



# THE EVERYTHING GUIDE TO SELLING YOUR HOME



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WAGNER



REALTY

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## What's the difference between Emotion and Reason


When you talk with a real estate agent, you will often find that if you are discussing buying real estate, they will refer to your purchase as a "home." But if you are selling property, they will often refer to it as a "house." What is the reason for that?

Buying real estate is often an emotional decision, but when selling real estate you need to remove emotion from the equation.

You really need to consider your house as a "marketable" commodity. It is property. It is real estate. Now your goal is get others to see it as THEIR potential home, not yours.

If you comprehend this difference, then congratulations. You have just taken the first step in getting your home ready to sell by "de-personalizing" it.



A photograph of an older couple standing in front of a house. The man is wearing a light blue button-down shirt and khaki pants with a brown belt. The woman is wearing a white button-down shirt. They are both smiling. The background shows a house with a balcony and some greenery.

**A FAMOUS  
SALESMAN ONCE  
SAID..."SELLING IS  
ESSENTIALLY A  
TRANSFER OF  
FEELINGS."**





# GETTING YOUR HOME 'SHOW' READY







After you have made a difficult mental switch to viewing your property as a "product" you can begin to visualize it from the eyes of a potential buyer.

It can be hard to keep a home sparkly clean and tidy while you're living in it, especially if you have children and pets.







# LET'S GET STARTED

Here are some suggestions on things you can do to get your property looking its best.

- ☐ Make a list of all the little and big things that need to be repaired or done..
- ☐ Walk through each room and view it from the eyes of a potential buyer.
- ☐ Thoroughly clean the house from top to bottom. Consider having it professionally done.
- ☐ Consider having carpets cleaned, if applicable.
- ☐ Wash the windows inside and outside.
- ☐ Make sure all window coverings, includes blinds are clean. Remove or replace if necessary.
- ☐ Let in the natural light by opening curtains and/or blinds to show off a nicely landscaped yard.
- ☐ Check out the paint on the walls and refresh with a clean coat of neutral paint.
- ☐ Light bulbs should be all in working order. In darker areas, use brighter bulbs.
- ☐ Clean your light fixtures.
- ☐ Oil any squeaking doors.
- ☐ Fix any dripping faucets.
- ☐ Make sure all door handles are working property.
- ☐ For safety, pack up valuables and prescriptions prior to any showings.
- ☐ Pack up family photos, collections, and personal items.
- ☐ Make sure houseplants are alive and vibrant. If not, remove.
- ☐ If a fireplace exists, it will be a focal point, so tidy it up.
- ☐ Remove any extra furniture to make the area roomy and inviting.
- ☐ Situate furniture into cozy, conversational areas.
- ☐ Bookshelves should be neat and in order.
- ☐ Check smoke and carbon monoxide detectors to confirm working order and compliance with local requirements.

## THE SNIFF TEST

- ☐ Have somebody else do a sniff test on your home.
- ☐ Make sure garbage is always taken out.
- ☐ Don't leave wet towels or clothing in hampers or by pool area, if applicable.
- ☐ Keep pet areas clean.
- ☐ Don't overdo air freshners and candles as potential home buyers may be fragrance sensitive. Buy natural products.
- ☐ Fresh bread and cookies are a pleasant scent.



- Stand away and consider the curb appeal, remembering how "first impression" is key.
- Make sure front door is attractive, freshly painted and clean.
- Clear away outdoor clutter.
- Sweep walkways, patios, and lanais.
- Make sure outdoor furniture is clean and in good repair.
- Make sure roof is in good repair and clean.
- Invest in new mulch and plant fresh flowers.
- Lawn needs to be freshly cut, edged, fertilized and green, depending on the Florida season.
- Keep garbage cans in a area that is out of view.
- Consider hiring a professional to clean up yard by pruning trees and trimming bushes.

# THE OUTSIDE

Remove any mildew on brick pavers or PVC fencing.







# HOW TO MAKE BUYERS FALL IN LOVE

## STAGING YOUR PROPERTY

### STATISTICS SHOW



*77% of buyers' agents said staging makes it easier for their buyer to visualize the property as their future home.*

*21% of sellers' agents said staging a home increases its dollar value between 6% and 10%.*

Source: National Association of REALTORS



Staging your property for sale is very different than decorating your home for living.

It's compared to dressing up for a professional family photograph. It may be a little time consuming and you may, at first, feel a bit uncomfortable, but you'll look great in the final photos.

Professional home staging brings out the best in your home and allows potential buyers to see themselves living there and enjoying everything your property has to offer. Staging brings each room to life for a more emotional and positive response.

