

# **Evidence-Based Approach to a Successful Home Sale**

**The goal of every home sale is to have several buyers competing for the chance to buy your home. Spending a little extra time up front and making a few key investments can be the difference between no offers and five or more offers. This guide has been created from scientific studies of buyer behavior and preferences along with years of expert opinion and advice.**







## Market Preparation

Every seller hopes to sell their home quickly and for a significant profit, but it takes more than chance to achieve this. It requires extensive planning and knowing how to professionally prepare your home in order to motivate buyers to bid top dollar.

Check out some cosmetic changes you can make to increase your home's perceived value.

### LIGHTING

Make sure all lights are working and each room is well lit. All light bulbs should be of the same temperature. Upgrade outdated light fixtures.

### FLOORING

Update older flooring, especially carpets. If carpets are newer, a professional carpet cleaning is often worth the investment.

### PAINT

Touch-up and/or repaint walls, baseboards, and doors with a neutral color palette - usually white, greys, beige or taupe.

### CURB APPEAL

Add a new layer of mulch, cut the grass, and replace the front door mat with a new one.

### DEPERSONALIZATION

It can be difficult to let go of your house as you've likely lived there for a long time and have numerous memories associated with it. It's important to depersonalize your home when ready to sell. If a home is personalized to you, then a potential buyer has difficulty seeing it as theirs. Remove all non-decor items such as pictures, family names, and religious/political items.



## **Market Preparation**

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### **DECLUTTER**

One rule of thumb here is to show as much floor, wall, shelf, and counter surface area as possible. Non-essential furniture items or oversized furniture items should be removed, as well. The more empty your space is, the larger it will feel. The garage is a great place to store these extra items you've removed from the interior.

### **HANDLES**

Updating door handles, closet handles, and kitchen cabinet handles easily add to a home's perceived value.

### **ADDRESSING OBVIOUS REPAIRS**

If there's a broken window, a dent in the door, or a faucet, fix it - before you list the home. You can bet it will show up on the buyer's inspection and need fixing anyway.

### **DEEP CLEAN**

A deep clean is certainly in order to give all surfaces a fresh appearance and provide a positive first impression.



# Photos That Sell Houses

In a study performed by the National Association of Realtors, homes photographed by a professional photographer and listed with 20 photos or more sold 38 days faster than those with only one photo. Plus, homes with professional photos tend to sell for more. Photographs are a person's first impression of a home when viewing it online and plays the most important role in determining if someone will tour it in person or not.

**In order to prepare for your professional photography session, see the list of 9 tips on the next page.**

# Photos That Sell Houses

## 9 Tips to Prepare for Your Professional Photography Session

### HIDE THE CORDS

Electrical cords are distracting to a viewer's eye. Do everything possible to hide the cords from plain sight.

### DECLUTTER

This one is worth repeating twice! The more wall, floor, counter, and shelf space a person can see, the larger a room will feel. Display a minimal amount of decor items.

### BEDROOMS

Make the beds, put all clothing and toys into closets, and tidy up walk-in closets.

### PETS

Remove pets the day of shoot and hide any evidence of pets living in the home.

### DINNER TABLE

Stage dinner table arrangements if a matching set is available.

### FURNITURE

Arrange furniture to make each area of the home well defined. Consider moving big and bulky furniture to the garage and only leaving the essentials inside.

### LAWN CARE

Move lawn equipment, mowers, trash cans, weed eaters, and garden hoses into the garage.

### LIGHTING

Turn on all lights and open all blinds/curtains as much as possible to let in the natural light.

### CEILING FANS

Turn off all ceiling fans. These can cause a picture to come out blurry.





## Inclusions & Exclusions

When a buyer walks through your home, every item they see is either included with the sale (inclusions) or excluded from the sale (exclusions). In order to prevent miscommunication between a buyer and a seller, exclusions and inclusions are outlined in the sales contract. Items built into the home are called fixtures and are assumed to stay with the home. Items not attached to the house are considered personal property and are assumed to be taken with the seller when they move out. There can be uncertainty with this rule, so the following are examples of fixtures and equipment that are automatically included in the purchase price of the home and may not be removed by the seller, unless expressly written in the sales contract and agreed to by both parties. If you are unsure about any item, please consult with Kyle before removing them.

