

Listing Your Home

WITH NEST REALTY

Your home's condition matters. Especially in today's market, buyers' expectations are at an all-time high. Increased competition in the marketplace makes it vital that we work together to ensure that your home is in top-notch condition ... inside and out. I will work with you to offer guidance as to exactly what you need to do to increase your home's desirability to the widest group of buyers. In the meantime, here are some tips to get you started.

GET RID OF CLUTTER

- Remove half of your books from your bookcases
- Pack up those knick knacks
- Take everything you don't use every day of the counters
- Place any "must-have" items in a box to store in a closet

TOUCH IT UP

- Freshen up a room with a new coat of paint
- Patch any holes and repair damage to walls
- Re-caulk or repair any damaged trim or woodwork
- Give the front door a fresh coat of paint

MAKE IT SPARKLE

- Clean out cobwebs and all air vents/returns
- Polish your chrome and mirrors
- Replace worn rugs and hang up fresh towels
- Hire a professional to do a deep cleaning of your home

HOME STAGING TIPS & TRICKS

DE-PERSONALIZE

- Remove magnets and photos from the refrigerator
- Use personal photos and family heirlooms in moderation
- Store exotic artwork or wall hangings
- Tuck away personal items from your bathroom countertops

THE FIDO FACTOR

- Hide litter boxes and toys
- Steam clean carpets to remove pet odors
- Repair any damage to your home
- Remove pets for each showing

MAXIMIZE CURB APPEAL

- Pressure wash your front walkway and repaint your front porch
- Keep your lawn green, trimmed, and free of weeds
- Put down a fresh load of mulch
- Freshen up your entry by adding a new welcome mat and some potted plants

FIX IT NOW

- Address doors that don't close properly
- Replace cracked floor tiles
- Mend broken or weathered window panes
- Repair any minor plumbing or electrical issues

Pro Tip: Invest in some baskets or storage containers that you can use to pick things up and store things quickly and easily before a showing.

GO WITH THE FLOW

- Rearrange furniture to demonstrate room functionality
- Place furniture in a way that dictates logical traffic flow
- Remove oversized or unused furniture to make rooms feel bigger
- Store unnecessary furniture, lamps, and bookshelves

LET THERE BE LIGHT

- Wash your windows inside and out
- Add floor and table lamps to lighten dark rooms
- Replace any burned out light bulbs
- Remove screens if you don't use them

ORGANIZE

- Remove of-season clothes from your bedroom closets and align hanging clothes
- Reorganize kitchen cabinets and line up plates and glassware
- Remove everything from closet floors and put away any non-essentials
- Fold and organize towels and linens

NOTES:

PROPERTY PREPARATION

GATHER HOME DOCUMENTS & KEYS

- **Provide HOA contact information**– Please provide me with the appropriate contact information for your homeowners association so that I will be prepared to order HOA documents when we ratify a contract. After contract ratification, getting copies of HOA documents can be very time-sensitive, so it's best that I be prepared with the appropriate contact information.
- **Collect keys**– Please make me a copy of any relevant keys to your home. If you have multiple keys to your home (front doors, deadbolts, back door, etc.), I will need a copy of each so that buyer's agents and prospective buyers can appropriately view your home.
- **Gather additional documents**– If you have any additional home or property information, such as a survey, contractor floor plans, renovation details, a list of recent improvements, title insurance policies, or anything else you think would be relevant to your sale, please send these my way!
- **Collect 12 months of utility bills**– Please gather utility bills from all companies (electricity, water, and gas/propane) for the previous year. It's helpful to have these bills in advance should we get questions regarding monthly utility costs.

PHOTOGRAPHY

I will be sourcing a professional photographer to take pictures of your home. We will be working together to schedule a time that best suits your schedule and showcases all of your home's unique features. It is extremely important that your home be clean and tidy for the photo shoot. In today's real estate world, your first "showing" is always online. A strong online presence, which really starts with quality photos, has proven to generate more in-person viewings.

Please note that we will need to do some additional staging before and during our photo shoot. Overall, we will need to do some decluttering and simplifying to make our photos even more appealing to buyers. Some of the tips may seem a bit extreme, but remember this is just for the photo shoot!

Throughout Home

- Before the photo shoot, please check to make sure all light bulbs are working.
- One of our ongoing themes is to remove just about everything from tabletops. Declutter!

