

PRIOR TO LISTING

CLEAN	ORGANIZE	PRE-PACK
-------	----------	----------

You may not be ready to pack up and move yet, but that doesn't mean you shouldn't be getting rid of stuff. Buyers want to be able to see themselves in homes when they go for a showing, and having a bunch of clutter and personalized items can really mess with that vision. We like to call this process "pre-packing". After organizing and pre-packing, give your home a deep clean. A buyer leads with their nose and a squeaky clean house is a turn-on for home buyers.



TIPS

Start spreading the word. Just because your home isn't technically ready for showings yet doesn't mean that you can't start the process of letting people know it will be available. Some realtors will provide you with a "coming soon" sign that you can post up in your front yard, but even if yours doesn't, you can take the initiative and start letting people know on your social channels.

Start staging. Staging is the art of designing your home to highlight its best features. And even if decorating isn't your strong suit, it's a part of the home selling process you can't really ignore—49% of buyers' agents state that home staging has a positive effect on how buyers view a home, according to the National Association of Realtors' 2017 Staging Stats report, and 21% of buyers' agents say it increases the value of a home and decreases the time it sits on the market.

Figure out a plan for kids and/or pets. If you have little ones at home, two-legged or four, make sure that you have a plan in place for when showings happen.

Set expectations with your realtor. The first couple of weeks that a home is listed for sale tend to be pretty busy in terms of market activity. Talk to your realtor now, in the week before you go live, about expectations you have about how things should go so that you know exactly what to anticipate.

Boost your curb appeal. In addition to staging inside your home, you also want to put some effort into making the exterior of your home look as inviting as possible. After all, while the saying may be not to judge a book by its cover, people often do. Trim your lawn, remove any weeds, and tidy up as necessary.