# Get Ready to Sell

**A complimentary guide with proven strategies to get your home ready to sell.**



## Taylor Heritage Homes

*A Legacy of Excellence. A Tradition of Trust.*

# THE HOME SELLING PROCESS

*Taking You From Listed to Sold*




## *Pre-Listing Preparation*

1. Schedule a tour of your home with your agent.
2. Discuss any potential repairs, upgrades or staging to be completed before listing your home.
3. Establish an asking price based on the current market and comparable property listings.
4. Prepare your home to be photographed and put on the market.

# PRICING YOUR HOME TO SELL

## Our Pricing Strategy

The market value of your home is based on a combination of factors including:

- The Current Market
- Comparable Listings
- Location
- Neighborhood
- Age of the Home
- Condition of the Home
- Improvements

Pricing strategy plays a key role in the home selling process, and can mean the difference between selling right away or sitting on the market for months.

It's important to understand that the amount you want for your home may not be a realistic price for the market, and the amount of money you have spent on it does not determine the market value.

# 7 EASY CURB APPEAL TIPS

*To Make Buyers Fall in Love*

## 1 FRESH COAT OF PAINT ON THE FRONT DOOR

Make a great first impression of your home with a freshly painted front door. Evaluate the condition of your home's exterior paint as well as the front steps, patio and railings. A fresh coat of paint can make all the difference!

## 2 ADD FLOWERS TO THE FRONT OF YOUR HOME

Sometimes the simplest things can make the biggest difference. New planters on the front porch or garden bed filled with beautiful, vibrant flowers will make your home appear more inviting, warm and welcoming.

## 3 PRESSURE WASH THE DRIVEWAY

While a dirty, oil stained driveway gives the impression of a home that may need some work, a pressure washed driveway and walkway presents a clean, well maintained home.

## 4 UPDATE EXTERIOR LIGHT FIXTURES

Replace faded, builder grade exterior lighting with new, up to date fixtures. Shiny new fixtures will brighten up your home at night, and look clean and polished during the day. Evaluate the front door handle and lockset as well.

## 5 KEEP THE LAWN & GARDEN TIDY

An abandoned looking yard makes buyers think the home might be neglected, but a freshly cut lawn and well manicured gardens shows a well cared for home. Be ready for showings by staying on top of lawn mowing.

## 6 ADD OR REPLACE HOUSE NUMBERS

Clear, crisp numbers that can be seen from the street make your home easier to find as well as giving the overall appearance a little boost. You may also want to evaluate the condition of your mailbox.

## 7 ADD A WELCOME MAT

Add a brand new welcome mat to greet buyers as they walk through the front door. Even the smallest details like these can make a home feel more inviting.

# TOP 5 WAYS

*to Prep Your Home to Sell Fast*

## 1 START WITH THE RIGHT PRICE

Homes that are priced strategically from the beginning are much more likely to sell faster than those that are priced too high for the market. Comparing similar homes in your area that have sold and that are currently for sale will help determine a fair market price to list your home.

## 2 DEPERSONALIZE & MINIMIZE

To make your home feel more spacious, try to minimize as much of your belongings as possible. No clutter around the house lets buyers see your house and not your things. They need to be able to picture your home as their own, so put away the family photographs. Evaluate what you can potentially live without for the next several months and start packing. It all needs to be packed anyway, so you might as well get a head start!

## 3 CLEAN, CLEAN & THEN CLEAN SOME MORE

Everyone loves a clean home, so clean yours like you've never cleaned before! Show your home at its best with a spotless kitchen, super clean bathrooms, and shiny floors. You don't have to live like a clean freak forever, but buyers are sure to appreciate your efforts!

## 4 MAKE HOME MAINTENANCE A PRIORITY

Preparing to sell often requires putting some money and work into your home. When buyers see repairs that need to be done, they start looking for what else could be wrong with the house. This could cost you thousands off your asking price or even risk losing the sale. Being proactive and completing home repairs before listing will help selling go smoother and quicker. You can even have a pre-listing inspection done if you want to avoid the possibility of surprises later on.

## 5 BE READY & WILLING TO SHOW

Showing your home is an important part of the selling process, and being accommodating to showing requests will increase the likelihood of finding a buyer. Keep your home as "show ready" as possible at all times so that you can quickly tidy up on short notice and leave your home (taking your pets with you) before the potential buyers arrive.