**The following pages include items that are automatically included in the purchase price of a home.**

# Inclusions & Exclusions

*Included with the purchase price of a home*

## ACCESS TO THE PROPERTY

- All Keys and Remote Entry Controls
- Electric Garage Door Opening and Controls

## EXTERIOR

- Exterior Lighting, Landscaping & Mailbox
- Invisible Pet Fence Systems and Collars

## SYSTEM & UTILITIES

- Built-in Heating, Ventilating & Cooling Systems
- Security and Alarm Systems
- Radiator Shields
- Built-In Plumbing Systems and Fixtures
- Water Softeners and Sump Pump
- All Window Air Conditioning Units
- Central Vacuum System and Attachments

## KITCHEN/COOKING RELATED

- Dishwashers and Trash Compactors
- Ovens / Ranges / Stoves and Attachments
- Built-in Microwave Ovens
- Attached Gas Fired Barbecue Grills

## FLOORING RELATED

- Attached Floor Coverings

## ELECTIRCAL, LIGHTING, & TV RELATED

- All Lighting Fixtures and Ceiling Fans
- Attached TV Antennas
- Attached TV Mounts (TV to be removed)
- Flush Mounted Speakers

## FIRE/FIREPLACE RELATED

- Artificial Fireplace Logs
- Attached Fireplace Equipment and Door

## WINDOW/WALL RELATED

- Curtain/Drapery Hardware ONLY (curtains to be removed)
- Blinds, Shades, Shutters, and Awnings
- Attached Mirrors and All Bathrooms Mirrors
- Screens and Storm Windows
- Attached Shelving / Closet Organizers

## MISCELLANEOUS

- All articles now provided for tenant use
- Remotes for ALL included items



# **Prepare for a Showing in Less Than 15 Minutes**

## *A Quick Checklist*

Once you have prepared your home for showings, weekly maintenance and implementing a daily routine will make showing appointments easy to accommodate. In some cases you might only have minutes to prepare for a showing.

### **Here is your checklist for how to prepare for a showing in 15 minutes or less:**

- ☐ **Turn on all lights**
- ☐ **Open all curtains / blinds**
- ☐ **Make the beds**
- ☐ **Take out the trash**
- ☐ **Put dishes in dishwasher**
- ☐ **Wipe down kitchen / bathroom counter tops**
- ☐ **Clean Kitchen Sink**
- ☐ **Flush all toilets**
- ☐ **Secure and lock away valuables, medications, firearms, and sensitive documents in an inaccessible area.**



# Referral List

*Who can help you get your home ready to sell.*

## PRE-INSPECTION

### Inspectors

**Pillar to Post - Chad Borah Team**

314-926-9091

## CONTRACTOR REFERRAL

### Painters

#### Kurt Sargent

(314) 753-2218 | kurt.sargent24@gmail.com

#### Darren Johnson

636.399.9549 | darren@oldschoolpaintinganddecorating.com

### Flooring

#### Michael's Flooring - Marc Spizman

314.434.2121 | marc@michaelsfloor.com | Michaelsflooringoutlet.com

#### Carpet Masters - David Fox

636.532.1311 | David@fox-brands.com | stlcarpetmasters.com

#### Hardwood Rescue

636-532-5476

### Handyman

#### Handyman STL - Kris/Wendy Weller

636-373- 0440 | houseofpaintanddesign@gmail.com

#### TCR Handyman

Todd - 314-574-5819 | Rick - 314-574-5828

### Cleaning

#### Tanner's Cleaning Service - Residential and Commercial

Tanner Butler | 314-285-4914 (Text or Call)

# About Kyle Weindel



A prospective buyer or seller can look at Kyle's reviews and see previous clients describe him as knowledgeable, accessible, and passionate. Throughout the home buying and selling process, he keeps his clients informed and empowered. No matter what time of day, Kyle is ready to answer questions and share his knowledge. His real estate experience is more than just a job – it's his true passion to help clients buy, sell, build, and invest in homes.

Kyle's real estate career began as an investor in 2015 when he purchased a fixer-upper home in Webster Groves. A physical therapist at the time, Kyle would squeeze in renovations in the evening and on the weekends with the help of family and friends. Once he completed and sold the fixer-upper, he saw the outstanding potential to make significant profit through real estate. He quickly realized this was a passion AND he was good at it.

In 2019, he put his physical therapy career on hold and pursued real estate full time. He joined The Delhogue Team, the top team in the state of Missouri, and ranked in the Top 100 Zillow teams of the 60,000 in all of the United States. Since then, he has excelled in the field, completing over 60 transactions in his first two years.

He specializes in residential real estate in the St. Charles and St. Louis metro areas. His favorite part of being an agent is seeing the light in clients eyes when they first walk into *THE* home, knowing it's the perfect home for them.

In his free time, Kyle enjoys traveling, spending time with family and friends, hanging out with his dog, and exploring new parts of St. Louis.

**Interested in buying, selling, investing, or building?** Call Kyle.

## References

*"2020 Profile of Home Buyers and Sellers" National Association of REALTORS, November 2020.*

*"2019 Remodeling Impact Report" National Association of REALTORS, October 2019.*

*"2013" Home Features Survey" National Association of REALTORS, 2013*

*"2021 Profile of Home Staging" National Association of REALTORS, 2021*