
HOW TO NET THE MOST MONEY FROM
YOUR HOME SALE & MOVE UP TO YOUR
DREAM HOME



HOME SELLER
BOOTCAMP

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The Game Plan

30-60 DAYS OUT

SCHEDULE A HOME SELLING CONSULTATION WITH OUR TEAM

(This is where we 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 ANY TOUCH UPS & REPAIRS

Find any paperwork from past updates or repairs to leave out for your new homebuyer

15-30 DAYS OUT

DEEP CLEANING, PRE-PACKING, AND STAGING

FOLLOW ACTION PLAN CREATED WITH YOUR REALTOR

Wrap up pre-listing projects, shop for last minute staging items

10-15 DAYS OUT

GET PHOTO READY & FINALIZE TIMELINE FOR PHOTOGRAPHY AND LIST DATE

(Final prep and staging for photos, discuss open houses, etc)

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

YOUR NAME | YOUR BROKERAGE

Things to think about



DO YOU HAVE A TIMEFRAME FOR GETTING YOUR HOME LISTED?

It's important to prioritize meeting with a REALTOR 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.

For example, if you're 30 days out from wanting to put a for sale sign in your yard 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 REALTOR 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 REALTOR and determined the list price 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 what the accepted offer will be, this is only an estimate.

Be aware of the expenses you're responsible for 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 screened in porch or the bike trail that runs behind your neighborhood where you run every day - Writing these down will help your REALTOR be able to best market the lifestyle of living there!

Questions to Ask

PRINT THIS PAGE TO TAKE NOTES ON DURING
YOUR LISTING APPOINTMENT

1. WHAT IS THE MARKET LIKE IN MY AREA?
2. WHAT DO I NEED TO DO TO PREPARE MY HOME FOR SALE?
3. WHEN IS THE BEST TIME TO ACTUALLY GET MY HOUSE ON THE MARKET?
4. WHAT EXPENSES SHOULD I BE PREPARED FOR AS A SELLER?
5. WHAT STRATEGIES WILL YOU USE TO MARKET MY HOME?
6. HOW OFTEN WILL I HEAR FROM YOU ONCE MY HOME IS LISTED FOR SALE?
7. HOW DO I PREPARE FOR A SHOWING?
8. HOW DO I KNOW IF I SHOULD ACCEPT AN OFFER?

Print this page and highlight each task as you complete it

Make your home shine

PRE-LISTING CHECKLIST

It's time to clean, replace, pack and organize

CLEAN

- Deep clean bathrooms
- Wipe down baseboards
- Have carpets professionally cleaned
- Dust fan blades & window blinds
- Wash kitchen cabinets & counters
- Deep clean kitchen appliances
- Wash all windows & ledges
- Wipe down light switch plates
- Vacuum all flooring
- Power wash deck and patio furniture
- Remember a magic eraser can be your best friend!

REPLACE/REPAIR

- Replace light bulbs where needed
- Replace air filters
- Tackle painting projects
- Touch up interior doors
- Touch up interior paint
- Replace outdoor light bulbs
- Replace or repair any broken items

ORGANIZE

- Remove what you don't regularly use from all closets & organize
- Fold towels and organize medicine, beauty and bathroom products neatly in linen closet
- Declutter & organize mud room

PACK

- Remove & pack up family photos (a few tasteful family pics are fine!)
- Remove anything smaller than the size of a baseball from all exposed shelving & pack
- Pack up any items on table tops that may appear to be clutter

PHOTO PREP

- Blinds opened & curtains pulled back
- All lights turned on, add additional lighting if needed
- Make the beds, blankets folded, pillows fluffed
- Clean off table tops
- Garbage bins out of sight
- Magnets and photos off refrigerator
- Kitchen sink cleared out, counters cleared
- Hide any personal items in bathrooms
- All toilet lids down
- Hide any pet food/water bowls, beds & toys
- No cars in driveway
- Garage door closed
- Garbage & recycling bins out of sight
- Roll up or remove any hoses
- Freshly mowed lawn
- Landscape trimmed, flowers planted

Why work with us?

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+ 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. Start at step 1, 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.

About Us

We are on a mission to make your home buying and selling journey remarkable. We love selling houses. Sometimes it's easy. But a lot of times it's not. It's the nitty gritty details that happen along the way that we love taking care of.

What Makes Us Different

- We pride ourselves on tenacity and the ability to problem solve.
- In-depth systems and processes to make your experience seamless.
- Powerful marketing to make sure your home has maximum exposure.
- Years of experience.
- Full transparency.
- Communication guaranteed.
- Full team of dedicated, full-time agents to make your experience remarkable.



The difference between ordinary and extraordinary is that little extra. Working with me always includes "that little extra"! Including a complete marketing plan, detailed communication throughout the entire process, relationships with other agents that help us find the right buyer for your home and lots of social media to give your home the widest reach possible!

I am an open book and always sharing knowledge (financial tips, expert moving tips, organizational tips, etc) to help make your move as smooth as possible so you can sell your home with confidence. These are just some of the unique touch points that are part of my client experience.

Every experience is slightly different because every client is different! I strive to continuously provide that "little extra" in every single transaction. I want your home selling experience to not only be enjoyable but to be memorable and fun!

Let's get your personalized listing plan in place now!

Sara Hopkins

SARA HOPKINS REAL ESTATE TEAM