, or better yet see how your feline-loving friends feel about a temporary houseguest and remove litter boxes altogether.
- Remove any dog or cat doors. Pets? What pets?
- When you leave the house for a viewing, take all the furry (or feathery or scaly) residents along with you.
- Make a pet hair sweep the last thing you do before you leave the house.



## Finishing Touches

- Add a seasonal touch. Simmer cinnamon sticks in the fall and set out fresh cut lilacs in the spring.
- Tidy like you've never tidied before.
- Avoid cooking any food for your own meals, but do bake some cookies or any other baked goods to leave a welcoming aroma behind.
- Take off. After all that staging work, you deserve a trip to the spa while potential buyers are busy falling in love with your house.





I want to help you to get buyers to fall in love with your home from the moment they walk in! Getting your home ready to sell does take a little more than running a vacuum and dusting that old book shelf. It's all about decluttering, repairing, updating, and depersonalizing.

These are “perfect world” scenarios, most of us have lives outside of cleaning and staging our homes, and working full time with children can make completing this very challenging, so let's work together to come up with a plan that fits your life and your home.

Working with me means you will have someone to help you every step of the way. From the first initial meeting, all the way through closing and beyond! All while getting qualified potential buyers to pay top dollar for your home!

**Kelly Spence**

(616) 250-1203

kelly@kspencehomes.com



# WHY YOU SHOULD PREPARE FOR Property Photography



## ***FIRST IMPRESSIONS COUNT***

### **Online**

It's where buyers start.

The majority of home buyers start their search online, so it is important to make the first impression count! Follow these tips to prepare your home for the best real estate photos possible.



## ***General - TIPS TO GET YOU STARTED***

- Thoroughly clean the whole house (vacuum/sweep, mop floors, clean counter-tops)
- All lights on and shades opened.
- Replace all burned out light bulbs. Make sure bulbs are the same color/temperature.
- Clear all personal belongings such as toiletries, medicine bottles, and mail.
- Remove area rugs to reveal flooring.
- Make beds.
- Close garage door and move all cars out of the driveway.



## ***Exterior - CURB APPEAL***

The front exterior is usually the first photo buyers see.

- Lawn and hedges are trimmed, maintained and not overgrown.
- Remove visible water hoses, toys, basketballs, etc.
- Clean porch, tidy up outdoor tables, chairs, cushions.
- Remove all cleaning supplies and lawn tools.

# Bedrooms- rest for you and all your guests



## ***Primary Bedroom***

- Make bed, including decorative pillows and shams.
- Make sure sheets and covers are not touching ground.
- Clear nightstand and dresser of all personal items.
- Store away phone charging cables.
- Clean up under-bed, especially if bed is tall.
- Tidy up walk-in closets of excess boxes and laundry.

## ***Kids/Guest Rooms***

- Make bed, including decorative pillows and shams.
- Remove wall-stickers/posters.
- Put excess toys into bins and place in closet or garage.
- Tidy up baby cribs and changing tables.
- Remove diaper genies.



## **Bathrooms - a “spa-like” retreat**

- Clear counter tops completely. No soaps, toothbrushes, medicines, deodorants, etc.
- Put toilet seats down.
- Clean shower glass and mirrors of any scum.
- Remove floor mats.
- Remove dirty towels and hand cloths.
- If shower is visible, remove shampoos, soaps and loofahs. Otherwise, keep shower curtain closed.



## Kitchen - often times the focal point of the house

- Minimize counter top appliances to one. (Coffee maker, crockpot, rice maker, etc.)
- Clear counter tops completely of cooking supplies and mail.
- Clear fridge of magnets, paper and photos.
- Hide garbage cans.
- Remove dishes from sink and dish rack.

## Dining Room - where buyers visualize family needs

- Clear table and wipe down/polish tabletop.
- Use decorative centerpieces if available.
- Straighten out all chairs and place evenly.
- Remove booster seats or non-matching chairs.
- Align table in center of room if possible.
- Remove/add leaf to maximize space.



## Living / Family Room- the space to relax and enjoy conversation

- Straighten out pillows, fold throw blankets.
- De-clutter fireplace mantle.
- Clear coffee table of magazines, coasters, etc.
- Align furniture evenly.
- Turn off TVs and ceiling fans.
- Remove personal photos.



## ***Pets - MINIMIZING THEIR PRESENCE***

- Place food and water bowls in a closet.
- Remove all animal beds, toys and litter boxes.
- Use lint roller on furniture to remove pet hair.
- Clear windows and glass of animal slobber.
- Clear backyard of animal waste/toys.
- Contain pets in hidden crates or outside.

## ***NEED HELP?***

***- Staging helps provide top dollar and quicker sales -***

**Selling your home is like selling a product - it must be marketed correctly to reach a specific buyer. Although your furnishings and decor are great for your lifestyle, it's important to optimize your home for the future buyer.**

If you feel like you need help, don't hesitate to contact your REALTOR® for more advice in preparation for photos of your home. You should also consider hiring a professional home stager to assist you. A professional home stager can provide you with a consultation to help you prepare your home for sale and make sure your home shows at its best online through the photographs.

## ***WHAT TO EXPECT?***

***- Expectations during the photo shoot -***

**Your home should be shoot-ready when the photographers arrive.**

We want the photos of your home to be the best they can be. This requires lots of teamwork and cooperation which will result in an outstanding online presence when your home hits the market.

It is best that all preparation is done prior to the photo appointment to ensure everything goes quickly and smoothly. Though we would love to help, your REALTOR® or photographer is not responsible for cleaning and staging your home.

# Testimonials

Kelly is very professional and I will use her again. She was not rushing us like most realtors do, she always kept in contact. She is compassionate as well and always considerate

**WILLOUGHBY/NUNNERY FAMILY**

Kelly is awesome! She helped us with the sale of our home. If I ever have to buy or sell a home again she will be the one I will get to help us. She is wonderful to work with and very caring. She gets the job done.

**COLON FAMILY**

Kelly's great! She helped us buy our home AND sell our family's home. She helped us find the home that we were looking for at the price that we wanted!

**MCCRANEY FAMILY**

