

# Preparing Your Home

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FOR THE BEST  
SALES OUTCOME



**RISE**

REAL ESTATE  
PARTNER GROUP





# We're Here to Help You!

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We are here to help you sell your home at the pace and value you are looking to get out of it. The first step is to make your home market-ready and looking its best!

Carefully preparing your home for photography and showings will make it rise above the competition. We hope you enjoy this handy guide to help you do just that.

If you have any questions or need, don't hesitate to reach out to our office: (941)254-1555





# KNOW YOUR GOALS

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## Sell Fast

Price Below Market Value

Perfect your Property



## Sell for Top Dollar

Perfect Your Property

Invest in High-Return Value-Adds



## Sell for Speed & Gains

Compete Against Other Properties on Price

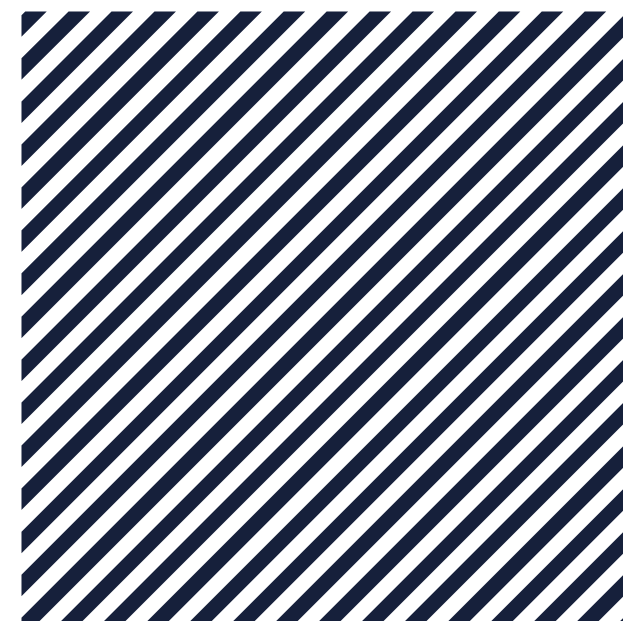
Invest in Moderate Value-Adds



# Comparative Market Analysis

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You will be provided a Comparative Market Analysis (CMA) for your property to compare your home's worth with the homes around you that have sold and are currently on the market. This will help you decide what kind of improvements you need to make your home get the right traffic and ultimately, get it sold!







# Photos

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The photoshoot of your home is the most important part of the preparation process, because great photos help sell houses. If you plan to continue to live in your home during the sale process, you need to find the balance between having your home photo-ready and it looking similar to when visitors arrive to tour the property.

**This guide will help you get prepared for that process.**



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# 1

## De-Personalize



# Family Photos

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Remove pictures of your family.

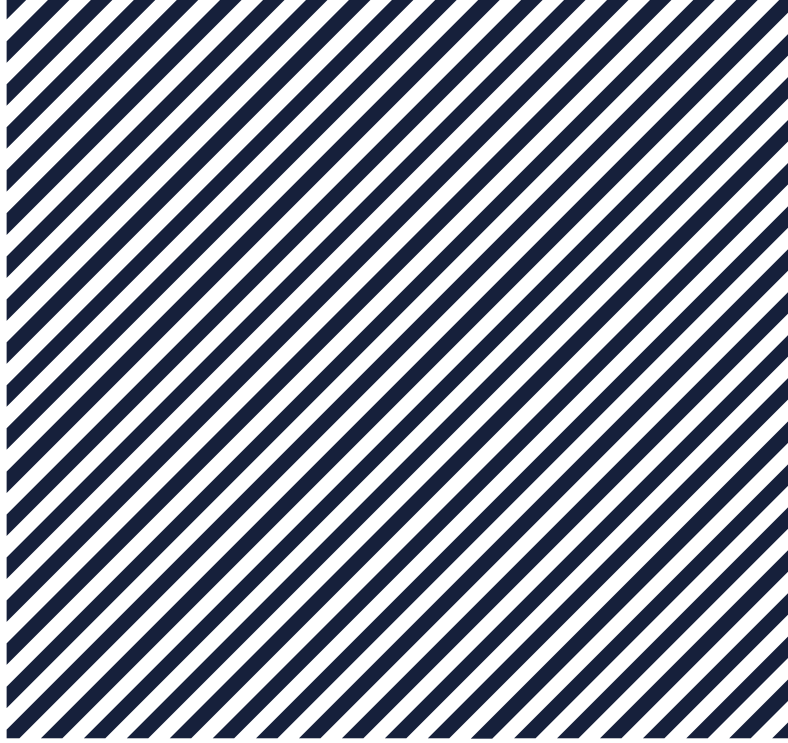
Conceal signs of any pets such as crates, toys or bowls.

