

SELLER HOMEWORK

The information we need to build the right plan



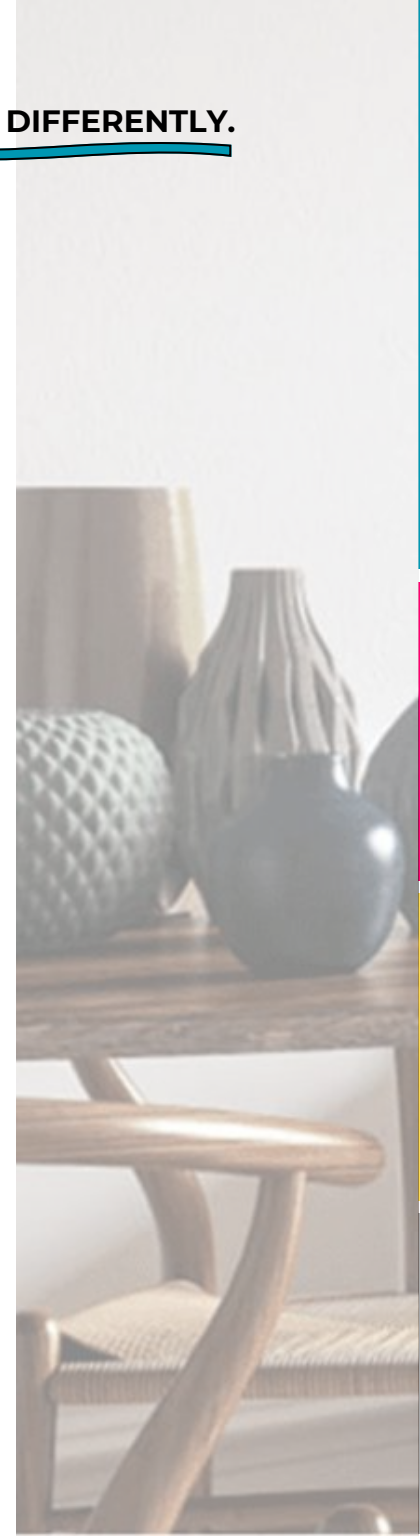
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LET'S GET STARTED

Selling your home is an exciting journey, and first impressions are everything! Buyers don't just look at a home—they experience it. From the moment they walk through the door, they're imagining their life in the space, comparing it to other homes on the market, and evaluating whether it's "the one."

This guide will help you see your home through a buyer's eyes and ensure it shines from the very first showing. Here's what you'll find inside:

Listing Information – A few important tasks to complete that will help us market and sell your home effectively.

Understanding the Buyer's Perspective – Learn how buyers move through a home, what they focus on, and the common deal-breakers.

Home Rating Exercise – A chance to step back and honestly assess your home's strengths and areas for improvement.

Decluttering, Cleaning & Staging Checklists – Simple, step-by-step lists to help you clear out unnecessary items, deep clean, and stage your home for maximum appeal.

Photo Day Preparation Checklist – Professional listing photos are key! Use this checklist to ensure your home is photo-ready.

Showing Preparation Checklist – Keep your home in top shape for every showing with quick and easy steps to make it inviting for potential buyers.

Our goal is to make this process as smooth and stress-free as possible for you. Follow this guide, and you'll set your home up for success—attracting more buyers, better offers, and a faster sale! Let's get started!

\ **HELPFUL INFORMATION WHEN SELLING**

This section outlines essential details needed, such as property information, upgrades, utility costs, and unique features. Completing this thoroughly will help.

UTILITIES

UTILITIES	ELECTRICITY	GAS/HEATING	WATER/SEWER	MAINTENANCE FEE	OTHER
COMPANY/PROVIDER					
AVG. MONTHLY COST					
ACCOUNT #					
SYSTEM	ELECTRICAL	HEATING/FURNACE	AIR CONDITIONING	ROOF	WINDOWS
TYPE					
LAST UPDATED (YEAR)					
WARRANTY					
UPDATES/RENOVATION	KITCHEN	BATHROOMS	BASEMENT	LANDSCAPING	ADDITIONAL SPACES OR STRUCTURES
YEAR OF RENOVATION					
FULL REMODEL OR UPDATE					
COST					
WARRANTY					

UPDATES

YEAR	DETAILS OF WORK COMPLETED
2015	
2016	
2017	
2018	
2019	
2020	
2021	
2022	
2023	
2024	
2025	

INCLUSIONS & EXCLUSIONS

FIXTURE & CHATTEL INCLUSIONS

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

FIXTURE & CHATTEL EXCLUSIONS

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

ITEMS AND DOCUMENTS TO COLLECT

- | | |
|---|--|
| ☐ 2 Keys to Home | ☐ Current Tax Bill |
| ☐ Electronic Fobs and Garage Openers | ☐ Current Assessments |
| ☐ Mailbox Keys / Location | |
| ☐ Original Floorplan (If Applicable) | IF CONDO |
| ☐ Survey (If Applicable) | ☐ Status Certificate |
| ☐ Warranties / Manuals | ☐ Parking & Locker Location |
| | ☐ Maintenance Fee Increases / Special Assessments |

RATE YOUR HOME

/ HOW A HOME INSPECTOR WILL PERFORM AN INSPECTION

Now that you understand how buyers will experience your home, it's time to take a step back and view it through their eyes. This means being honest about its condition, as well as areas that may need a little improvement.

