



 For Sale  
**RE/MAX**  
Real Estate

*Seller's  
Action Plan*

**RE/MAX<sup>®</sup>**





Review this plan with your RE/MAX agent in order to sell your home quickly at a fair price.



**ARE YOU FIT TO SELL?**

Carla Woolnough  
*Staging Expert*

Buyers want to fulfill a wish list, not a to-do list. When they see a bunch of fix-up projects upon walking into your house, they'll turn away faster than you can say "water damage." Oftentimes it's not one big thing, but a lot of little things that turn buyers away.

If there are problems and a significant to-do list, your house will drop to the bottom of their list, or attract an offer much less than what you're looking for. Present buyers with a complete package that is move-in ready - a home they can be comfortable and happy in.



### Market Conditions

1. Are there a lot of properties for sale in the area?

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2. What are you competing against? (Ex. new build)

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3. What are the general market conditions?

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4. Who is moving in and out of your neighborhood?

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5. Who is your target buyer and what do they want?

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### Owner's Insight

1. What made you purchase this home?

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2. What did you love or wish to change about this home?

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2a. What changes did you make?

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3. What key amenities are near by?

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4. What fixtures, appliances etc. would you like to keep or include in the sale of your home?

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## Kitchen

*You need to show off a spotless, spacious and updated kitchen. Prospective buyers should be able to visualize themselves preparing meals and entertaining.*

What are the Top Features (WOW Factor) to focus on?

- Ample counter space
- Updated counters/cabinets
- Storage space
- Other

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What are the key marketing photos for this room?

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What are the Top Distractions (Turn Offs) to remove?

- Dated appliances, counters, cabinets
- Cluttered counters
- Dirty counters, cabinets, appliances
- Other

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### Carla's Tip

Buyers will look in your cupboards, so make sure to pre-pack items not being used and organize your cupboards to show a lot of space.



## Dining Room

*If your home has a separate formal dining room, showcase it in an elegant manner. You want the buyer to envision enjoying meals and entertaining friends and family.*

What are the Top Features (WOW Factor) to focus on?

- Size of room
- Flooring
- Light Fixtures
- Other

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What are the Top Distractions (Turn Offs) to remove?

- Poor flooring (replace carpet with hardwood or laminate)
- Too much furniture or awkward arrangement
- Not set up as dining room
- Dated décor
- Other

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What are the key marketing photos for this room?

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### Carla's Tip

If you have a china cabinet make sure to treat it like a store window display. Pre-packing your smaller items and only keeping the larger pieces will provide a better visual for buyers rather than looking at a cluttered cabinet.

## Master Bedroom/ Bathroom



*The master bedroom and bathroom should create a mood that is relaxing with a spa-like setting. Buyers want to envision the way they wish to live. Create the look that has buyers saying "WOW" when they walk in.*

What are the Top Features (WOW Factor) to focus on?

- Large space (retreat feel)
- Closet space
- Master bathroom
- Other

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What are the Top Distractions (Turn Offs) to remove?

- Personal items/cluttered closets
- Dated décor (bedroom or bathroom)
- Exercise equipment, TV, computer
- Other

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What are the key marketing photos for this room?

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### Carla's Tip

Pre-pack off-season items in your closet. To give the impression of even more space, remove everything off the floor and organize shelves.

## Bathrooms



*Creating a spa-like feel in the bathrooms will have buyers looking forward to relaxing at the end of a long day. Luxury sells every bathroom. Your bathrooms should look like no one has used them. If yours looks less than new, consider some reasonably priced upgrades.*

What are the Top Features (*WOW Factor*) to focus on?

- Updated décor and fixtures
- Lots of storage space (organized)
- Other

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What are the key marketing photos for this room?

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What are the Top Distractions (*Turn Offs*) to remove?

- Personal items from counter and tub/shower
- Outdated décor and/or fixtures
- Other

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### Carla's Tip

Painting outdated cabinets, changing the hardware and updating the fixtures will give your bathroom a fresh new look.

## Additional Special Features of the home

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## Showings/Open House

1. What are the ideal times to have showings or open houses?

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## Additional Marketing photos for this home?

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## Pricing Review

1. What price range does your home fit in?

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2. What is your budget for repairs and upgrades to the home to prepare it for sale?

  
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## Curb Appeal

*Within seconds of driving up to a home or viewing photos on the Internet, buyers will decide whether or not to take the next step and view the inside of your home.*

What are the Top Features (WOW Factor) to focus on?

- Clean doors & windows (inside and outside)
- Front door & garage door (paint if needed)
- Flower beds/shrubs are maintained, grass is cut and trimmed
- Roof
- Other

What are the Top Distractions (Turn Offs) to remove?

- Basketball net, kids toys
- Weeds in flower bed, lawn and driveway
- Poorly maintained (doors, light fixtures, roof, driveway)
- Other

What are the key marketing photos for this room?

### Carla's Tip

If you are painting the front door or garage, make sure to select colors that work with your fixed elements of the home (ie. brick, siding, roof). The front door needs to draw buyers in and the garage door needs to blend into the home.



## Family/ Great Room

*This space needs to feel relaxing. It is often cluttered and personalized. Be aware of displaying books, collections, family photos, movies, trophies, etc. that may hinder a prospective buyer's view of this space.*

What are the Top Features (WOW Factor) to focus on?

- Fireplace
- Great view
- Flooring and size of the room
- Other

What are the Top Distractions (Turn Offs) to remove?

- Personal items/collectibles
- Incorrect furniture placement  
*(impedes traffic flow or makes the room feel too small)*
- Dated décor and/or flooring
- Other

What are the key marketing photos for this room?

### Carla's Tip

Removing all your personal photos, collectibles and any personal items will allow buyers to feel that it is their home rather than being a guest in your home.



## Living Room

*Often this is one of the first rooms prospective buyers view. This room will set the tone for the rest of the house so make sure it is inviting, elegant, cozy and well arranged so they can envision themselves using this space for entertaining or just relaxing.*

What are the Top Features (WOW Factor) to focus on?

- Fireplace and/or hardwood floors
- Great view
- Large space
- Other

What are the key marketing photos for this room?

What are the Top Distractions (Turn Offs) to remove?

- All collections and personal photos
- Extra or awkward arrangement of furniture
- Wallpaper, unusual paint color or dated décor
- Other

### Carla's Tip

Consider aligning the furniture so it's parallel to the walls and arranging accessories symmetrically. Make sure the room feels warm and inviting by adding lamps, decorative pillows, throws and even live or silk greenery.

# Open House or Showing Checklist



Today's buyers are looking for properties that are move-in ready. All showings and open houses need to make the right first impression.

## Exterior (Seasonal)

- Add color with mulch and/or greenery
- Maintain lawn/shrubs
- Remove pet waste, leaves, weeds
- Shovel and salt driveway and walkways
- Clean front door/garage
- Pick up toys
- Sand/stain stairs and deck

## Main Floor

- Address heating/AC
- Ensure floors are clean
- Have inviting odor
- Remove garbage
- Turn all lights on
- Depersonalize
- Hide signs of pet(s)
- Remove clutter from front entrance
- Spotless kitchen
- Remove clutter/confidential info

## Upper Level

- Address lighting (*illuminate dark corners*)
- Clean bathrooms
- Depersonalize
- All beds are made
- Conceal valuables
- No items on the stairs

## Lower Level / Basement

- Change cat litter (out of sight)
- Lighting in utility room
- Organize home office
- Pick up toys
- Tidy laundry room
- Vacuum

Priority 1.

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Comments:

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