Try to hide children's items as much as possible.

Remove military or sports memorabilia.







# Bath Items

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Remove items off the bathroom counters, and store them nicely in boxes under the counter or in drawers.

Keep the trash cans empty.

Make sure toilet lids are down.





# Favorite Items

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If there are certain items that look like they may transfer with the home, make sure you remove them.

You don't want a sale to be held up over window treatments or a chandelier.

Be sure to keep track of valuable items that may not transfer with the home if they show up in photos.





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2

**Organize &  
De-Clutter**





# Surfaces

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Your kitchen counters, top and side of your refrigerator, island, desks, coffee tables and nightstands should all be cleared off.

Leave no more than 3 items on your kitchen countertops.

Hide loose papers and your mail.





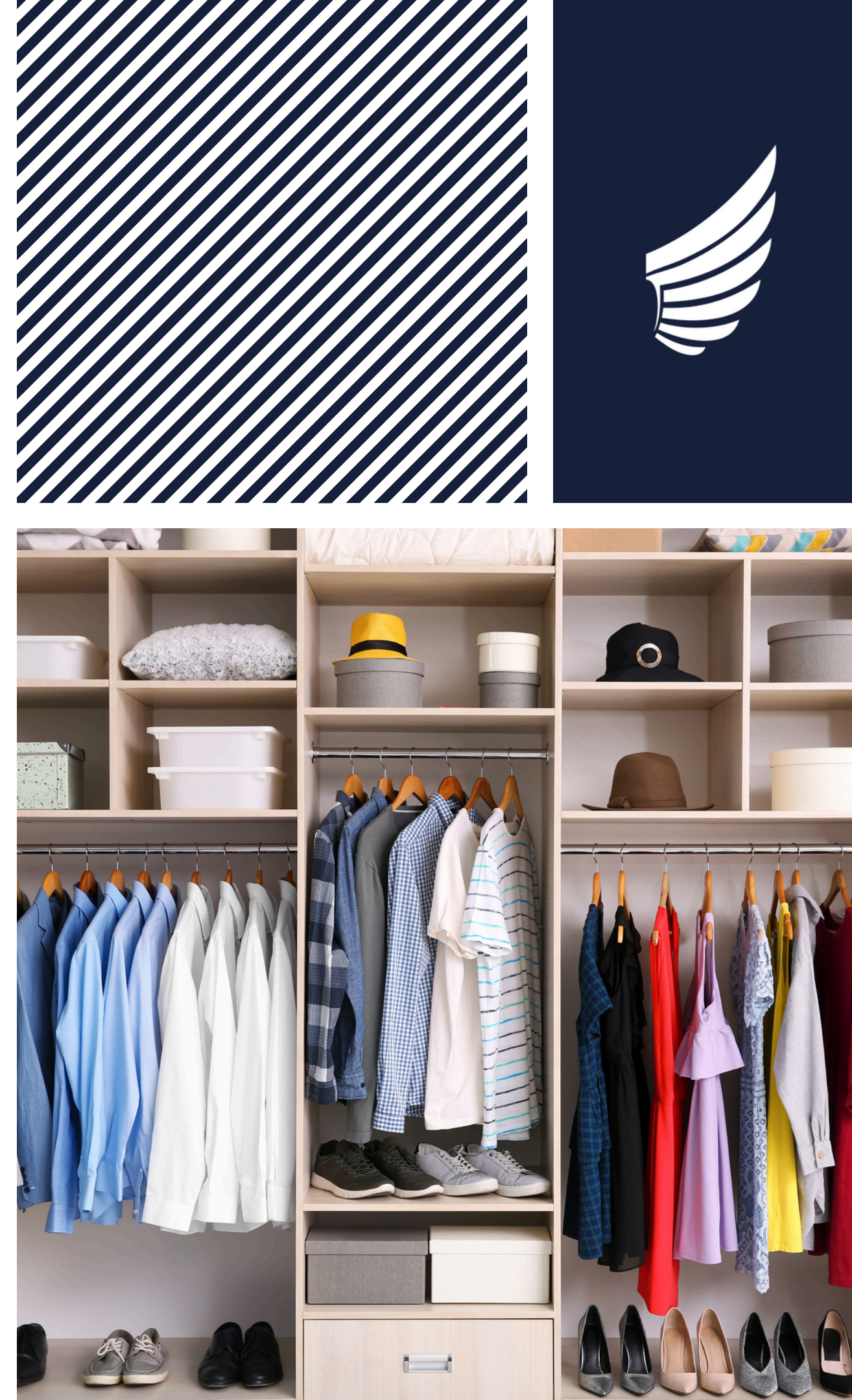
# Closets

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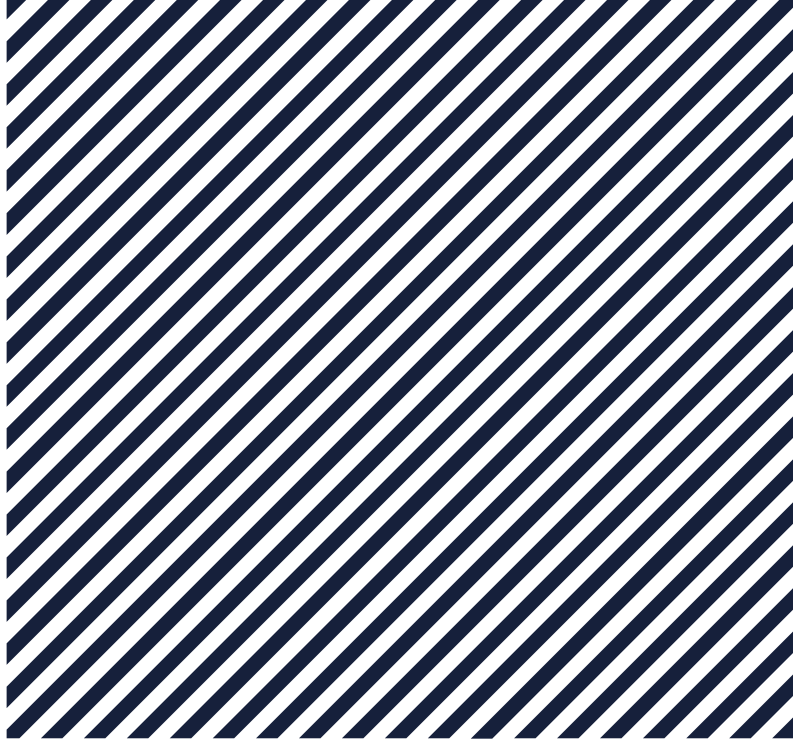
Organize your closets and hang everything in the same direction.

Move out-of-season outfits to create the appearance there is more space.

As a bonus: Color-coordinate your clothes and use matching hangars.







# Picture Perfect

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Organize shelves, collections, display cabinets and tables.

Neatly arrange items in your kitchen and bathroom cabinets and closets.

Plan for potential buyers to open up everything!





# Technology

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Hide chargers, remote controls and wires that are sticking out.

Dust off all electronics.





# Storage

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If necessary, you may need to rent a storage unit or storage closet.

Make sure there is ample space in your garage so people can get a clear idea of how much space it really has.