QUESTIONS:	RATING SCALE:					WAYS TO IMPROVE
	0	2.5	5	7.5	10	
CURB APPEAL						
FRONT LANDSCAPING						
SIDES OF HOME						
PORCH						
GARAGE						
FRONT FOYER						
MAIN LEVEL CLOSET						
MAIN LEVEL BATHROOM						
MAIN LEVEL FLOORING						
MAIN LEVEL WALLS						
KITCHEN						
KITCHEN FLOORS						
KITCHEN APPLIANCES						
KITCHEN CABINETRY						
MAIN LEVEL LIGHTING						
UPPER STAIRCASE						
UPPER LEVEL FLOORING						
UPPER LEVEL WALLS						

QUESTIONS:	RATING SCALE:					WAYS TO IMPROVE
	0	2.5	5	7.5	10	
PRINCIPAL BEDROOM						
PRINCIPAL ENSUITE						
PRINCIPAL CLOSET						
PRINCIPAL LIGHTING						
BEDROOM 1						
BR 1 CLOSET						
BR 1 BATH						
BEDROOM 2						
BR 2 CLOSET						
BR 2 BATH						
BEDROOM 3						
BR 3 CLOSET						
BR 3 BATH						
OTHER ROOM						
OTHER ROOM CLOSET						
OTHER ROOM BATH						
LOWER STAIRCASE						
LOWER LEVEL FLOORING						
LOWER STORAGE						
MECHANICAL ROOM						
LOWER LEVEL MAIN AREA						
LOWER LEVEL FLOORS						
LOWER LEVEL RM 1						
LOWER LEVEL RM 2						
LOWER LEVEL WALLS						
BACKYARD						

CLIENT WORK

ACTIVE SELLER

FIRST-TIME SELLER ☐ INVESTOR
BUYER/SELLER ☐ LANDLORD

NAME _____
PHONE _____
EMAIL _____

NAME _____
PHONE _____
EMAIL _____

FREEHOLD ☐ LIST PRICE _____
CONDO ☐ SALE PRICE _____
TYPE ☐ CLOSING DATE _____

INITIAL CALL ☐ TRESSA FORMS ☐ PLAN PRESENTED ☐
CMA PRESENTED ☐ IDS COLLECTED ☐ TIMELINE PRESENTED ☐
SELLER ☐ REP/LISTING DOCS ☐ CLEAN/DECLUTTER ☐
PRESENTATION ☐ PREPARED ☐

STAGING ☐ LIST DATE _____
PHOTO/VIDEO ☐ OPEN HOUSE _____
MARKETING ☐
COMPLETED ☐ OFFER DATE _____

DATE	TASK & NOTES	DUE DATE
	HOME PREPARATION CLEAN DUE _____ MARLON TASK ☐ PAINT & UPDATES _____ EMMY TASK ☐ STAGING _____ OTHER ☐	
	MARKETING PREPARATION PHOTOS _____ MARLON TASK ☐ HOME INSPECTION _____ EMMY TASK ☐ HANDYWORK _____ OTHER ☐	
	MARKETING COMPLETION COMING SOON VIDEO ☐ MLS WRITE UP ☐ FEATURE CARDS ☐ BROKER BAY SETUP ☐ MARLON TASK ☐ LOCKBOX & SIGN ☐ JUST LISTED VIDEO ☐ BROCHURE CREATION ☐ PROPERTY BOOST ☐ EMMY TASK ☐ BLOG WRITE UP ☐ YOU TUBE UPLOAD ☐ MARKETING DROP OFF ☐ OPEN HOUSE SET ☐ OTHER ☐	
	JUST LISTED WHAT TO EXPECT ☐ SHOWINGS ☐ MARLON TASK ☐ REVIEW PREVIEW FRIDAYS ☐ FEEDBACK ☐ EMMY TASK ☐ CLEANING ☐ OFFERS ☐ OTHER ☐	
	FIRST OPEN HOUSE SETUP ON MLS ☐ SIGN UP SHEET ☐ MARLON TASK ☐ PREPARE SIGNS ☐ PRIVATE INVITES ☐ EMMY TASK ☐ REFRESHMENTS ☐ COMPARABLES ☐ OTHER ☐	
	MARLON TASK ☐ EMMY TASK ☐ OTHER ☐	
	MARLON TASK ☐ EMMY TASK ☐ OTHER ☐	
	MARLON TASK ☐ EMMY TASK ☐ OTHER ☐	

ABOUT US:

We believe that every buyer and seller deserves professional service from a skilled and knowledgeable Realtor, that truly puts their clients' priorities over their own.

As your Realtors, our priority is your success. We want to help make your dreams become reality and be there for you throughout your real estate journey. To learn more about our signature process and how we can help you move, please contact us today!



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