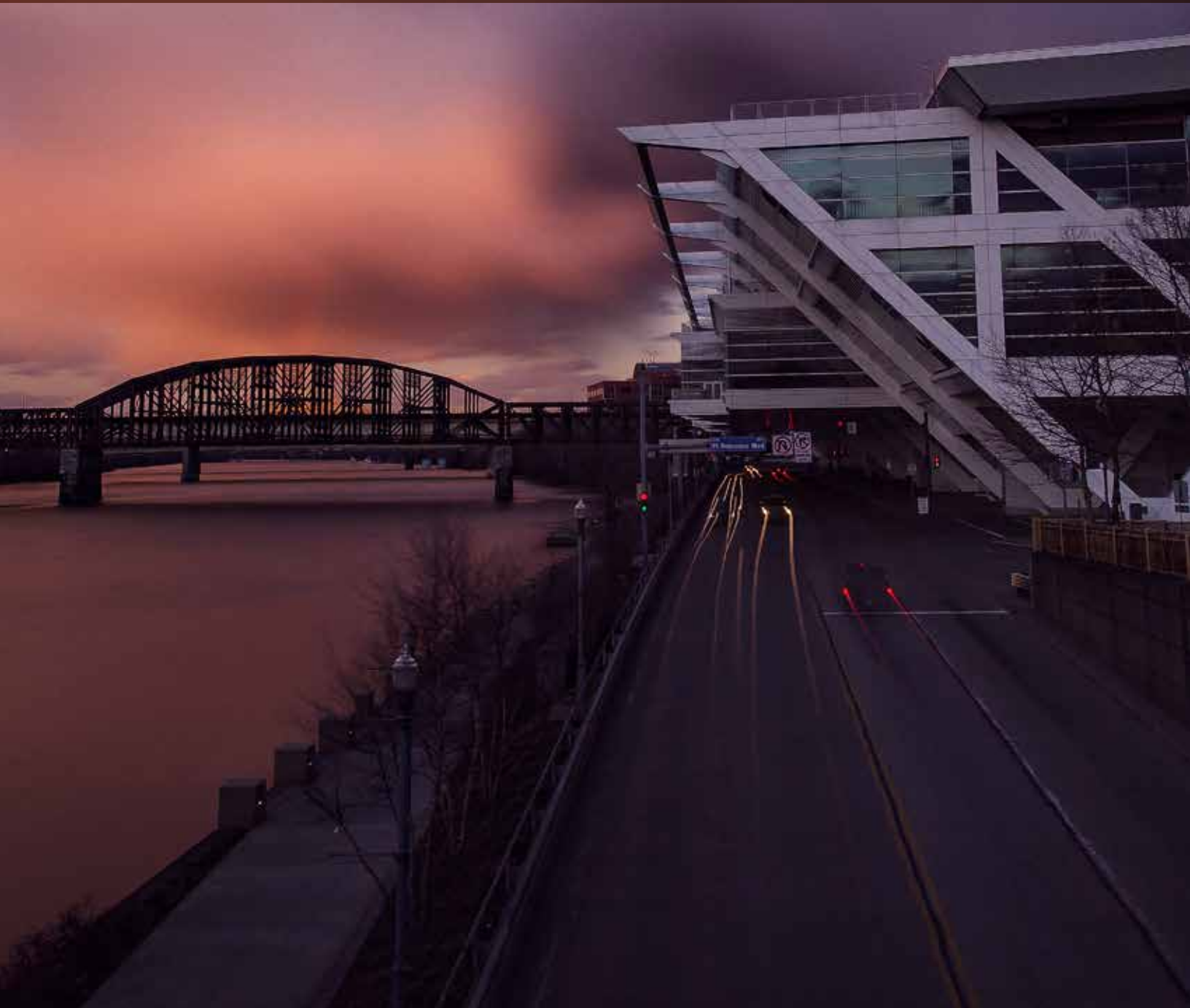




COLDWELL BANKER | REALTY

# *Sellers's Package*



# GETTING YOUR HOME READY TO SELL

HERE ARE A JUST A FEW RECOMMENDATIONS:



LAUREN KLEIN  
REALTOR®



## 1. GET CLEANING

The No. 1-recommended improvement in Trulia's "Home Sale Maximizer Survey" has remained constant for several years: clean and de-clutter. In general, you want to clean the entire house and make sure that everything has its place.