Kitchen

- Remove almost everything from the countertops to create as clean and simple an environment as possible. This includes removing any towel racks, coffee makers, knife holders, etc. that are on your countertops.
- Remove all magnets, photos, etc. from your refrigerator. Make sure that the sink is empty and cleaned.
- If you have glass cabinets, organize dishes and things that are visible.

Family Room

- Clean off all excess books, magazines, and nonessential details from the tabletops.
- Remove any excess pillows or throw covers from chairs/sofas.

PROPERTY PREPARATION

PHOTOGRAPHY (continued)

Bathrooms

- Hide all toothbrushes, toothbrush holders, toothpaste, mouthwash, etc. that are on your bathroom vanities. Bathroom vanities should be empty.
- In most cases, remove all towels from towel racks.
- Remove any items, such as additional toilet paper or air fresheners, that are on top of toilets.
- Pull toilet lids down.

Bedrooms

- Make sure beds are perfectly made and straightened.
- Remove excess pillows and duvet covers.
- Clean off the tops of dressers so that they are mostly vacant.
- Clean accessories off bedside tables (books, photos, clocks, etc.).

Miscellaneous

- If you have a desk or home office area, please declutter. Ideally, you will have just a desk with a computer and maybe a printer. All other paperwork, mail, etc. should be removed.
- For kids' play areas, temporarily remove large toys to enable rooms to seem larger. In almost all cases, we will not be taking photos of closets (with the exception of maybe the primary bedroom closet).
- If you have curtains or blinds, please make sure they are all consistently open so that the exterior photography looks the best that it can be.

Did you know a study by The Wall Street Journal found that homes with great photography received 61% more views online than competing homes?

NOTES:

LISTING & PROMOTION

ACTIVATE LISTING

Once we have completed the photography and I have the final files in my possession, I will complete the listing, including copy and photography, in the MLS. As soon as your MLS listing is activated, I will notify you so you are aware that your home is officially on the market!

YARD SIGN AND LOCKBOX

As soon as your listing is activated in the MLS, I will be sure that a Nest Realty For Sale sign and a lockbox have been placed at your property. Lockboxes can only be accessed by a licensed Realtor in our association. Every time it's opened, a log is created. This means I will be able to view a record of all your home's showings, including the agent's name, the date, and the time of the showing.

MARKETING AND SYNDICATION

Activating your listing in the MLS will begin the syndication process. Syndication is when your home listing information is electronically sent to a variety of different digital channels. When you list your home with Nest, we take pride in ensuring that your home gains maximum exposure. These online channels include nestrealty.com, other cooperating brokerage websites, and the national/regional web portals like Zillow, Trulia, and Realtor.com. Please understand that the full syndication process can take up to 3 to 4 days for your home to reach some of these websites.

NOTES:

SHOWINGS & NEXT STEPS

SHOWINGS

We will coordinate with you to set up a showing schedule that works for you and your schedule. Our goal is to be as flexible as possible. Therefore, the more limitations we set on showings, the fewer we may receive.

When a showing request comes in, it is likely that the buyer's agent will give you a window of 30 to 60 minutes as to when they will arrive. A time range is not uncommon since buyers are often touring multiple properties during the day.

It is very important to give the buyers and their agent time in the home by themselves. Buyers often can't relax or don't feel as though they can openly discuss the property if you are present. When a showing occurs, plan on being away from your home for the entirety of the viewing.

If you do have pets, it is best to remove them from the home or put them in crates during the showings. Remember, you never know when a prospective buyer is going to be "The One." It is important to be ready for a showing by having your house picked up and as clean as possible.

Pro Tip: Natural light can make a big difference! Take a moment to open blinds and curtains to showcase your home.

FEEDBACK

Showing feedback is crucial to making decisions on our ongoing marketing and pricing strategy, so I will work hard to get feedback to you within 24 to 48 hours.

HOME IMPROVEMENTS AND REPAIRS

During the time period when your home is listed for sale, please run any planned improvements or changes by me prior to undertaking them. It is important that I can address any in-progress construction projects or alterations to prospective buyers prior to showings. In addition, I will give you feedback as to whether it is a wise project to undertake at this time.

If you notice an issue with your property while it is on the market, please let me know. In most cases, it's going to make sense to get any problems or potential problems fixed as soon as possible. If it's something that may be obvious to the buyer, then it's important that I communicate the issue and plans for repair to the buyer's agent in advance of showings. Please keep track of any invoices once those repairs or changes are completed.

THANK YOU

Thank you again for your trust in me to sell your home. I can assure you that I will be working hard to get your home sold. If you have any questions at all during this process, please do not hesitate to call or email.