



PREPARING YOUR HOME *for a successful sale*



TABLE OF

CONTENTS

3

About Me

4

Overview of the Selling Process

5-9

Preparing your Home for the Market

10-13

Strategically Market your Home

14-15

Showing your Home

16

What to Expect Next

17-18

Pre-Closing and Moving Checklist

19

Thank you!



"Real estate is more than a career, it's a passion. Getting to help people with the sale of their home is such an honor and a pleasure."

-Ludify Group

LUDIFY GROUP

REAL ESTATE TEAM

Have more questions? We're always available to help! Shoot us a text or give us a call for the quickest response.

OFFICE

843.779.7350

INSTAGRAM

@LudifyGroup.Chs
@LivelyCharleston

OFFICE

1007 Johnnie Dodds Blvd. Suite 115 Mount Pleasant, SC

EMAIL

Contact@LudifyGroup.com

WEBSITE

LudifyGroup.com
LivelyCharleston.com

FACEBOOK GROUP

facebook.com/groups/livelycharleston

FACEBOOK PAGES

@LudifyGroup.Chs
@LivelyCharleston

STEP 1

**Prepare your home
for the market**

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 2

**Strategically
market your home**

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 3

Show your home

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 4

Sell it!

- ✓ Go under contract
- ✓ Pre-closing checklist

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



Consider Repairs

Get that sale price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so we want to help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Address major issues. Major structural or mechanical problems (eg., roof leaks, HVAC issues, plumbing problems) can scare off buyers or lead to reduced offers.
2. Paint. This is an affordable way to instantly refresh a home, making it look clean, modern, and well maintained, which appeals to potential buyers.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.

Create a Game Plan

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO DONE

- | | | |
|--------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Light fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Light bulbs |
| <input type="checkbox"/> | <input type="checkbox"/> | Worn/stained carpeting |
| <input type="checkbox"/> | <input type="checkbox"/> | Window glass |
| <input type="checkbox"/> | <input type="checkbox"/> | Kitchen appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Cabinets |
| <input type="checkbox"/> | <input type="checkbox"/> | Sinks and faucets |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | HVAC |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Paint walls where needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove wallpaper |
| <input type="checkbox"/> | <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | <input type="checkbox"/> | Electrical panel |
| <input type="checkbox"/> | <input type="checkbox"/> | Smoke detectors |

KITCHEN

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Clean off counters and declutter |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean tile grout if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all appliances |
| <input type="checkbox"/> | <input type="checkbox"/> | Organize all drawers and pantries |
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean floors |

BATHROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Thoroughly clean all surfaces |
| <input type="checkbox"/> | <input type="checkbox"/> | Declutter countertops and drawers |
| <input type="checkbox"/> | <input type="checkbox"/> | Fold towels and stage decor |
| <input type="checkbox"/> | <input type="checkbox"/> | Remove any unnecessary items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or replace shower curtains |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean any moldy areas |

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO

DONE

☐☐

Remove clutter & personal items

☐☐

Stage with pillows and throws

☐☐

Dust and clean all surfaces and fixtures

☐☐

Keep all tables clear and decluttered

BEDROOMS

TO DO

DONE

☐☐

Remove clutter & personal items

☐☐

Clean out and organize closets

☐☐

Repair any damage in walls

☐☐

Keep closets closed during showings

☐☐

Make beds before any showings

EXTERIOR

TO DO

DONE

☐☐

Pressure wash any dirty concrete

☐☐

Clean or repaint front door

☐☐

Repaint exterior and trim if needed

☐☐

Wash windows inside and out

☐☐

Sweep walkways and patios

☐☐

Mow the lawn and trim shrubs

TO DO

DONE

☐☐

Yard is clean and maintained

☐☐

Replace any rotten wood

☐☐

Outdoor furniture staged and inviting

☐☐

Fence is in good shape

☐☐

Pool/spa is clean and in working condition

Use this checklist to prepare for your listing photo shoot.