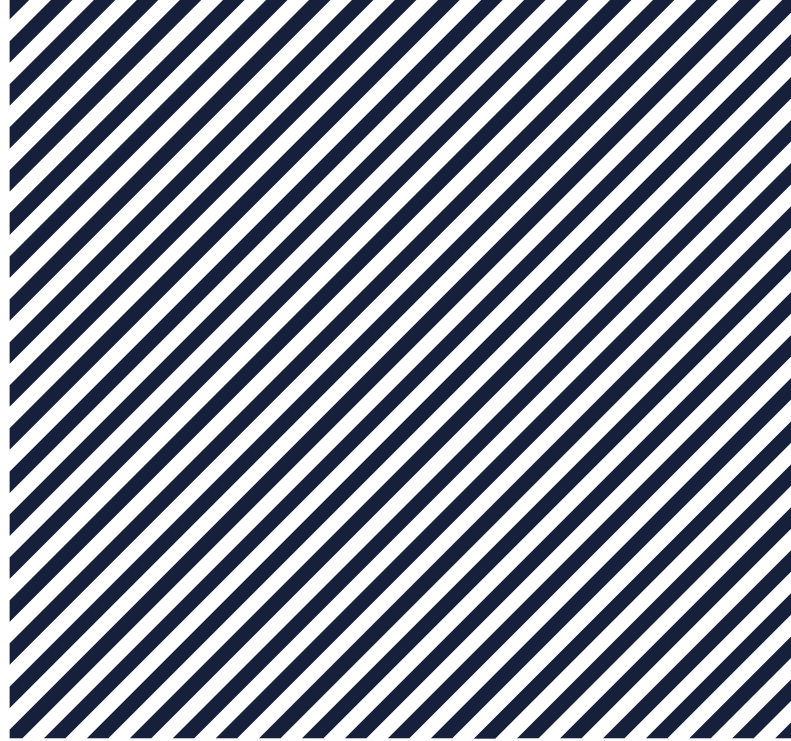


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3

**Repairs**





# Lighting

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All lightbulbs should be in proper working condition and a similar hue.

Be sure not to mix different types of light bulb families (cool or warm), because it cheapens the mood, and buyers will take this as a sign of general neglect of the house.

All blinds and window coverings should be open.





# Cracks

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Cracks and holes in the drywall should be repaired as well as the ceilings.

Consider repainting the entire wall instead of just touching up the specific spot. All evidence of repaired water damage should be covered.

Choose a neutral color or white as opposed to bright and dark colors.

Replace all missing trim.







# Drips

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Leaky faucets should be fixed, especially if your home will be vacant, because the hard Florida water will ruin the sink.

Be sure to check outside hose spigots, even if they're small drips.





# Eliminate Squeaks & Balance Usable Fixtures

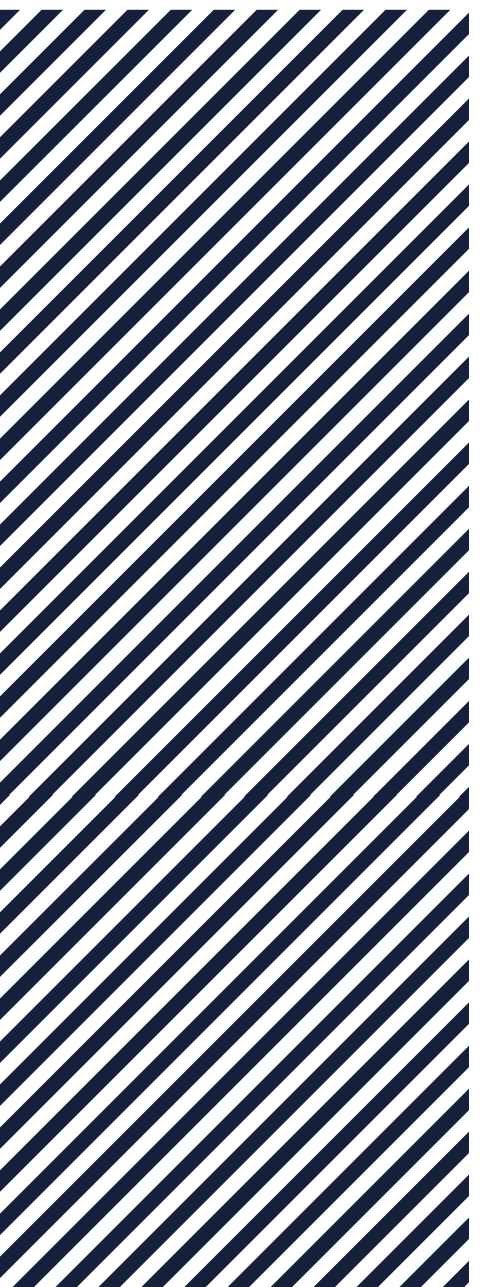
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A little WD-40 goes a long way!  
Make all door squeaks are eliminated.

Align cabinet doors and drawers and closet  
doors to make sure they function properly.  
Buyers viewing your home will open and  
close them!







4

Clean





# Make It Sparkle

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Deep clean your home, especially in the kitchen and the bathrooms.

Polish all metals in the bathroom, re-caulk around the tub and sink.

Remove all fingerprints from all mirrors and glass.

Your house should “feel” clean.





# Bedrooms

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Beds should be made and tidy.