### Specifically:

- **Clean the bathroom(s) and put out fresh towels.** Close the lid on the toilets and make sure the bathroom mirrors sparkle.
- **Make sure the air is fresh.** Avoid using air fresheners or candles as some people are allergic to them. Instead, open windows to let the fresh outside air in, be diligent about taking out the household trash, cleaning the cat box and the dog beds, making sure pet food supplies are stored in Tupperware containers and airing out the beds people sleep in before making them. You might be used to the smell of your home, especially if you have pets, so if you're in doubt, ask a good friend to come over and sniff your house.
- **Control clutter.** Try to get as many personal items off surfaces as possible. It's worthwhile to invest in an extra shelf or two for the closets. You want your prospective buyer to feel like there would be room in the home for all of their stuff. Linen, pantry and bedroom closets should be tidy and organized to show how much space there really is. The good news is this is an inexpensive fix.





## 2. LET THERE BE LIGHT

Coming in second place on the survey is another fix that offers great bang for the buck: lightening and brightening. This means repairing broken light fixtures, putting in new bulbs, moving furniture away from windows, replacing dirty drapes, opening curtains and blinds for a showing, and washing windows.

## 3. LIFE IS A STAGE

Eighty percent of the agents surveyed recommend home staging, which includes old-fashioned tips like putting out fresh flowers, and more new-fangled techniques like rearranging furniture for better sightlines. Try to keep a room's furnishings to two or three colors, and make sure that potential buyers do not see the backs of all your furniture when walking into a room.



## 4. KEEP OFF THE GRASS

Fourth on the survey is landscaping. Water and mow the lawn, get rid of dead leaves on the shrubs and put out new plants. Tidy up the entry and front door — curb appeal is what gets buyers in the door.

## 5. HOW HANDY ARE YOU?

Rounding out the top five is a great fix: making plumbing and electrical repairs. Stop toilets from gurgling, repair or replace leaky faucets, and make sure all your electrical outlets work.



## 6. LOCK UP YOUR VALUABLES!

It is very important that personal items such as medications, jewelry, valuables and firearms be removed from the home or locked in a safe for your protection.



**LAUREN KLEIN**  
REALTOR®



## HOME or PROPERTY IMPROVEMENTS

ADDRESS \_\_\_\_\_

OWNER(S) \_\_\_\_\_

EMAIL \_\_\_\_\_

<b>INTERIOR</b>	Approximate date	Description
Kitchen	_____	_____
Appliances	_____	_____
Bathrooms	_____	_____
Windows	_____	_____
Flooring	_____	_____
Room additions	_____	_____
Basement	_____	_____
Lighting/electrical	_____	_____
Painting	_____	_____

<b>EXTERIOR</b>	Approximate date	Description
Roof	_____	_____
Driveway/walkway	_____	_____
Porch/patio	_____	_____
Landscaping	_____	_____
Retaining walls	_____	_____
Shed/storage	_____	_____
Fencing	_____	_____
Painting	_____	_____
Swimming pool	_____	_____
Dryer Hookup	Gas   Electric	_____

### AVERAGE MONTHLY UTILITY EXPENSES

Gas	_____	Provider	_____
Electric	_____	Provider	_____
Water/sewage	_____	Provider	_____
Sanitation	_____	Provider	_____
Alarm system	_____	Provider	_____



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## LISTING TIMELINE

Property Address: \_\_\_\_\_

Sellers: \_\_\_\_\_

Key/Documents Received: \_\_\_\_\_

Your Municipal Requirements are as follows *(if they are required, forms are attached)*:

Dye Test Required      Yes: \_\_\_\_\_ No: \_\_\_\_\_

Occupancy Inspection      Yes: \_\_\_\_\_ No: \_\_\_\_\_

Please be "Photo Ready" By: \_\_\_\_\_

Your Photos are scheduled for: \_\_\_\_\_

*Photos typically take approximately 1 hour.*

Your Sign will be ordered on: \_\_\_\_\_

*If you have any special instructions as to where you want the sign, please let me know.*

We will launch your listing: \_\_\_\_\_

Your Lockbox will be installed: \_\_\_\_\_

Your Marketing Materials will be delivered: \_\_\_\_\_

Your Open House will be: \_\_\_\_\_

*If you have any special instructions for showings i.e. "please remove shoes, property has been winterized, etc." please let me know.*

Here are a few things to work on before your photos: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PLEASE SET OUT A FOLDER ON YOUR KITCHEN COUNTER WITH ANY INFORMATION YOU HAVE REGARDING WARRANTIES, REPAIRS, ETC. THANK YOU!**

You will receive a complete copy of your signed listing documents via email once the listing is launched. You will also be able to access them anytime through your Coldwell Banker client portal.