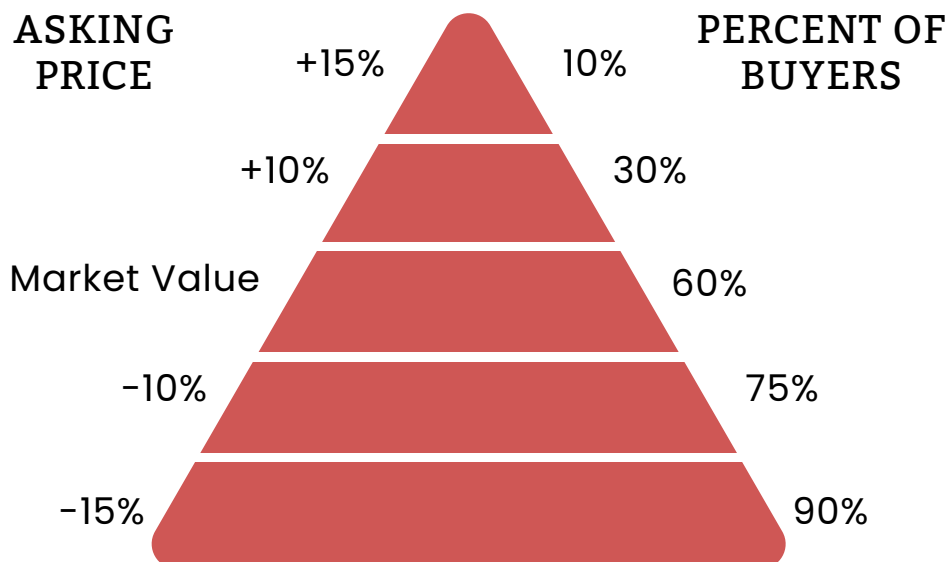
- ☐ Vacuum carpet, mop floors, and dust.
- ☐ Clear and clean kitchen counters.
- ☐ Clear and clean bathroom sinks, tubs, and showers.
- ☐ Put down toilet seats.
- ☐ Replace burned-out lightbulbs.
- ☐ Open all blinds and window treatments.
- ☐ Turn ON all the lights.
(Yep, all of them!)
- ☐ Turn OFF TVs, computers, and ceiling fans.
- ☐ Remove runners, floor mats, and bath mats.
- ☐ Clear appliances of magnets, papers, and photos.
- ☐ Make all beds.
- ☐ Place all shoes and clothes in closets.
- ☐ Get rid of pets and pet items (toys, food bowls, crates, etc.).





It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



Below market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
 - Risk of having to sell at a lower price



At market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



Over market value

- + If you have to receive a certain amount for the home
 - It will take longer to sell
 - The more days it's on the market, the worse it looks to prospects
 - The home may not appraise by the buyer's lender, back to negotiations