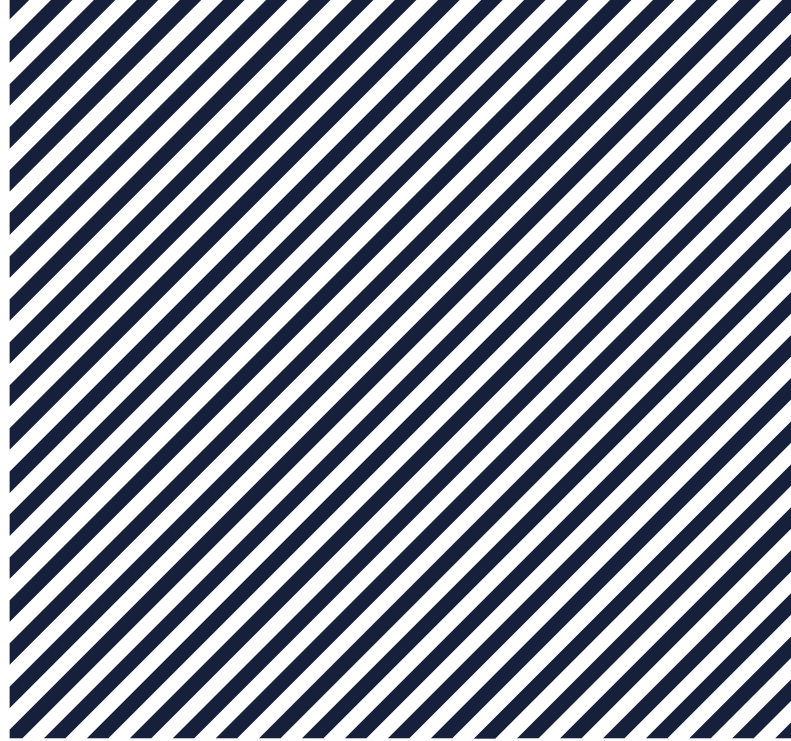
Items stored under the bed should not stick out.

If bedding is worn out, purchase something new and neutral.

Decorations should not distract from the house.







# Dusting

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Everything should be dusted from the crown to the baseboard.

All ceiling fans, light fixtures, furniture and floors underneath the furniture should be cleaned.





# Flooring

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Carpets should be cleaned, and wood floors should be waxed.

Consistently stay on top of sweeping, mopping, and vacuuming.







5

Outside  
Sprucing





# Landscaping

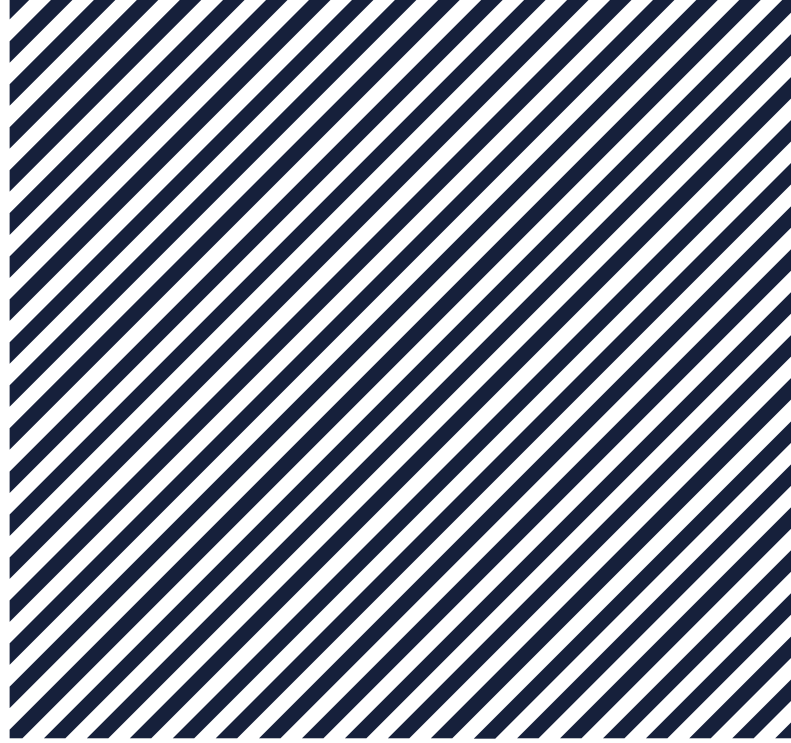
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Your lawn should be mowed and maintained with all hedges cut back and weeds pulled.

Fresh mulch and flowers can go a very long way.

Dig out your sprinklers and make sure that your irrigation is properly functioning.