Many listing agents offer staging services to clients as part of their services. Staging costs vary depending on where you live and how many rooms you're staging. On average, home sellers pay between \$302 and \$1,358 for staging, according to *HomeAdvisor.com*. *Fixr.com* reports that many stagers offer consultations for as low as \$150.

Today, real estate agents also take advantage of "virtual staging" by choosing online furniture and decorative items to fill a room. It can become a model home in just minutes.

## PUT THE "WOW" FACTOR INTO YOUR PROPERTY





# NAVIGATING THE HOME INSPECTION PROCESS

HOME INSPECTIONS  
DON'T HAVE TO BE A BIG,  
SCARY DEAL.

YOUR EXPERIENCED  
REAL ESTATE AGENT  
WILL HELP





Once the buyer has made, and you've accepted the offer, your home will get a closer look from the buyer's home inspector. The inspection is usually a contingency of the offer, meaning the buyer can back out based on serious problems discovered.

Based on the inspector's report, the buyer will then present a list of repairs, if needed.

Your real estate agent will work with you to negotiate those requests.

If you've been maintaining your home all along, then relax. Your punch list may be minimal.

## WHAT TO EXPECT

Every home is different, so inspections may vary from home to home. But home inspectors will typically look at the following basic areas:

- Plumbing
- Electrical
- Kitchen Appliances
- HVAC/Heating
- Doors & Windows
- Attic Insulation
- Foundation
- Exterior (paint, fixtures)
- Exterior Grounds

## SO WHAT WILL YOU NEED TO FIX?

Many home repairs may be normal wear and tear and may be negotiable.

However, there are 3 occasionally overlapping types of repairs that sellers are typically required to deal with a home inspection:

1. **STRUCTURAL DEFECTS.** This is physical damage to the load-bearing components of a home. It could include a crack in the foundation or roof framing issues.
2. **SAFETY ISSUES.** The seller may have to address mold problems, wildlife and pest infestation, or exposed wiring issues.
3. **BUILDING CODE VIOLATIONS.** This may include lack of smoke detectors, non-flame retardant roofing materials, and use of lead paint.



# TIPS FOR MOVING WITH OUR BELOVED PETS

Moving is stressful, not only for humans, but our beloved pets also can experience high levels of anxiety when preparing to move to a new location.

To maximize the trauma, here are a few tips that may help make your pet's transition a little easier.

Make sure you have current vet records and be sure to have enough medication, if needed to get through the moving transition.

To eliminate the threat of them misbehaving or running off, consider boarding your pet during the most hectic of moving days.

If you are moving your pet by car, check the safety of your pet's ID tag. Bring a leash for road stops and plenty of water.

Once you and your pet have arrived in your new location, be patient and allow sufficient time for the new neighborhood adjustment to be made. This may take a few weeks.





# LET'S GET MOVING

## CHECKLIST

### SEND CHANGE OF ADDRESS TO:

- ☐ Post Office.
- ☐ Banks.
- ☐ Credit Card Companies.
- ☐ Friends and Relatives.
- ☐ Insurance Companies (update address for life, medical, home).
- ☐ Home Delivery (food delivery services, Amazon).
- ☐ Vehicles (change driver's license, and update vehicle title).
- ☐ Utility Companies (electric, gas, water, telephone, cable).
- ☐ Copy of School Records.
- ☐ Medical Records (get referrals from doctors and dentists).
- ☐ Transfer Prescriptions, X-rays.
- ☐ Transfer memberships from churches, clubs, civic organizations.



### DON'T FORGET TO:

- ☐ Empty freezer and schedule your food plan.
- ☐ Defrost, if applicable any freezers.
- ☐ Have appliances serviced for moving.
- ☐ Contact utility companies for home connection at new location, such as water, power, and cable. Arrange for trash pickup.
- ☐ If using a mover, stay in contact with them. Check the insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.
- ☐ Plan for special care and needs of infants, children, pets, and fragile items.

### ON MOVING DAY:

- ☐ Carry currency, jewelry, and important documents yourself.
- ☐ For safety, let a close friend or relative know the route and schedule you will travel including overnight stops, using him/her as update headquarters.
- ☐ Double check all closets, draws, shelves and leave all keys clearly marked with new owners.







# IT'S ALL ABOUT RELATIONSHIPS

Selling a home requires patience and hard work. It also requires trust. We appreciate you trusting us.







*Thank you*

FROM WAGNER REALTY  
BRINGING FAMILIES HOME SINCE 1939

