HOW TO MAKE THE MOST MONEY FROM YOUR HOME SALE

HOME SELLER BOOTCAMP

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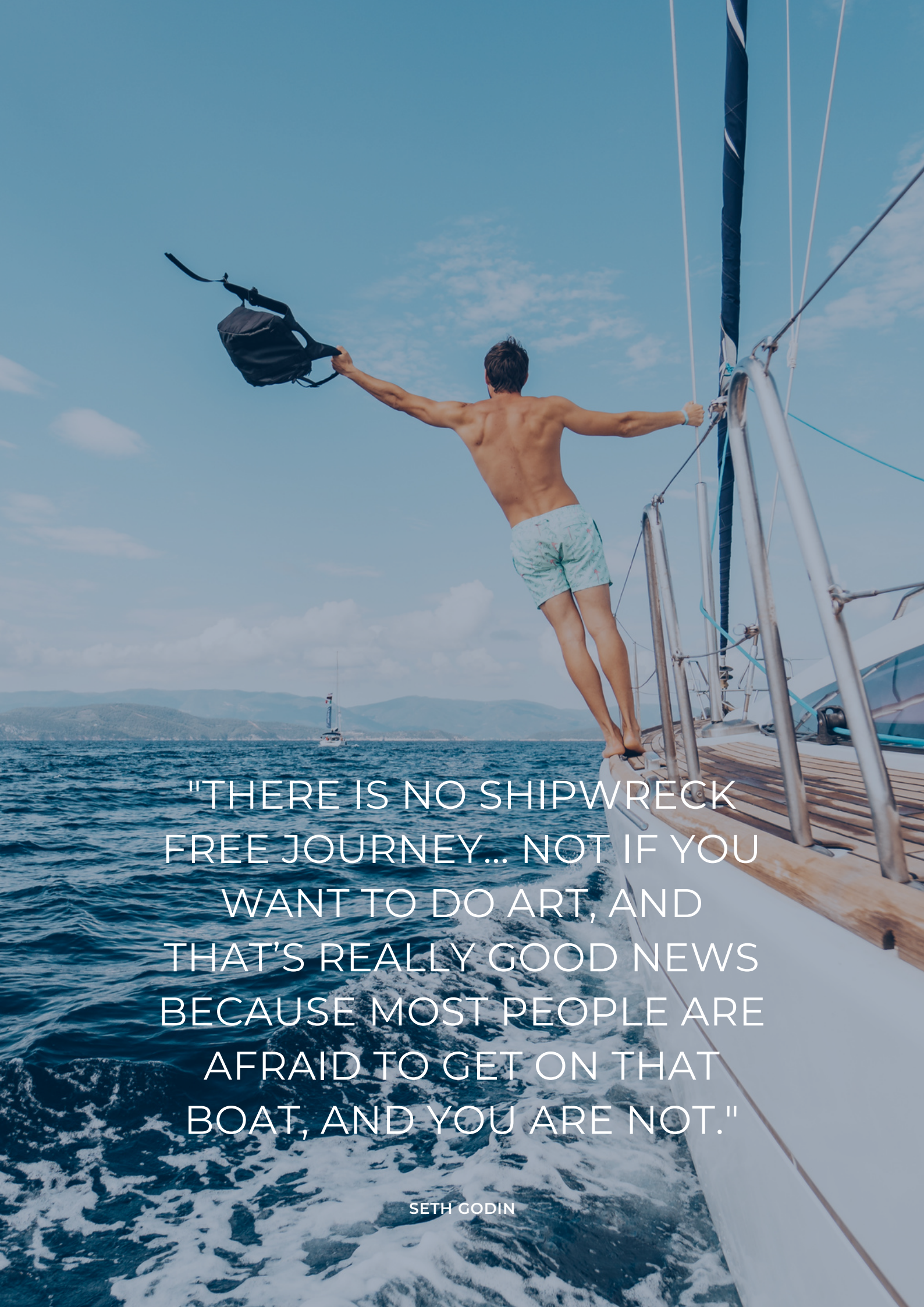
"THERE IS NO SHIPWRECK FREE JOURNEY... NOT IF YOU WANT TO DO ART, AND THAT'S REALLY GOOD NEWS BECAUSE MOST PEOPLE ARE AFRAID TO GET ON THAT BOAT, AND YOU ARE NOT."
SETH GODIN

WHAT IS A HOME SELLER BOOTCAMP?

Bootcamps are short term, intense training sessions designed to prepare for the practical reality of development.

That doesn't sound too bad really, does it...
Ready, let's go!

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01. THE GAME PLAN

30-60 DAYS OUT -

SCHEDULE A HOME SELLING CONSULTATION WITH A REAL ESTATE AGENT
(This is where I learn your story, what you love about your home, why you bought it - at one time, you were the ideal buyer for your house - I use this info to find a new buyer)!