# Exterior Surfaces

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Make sure your home is pressure-washed, the windows are clean and all decks, lanais and driveways are cleaned and debris-free.

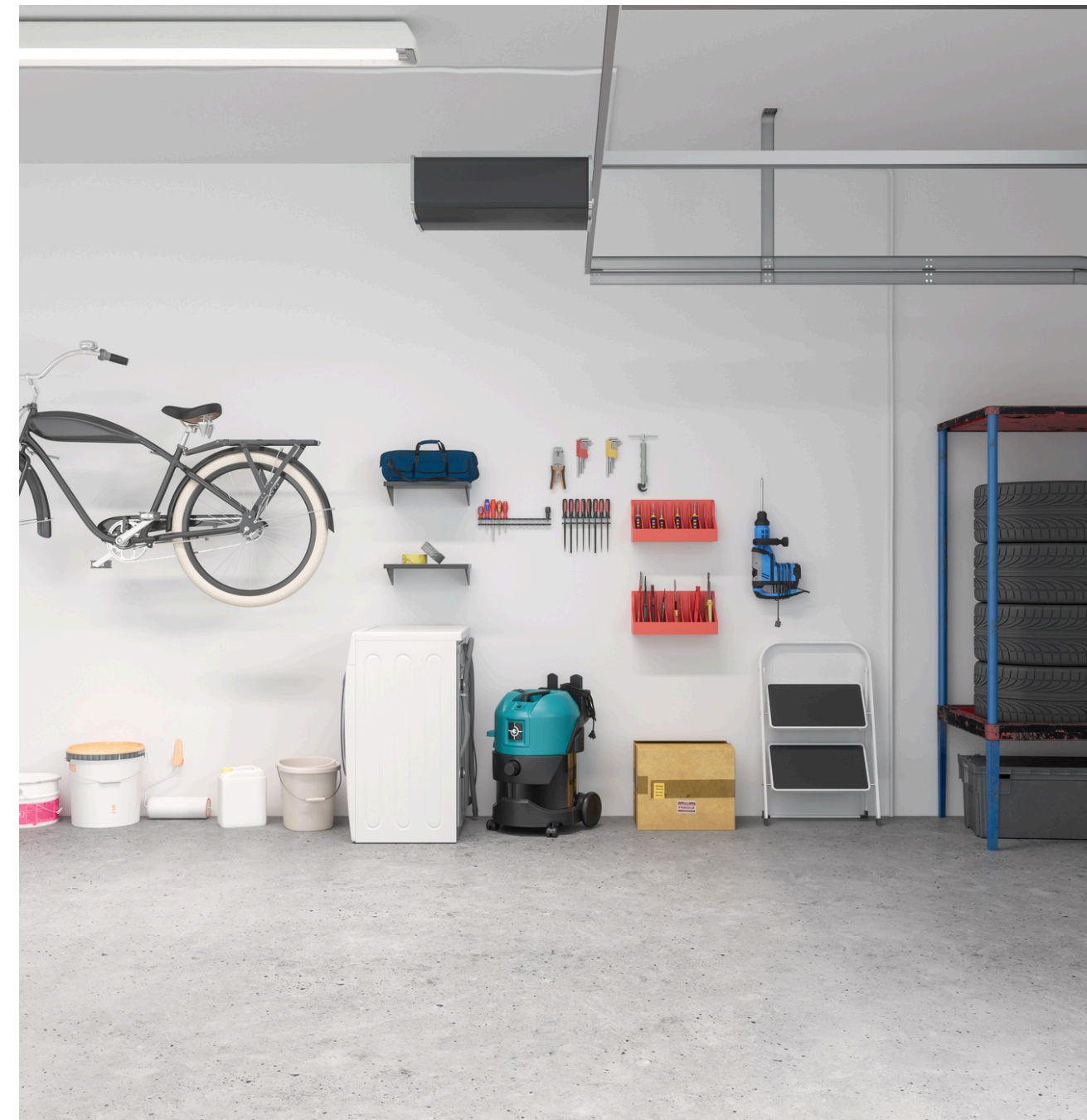


# Tidy Up

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Put away recreational items like bicycles or basketball nets.

Remove any seasonal decorations and conceal hoses and trash cans.





# Stay in Touch!

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ASK QUESTIONS  
ESTABLISH EXPECTATIONS  
PROVIDE UPDATES

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**[www.SoldByRise.com](http://www.SoldByRise.com)**



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