**AS ALWAYS, PLEASE DON'T HESITATE TO CALL, TEXT OR EMAIL WITH ANY QUESTIONS. THANK YOU!**

**COLDWELL BANKER REALTY** 3865 Reed Boulevard, Murrysville, PA 15668  
Cell: 412.628.8286      Email: Lauren@PittsburghPropertyDiva.com



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REALTOR®

# PREPARE *for* SHOWINGS & OPEN HOUSES



We've all watched a little HGTV, so we know that we only have one chance to make a first impression. I want you to be prepared and have an action plan in place when I call or text to schedule your showings or an open house. For those of you with children or pets, this may be a challenge with a short notice showing, so it's best to stay in front of those last-minute (or regularly scheduled) showing appointments.

Here are 8 ways to make sure you are putting your best house forward:

## 1. QUICK DUST AND SWEEP

Sweep the kitchen, bathrooms, entry way. If needed, use a cleaning towel or sponge to clean any spots or debris. Give your baseboards a quick once over, and don't forget the window seals, too! A quick wipe down of the furniture, TV screens and computer monitors can help make each room shine.



## 2. SPARKLY COUNTERTOPS IN THE KITCHEN AND BATHS

All counters should be clean and clear. Remove all of the clutter as well - this includes small appliances, knick-knacks and odds & ends. Setting out some fresh towels is a nice touch, too!

## 3. MAKE THE BEDS AND FLUFF THOSE THROW PILLOWS

All the beds in the home should be made. If your bedspreads have seen better days, consider updating with something fresh and neutral. Same for throw pillows - if they are looking a little tired, some new ones will go a long way.



## 4. GARBAGE CANS AND PET SUPPLIES/ FOOD/BEDS

All garbage cans need to be empty. Consider washing them once a week and give them a quick spray of disinfectant to cut down odors. Have a special area designated for your kitty or puppy food, litter box, toys, etc.



## 5. VACUUM CARPETS

Give the carpets a quick once over to fluff them up. Focus your efforts on the entry and living room.

## 6. LET THERE BE LIGHT

A dark home is gloomy. Turn on the lights (if you are home before the showing), open the drapes and blinds to brighten the rooms and also be sure your windows are clean.



## 7. LOAD THE DISHWASHER, WASHER AND DRYER

Clear the dishes off the counters and sinks by loading the dishwasher, but do not start the cycle if it will be running during the showing. Clothes should be picked up and either placed in a hamper or loaded into the washer and dryer. Again, do not start the cycle if it will be running during the showing.

## 8. PICK UP EVERY ROOM AND MAKE SURE YOUR FRONT DOOR, PORCH AND PATIO ARE LOOKING SHARP

Work backward from the entry point of the home to the furthest bedroom picking everything up off the floors and counter surfaces.



## ONE LAST THING: REMEMBER TO SET OUT YOUR SIGN-IN SHEET AND MARKETING MATERIALS.

I follow up with each agent after a showing and send you the unedited feedback as soon as I receive it. Sometimes it comes in quickly and sometimes it takes multiple requests. I promise to share information with you promptly. As always, if you have any questions or specific concerns, please do not hesitate to call or text.



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REALTOR®



## SELLERS CHECKLIST

Thank you for choosing me to list and sell your property. It is a privilege to work with you, and I look forward to a pleasant and expeditious sale!

Here are a few things to get together before we start the selling process, as well as some helpful tips for a successful sale:

If you have any questions at any time, please don't hesitate to call, email or text. Thank you, again, for the opportunity to be of service. I'm looking forward to working with you.

- Have a least one extra key made for your front door for the lockbox.
- If you have a copy of your survey, please have a copy made for your file.
- Please make sure to complete all documents in the listing packet per their attached instructions.
- Complete the improvements form included in your listing kit so that I can share this information in the marketing materials for potential buyers and agents.
- Please read my Getting Ready to Sell tips to make your home as marketable as possible, leading to a quicker and higher-priced sale.
- In most cases, it takes about two days to get your photos edited and your listing launched. Prior to launching your listing, a sign will be ordered and a lockbox will be hung. As soon as your listing is launched, custom marketing materials will be delivered to share with agents and buyers touring your home.