CREATE A PRE-LISTING ACTION PLAN AND IMPLEMENT ANY "TO DO'S" (Painting, Staging, Furniture Arrangement, etc)

TAKE CARE OF TOUCH UPS AND REPAIRS AND GATHER REQUIRED PAPERWORK

15-30 DAYS OUT -

DEEP CLEANING, PRE-PACKING, AND STAGING

FOLLOW ACTION PLAN CREATED WITH YOUR REAL ESTATE AGENT
Wrap up pre-listing projects, shop for last minute staging items

10-15 DAYS OUT -

GET PHOTO/VIDEO READY & FINALISE MARKETING PLANS
(Final prep and staging for photos, plan open homes, etc)

We'll go over this entire checklist in full detail at your consultation

02. THINGS TO THINK ABOUT

DO YOU HAVE A TIMEFRAME FOR GETTING YOUR HOME LISTED?

It's important to prioritise meeting with a Real Estate Agent as one of the first things you do. You want to have a clear plan before listing your home including making sure your house looks it's absolute best.
So for example, If you're 30 days out from wanting to put a for sale sign out front and get your house on the market, you'll want to expedite your checklist!

WHAT IS YOUR NEXT STEP?

Are you moving locally? Will you need to start a home search for a new house right away? Do you have to sell to buy? Make a plan for this with your Real Estate Agent as well. Share any details that are contingent to selling your home.
For example, if you need to find a new house before closing on your current home, this is something you'll want to plan for in advance.

WHAT ARE YOUR ESTIMATED NET PROCEEDS?

Once you've met with your Real Estate Agent and determined the likely selling range of your home, you'll want to get an estimate of what the proceeds from your home sale will be. Since you don't know the Accepted Offer price yet, this is only an estimate.
Be aware of the expenses you're responsible as a home seller. Knowing this up front will eliminate any surprises once you're in the middle of a transaction.

WHAT DO YOU LOVE MOST ABOUT YOUR CURRENT HOME?

Make a list of the things you love most. Whether it's a specific home feature such as a sunny deck, or the bush trail that runs behind your neighbourhood where you run every day - Writing these down will help your Real Estate Agent be able to best market the lifestyle of living there!

03. PRE-LISTING TO DO LIST:

CLEAN, REPLACE, PACK, AND ORGANISE

Deep clean bathrooms
Wash Shower Curtains
Wipe down baseboards
Have carpets professionally cleaned
Wipe down hard to reach spots
Dust fan blades and blinds
Wash down kitchen cabinets
Wipe down doorknobs
Wash windows and ledges
Deep clean kitchen and appliances
Wipe down light switch plates

Replace light bulbs where needed
Replace Door Mat
Purchase white linens and towels
Replace Air Filters

Remove gallery walls & family photos
Swap out large framed photos for artwork
Give every room a purpose
Invest in additional lighting if needed

Bookshelves - remove anything smaller than a cricket ball
Coat Cupboard - store what you don't use regularly
Bedroom Wardrobes - Remove half of what is inside (store and / or donate), then organise what's left

Bathroom / Linen Cupboard - Fold towels nicely, buy organising bins, throw out expired products and medicine

Shoe storage: Add shelves and stack shoes nicely (store off season shoes)
Declutter & organise the garage/mudroom

Tackle painting projects - refresh rooms
Touch up interior doors
Touch up interior paint
Power Wash / Waterblast Deck and outdoor furniture
Garden maintenance, edging, and mow lawns
Replace outdoor bulbs

Print this page and cross out each task as you complete it

04. RESOURCE LIBRARY

Dear future home seller:
It's important to remember that you shouldn't start this process alone! Did you know most of my clients meet with me 3-6 months before they're even ready to start the home selling process? My goal is to equip you with all of the tools necessary to start this journey as prepared as possible.
The first step in that is to schedule a phone appointment or coffee chat with me so I can learn about your goals and set you up on a plan to achieve them.

HERE IS MY LIST OF RESOURCES THAT YOU'LL HAVE ACCESS TO WHEN WORKING WITH ME:

HOW TO CREATE A LIFESTYLE BUYERS WANT.

HOW TO GENERATE THE MOST DEMAND FOR YOUR HOME WHEN SELLING

PRE-LISTING PREP CHECKLIST.

AN ACTIVE BUYER DATABASE, ALONG WITH MY ENTIRE OFFICE WORKING WITH ME TO FIND YOU THE RIGHT BUYER.

YOUR 21 POINT MARKETING PLAN - AND MY SECRET SAUCE TO MARKETING YOUR HOME.

THANK YOU

For a chat about your property, I'm here for you.

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