# THE VERIFIED TURN KEY HOME

*Inspected. Repaired. Documented. Before It Ever Hits The Market*

VERIFIED™ TURN KEY HOME

*The assurance of a fully vetted home, backed by documentation, not just a promise.*

1. Buyers see the proof before they ever tour, no guessing games.
2. Less likely to encounter surprises during escrow, for a smoother, faster close for both buyers and sellers.
3. Supports a firmer list price from day one, with less room for last-minute renegotiation.
4. A Taylor Heritage Homes exclusive, not a one-off marketing line.

**Disclaimer:** Not every home qualifies for the Verified Turn Key Home program. Contact Taylor Heritage Homes to find out if your home is a fit.

# INSIDE & OUTSIDE PREP

*Get Ready to Sell - Mini Checklist*

First impressions start before your home ever hits the market. In fact, 91% of agents recommend decluttering and 88% recommend a thorough cleaning as the top steps to prepare a home for sale.* Here's a quick list to help you do both, inside and out.

## ACTIONS YOU CAN DO PRIOR TO LISTING

### INSIDE

- [ ] Clear off all flat surfaces - less is more. Put away papers and misc. items.
- [ ] Depersonalize: take down family photos and put away personal items.
- [ ] Clear off the refrigerator: remove all magnets, photos and papers.
- [ ] Replace burnt out light bulbs and dust all light fixtures.
- [ ] Deep clean the entire house.
- [ ] Touch up paint on walls, trim and doors.

### OUTSIDE

- [ ] Increase curb appeal: remove all yard clutter and plant colorful flowers.
- [ ] Trim bushes and clean up flower beds.
- [ ] Pressure wash walkways, driveway, and exterior of the home.
- [ ] Mow the lawn and trim the edges.
- [ ] Make sure exterior lights and the doorbell are in working order.
- [ ] Add a new welcome mat to the front door.



### PRO TIP

Keep closet floors clear. A packed floor makes even a spacious closet feel cluttered to curious buyers who look inside.

### FOR MORE TIPS

For a more extensive checklist, contact Taylor Heritage Homes.

*Source: National Association of Realtors, 2025 Profile of Home Staging

# PHOTOS & SHOWING PREP

*Get Ready to Sell - Mini Checklist*

Photos and video are often a buyer's first impression, and for many, it's what decides whether they ever walk through the door. We believe professional photography and videography should never be optional, so every home we represent includes both as part of our marketing, not as an upsell. This checklist helps you prepare each room before our photographer and videographer arrive, and for the showings that follow.

## ON THE DAY OF PHOTOGRAPHY OR SHOWINGS

### KITCHEN

- [ ] Clear off countertops, removing as many items as possible.
- [ ] Put away dishes, place sponges and cleaning items underneath the sink.
- [ ] Hang dish towels neatly and remove rugs, potholders, trivets, etc.

### BATHROOMS

- [ ] Remove personal items from counters, showers and tub areas.
- [ ] Move cleaning items, plungers and trash cans out of sight.
- [ ] Close toilet lids, remove rugs and hang towels neatly.

### IN GENERAL

- [ ] House should be very clean and looking it's best.
- [ ] Lawn should be freshly mowed and edged.
- [ ] Move pet dishes, toys and kennels out of sight.
- [ ] Make beds, put away clothing, toys and valuables.
- [ ] Turn on all lights and turn off ceiling fans.



### PRO TIP

Before a showing, make sure there are not any lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker to some buyers.

### FOR MORE TIPS

For a more extensive checklist, contact Taylor Heritage Homes.

real

TAYLOR HERITAGE HOMES

Serving East Tennessee & Northern California

# Sell with Confidence




**Jennifer Sandvos**
Realtor / Affiliate Broker
CELL **916.532.5896**
**Jennifer@TaylorHeritageHomes.com**
DRE 01399501





**Jennifer Brown**
Realtor / Affiliate Broker
CELL **812.725.3577**
**JenBrown@TaylorHeritageHomes.com**


TAYLOR HERITAGE HOMES TEAM **423.218.2110**

**www.TaylorHeritageHomes.com**

Real Broker OFFICE 844.591.7325 DRE 02022092


This guide is provided for informational purposes only and is intended for the personal use of prospective home buyers working with Taylor Heritage Homes. It may not be copied, reproduced, or redistributed, in whole or in part, without written permission. © 2026 Taylor Heritage Homes. All rights reserved.