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REALTOR®



The appraisal process can be confusing and stressful, but having your home priced according to market conditions, updates, square footage and overall property condition are a good start. When you are under agreement and the buyer makes application, the appraisal will be ordered by the lender. The appraisal is ordered through a lottery system and is accepted and completed typically within ten days to two weeks of the appraisal order. If there are any value issues or conditions to the appraisal, we will be notified by the lender.

## BE PREPARED FOR YOUR APPRAISAL

### SQUEAKY CLEAN

Prepare as if it were a showing for the first time. Organize the garage, vacuum carpets, clean floors, wash the windows and have bathrooms and kitchen in tip top shape. Make the beds and put away clutter. On the exterior, have the lawn mowed or sidewalk shoveled, replace old mulch and trim the shrubs. The cleaner your home appears on the inside and out, the more value it has to the appraiser. You'll also want to make sure the appraiser has easy access to the electrical panel, attic and mechanicals — don't hesitate to leave a note behind with any special instructions or information about your home.

### UPDATES ARE GREAT

Updating your home with a fresh coat of paint and some modern lighting goes a long way. Hopefully, we've covered all of this during our listing appointment and by recommendations I've made to you along the way. New kitchens, appliances, bathrooms and flooring are expensive, but can really make an impact on the value of your home. These items are taken into consideration, along with square footage, age and the area in which you live.

### IF IT'S BROKE, FIX IT

If you've noticed that something needs fixed or tuned up, please have it done before the appraisal. Leaky faucets, broken cabinetry, chipping paint, a dirty furnace or rusty hot water tanks are red flags. If you get anything serviced or repaired prior to listing or appraisal, please hang on to those invoices — your buyers will appreciate it and so will the appraiser.

### ASK ME FOR AN UPDATED MARKET ANALYSIS

I'm always cautiously optimistic when it comes to appraisals. Despite the research and the improvements you've made to your home, appraisals can be tough. I try my best to give you an accurate pricing forecast for your home, but the appraisers use formulas, comps and their own subjective opinion when it comes to the value of your home. If we are on the fence about value, ask me for an updated market analysis and we can review it together.

As always, my goal is to provide you with the most up to date information on the market and make the home selling process as stress free as possible. By preparing you in advance and letting you know the market conditions and the expectations of the appraiser I'm hoping the process will be a little less frantic. I'm always available for any questions or concerns.

**COLDWELL BANKER REALTY** 3865 Reed Boulevard, Murrysville, PA 15668  
Cell: 412.628.8286    Email: [Lauren@PittsburghPropertyDiva.com](mailto:Lauren@PittsburghPropertyDiva.com)



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REALTOR®



## MOVING CHECKLIST

### ONE MONTH BEFORE

- Get a good inventory of your home. Decide what you want to keep and what you would like to discard. Have a yard sale or donate items that you no longer want.
- Select a moving company or reserve a rental truck.
- If applicable, reserve elevators for the day of the move.
- Make travel plans. Plan the quickest route to your new location. Most trucks need at least 14 feet of clearance under bridges and overpasses. If you are moving a long distance, make hotel, car rental or airline reservations.
- If you will be moving some of your belongings into a self-storage facility, call to reserve your storage space.
- Purchase insurance coverage on your belongings.
- Begin packing the things that you don't frequently use.
- Keep track of all of your moving-related documents and receipts. Some moving expenses may be tax-deductible (*consult an accountant*).

### TWO WEEKS BEFORE

- Once you have your new address, contact the following companies:
  - Phone
  - Electric
  - Gas
  - Water / Sewage / Sanitation
  - Cable (*schedule your cable hook up for the same day as you move*)
  - Post office
- Arrange to have your utilities stopped at your old address and started at your new home.
- Make an approximate floor plan to allow movers to properly place furniture.

### ONE WEEK BEFORE

- Finish packing and make sure all boxes are appropriately labeled.
- Confirm any reservations, including the rental truck, movers or travel plans.
- Pack what each person in your household must have while you travel.

*Remember to include a survival kit for anything you might need during the first few days after moving, such as special foods, prescription drugs, basic tools, bathroom essentials, kitchen essentials, keys to your new home, and other miscellaneous items such as your checkbook, a clock, a telephone, etc.*