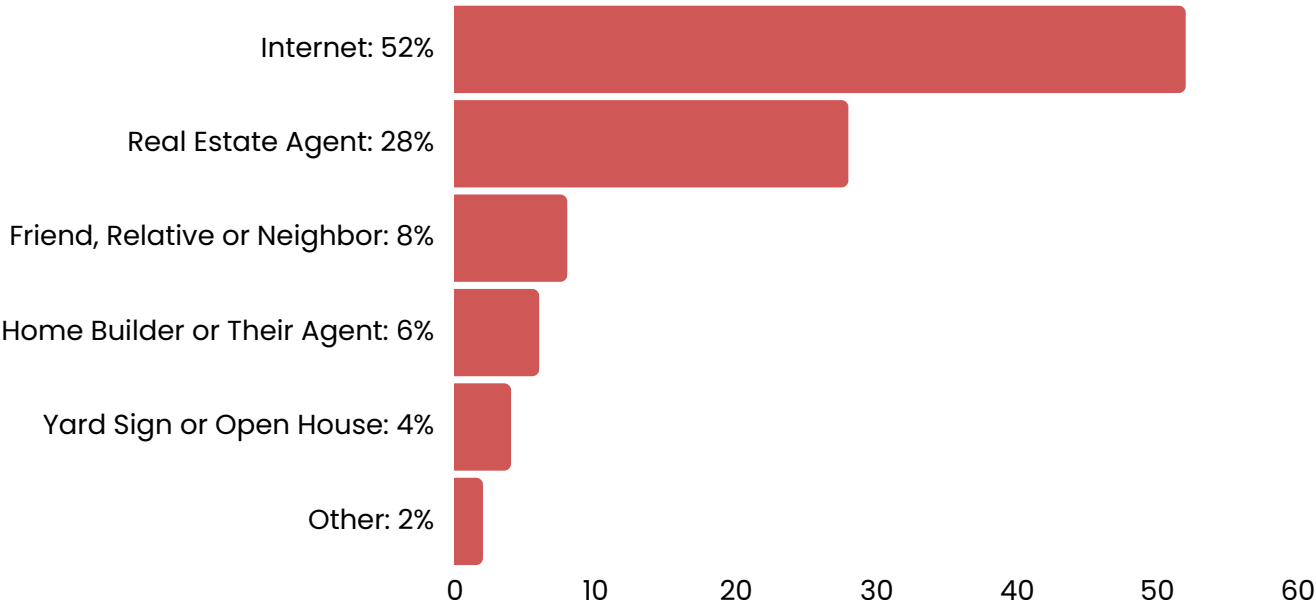


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, all agents' listings are syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is input and displayed in the MLS.

Buyers are Finding Their New Home Online



Source: 2024 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by us. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

The photos to the left are examples from previous listings.

What's Included in our Marketing Plan:

- Custom website specifically for your property
- Featured listing on LivelyCharleston.com & our team's home search site
- Included on all major home search sites across the internet
- Broadcasted to over 20K followers across our social media platforms
- Targeted Facebook & Instagram advertisements
- Emailed to over 15K subscribers
- Postcards sent to our mailing list
- Professional photography
- Video Advertising
- Open houses
- Yard signs

How Showing your Home Works



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- We typically use a lockbox that allows buyers' agents to access your house key and show the home.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

Pre-Showing Checklist

Use this checklist to prepare for showings.

- ☐ Turn on all lights
- ☐ Open all blinds and window treatments
- ☐ Make beds and fluff pillows
- ☐ Remove any clutter from floors and surfaces
- ☐ Put down toilet seats
- ☐ Clean the mirrors
- ☐ Empty the trash
- ☐ Put any dirty dishes in the dishwasher
- ☐ Wipe down all counters
- ☐ Wipe down appliances
- ☐ Straighten or replace hand towels in the kitchen and bathrooms
- ☐ Quick dust
- ☐ Quick vacuum and mop if needed
- ☐ Light a candle or spray air freshener

What to Expect Next

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

In Escrow

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

Contingencies

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



Pre-Closing Checklist

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

Moving Checklist

Use this checklist to prepare for closing day.

4-6 Weeks Before

- | | |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate | <input type="checkbox"/> Choose a mover and sign contract |
| <input type="checkbox"/> Collect quotes from moving companies | <input type="checkbox"/> Create a file of moving-related papers and receipts |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving |
| <input type="checkbox"/> Secure off-site storage if needed | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

3-4 Weeks Before

- | | |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

2-3 Weeks Before

- | | |
|--|--|
| <input type="checkbox"/> Notify DMV of new address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day |
| <input type="checkbox"/> Start using up things you can't move, such as perishable | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage |

1 Week Before

- | | |
|--|--|
| <input type="checkbox"/> Confirm final arrangements | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside |

Thank you!

If you're considering selling, we would be honored to represent you and guide you through the process. Our goal is to ensure that you are comfortable every step of the way.

Have more questions? We're always available to help! Shoot us a text or give us a call for the quickest response. Helping our clients sell their home for top dollar and with the most ease is what we are passionate about – we're always here to answer your questions.

-Ludify Group

(843)779-7350

