

# Home Sellers Guide:

Preparing to Put Your House on the Market



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Now that you have decided to sell your house, there are a number of things you need to take care of before the 'For Sale' sign goes up and your property is listed on the MLS.

The first and most important factor in selling your house is the proper frame of mind. From your standpoint, you're selling your *home*, not just your house. It's easy to get emotional during the process and actually get in the way of the sale. From the buyers point of view, they are buying a house that they will then make their own.

The reality of selling your property is that it's simply a financial transaction between two parties. The house will sell for what the market allows and what a buyer is willing to spend. We will explain this more when we sit down to go over the steps of selling your house in person.

In the end, we all want the same result, to sell your house in the time-frame you want (usually, this means as fast as possible) and for the most money you can get. By following the suggestions below, you are well on your way to accomplishing your goals.

Now that you're emotionally prepared, it's time to roll up your sleeves and get some work done.



### **Get your house in Top Shape**

Take care of those repairs you've had on your 'to-do' list. Broken and non-working items in your home will cost you money if not repaired or replaced. This includes windows, appliances, leaky faucets, running toilets, broken sprinklers, leaky roof and more. If your paint looks shabby, plan to put on a fresh coat.



### **Curb Appeal**

Curb appeal is the impression your house makes when the prospective buyer drives up for the first time. As the saying goes, you never have a second chance to make a first impression. Be sure to prune trees and shrubs, strip off dead sod and replace with decorative bark, add seasonal flowers near the front door as well. We know it can be a challenge to make your yard look nice during a drought, but with a little imagination and effort, your landscape can shine.



### **Haul the Junk**

If you have a garage full of old auto parts, or a back yard filled with trash and debris, this has all got to go. No buyer wants to look at all that junk. Even if you plan to keep your treasures, move them to a storage facility.



### **Inside Appeal Counts**

Of course, once the prospective buyer makes it past your attractive yard, the interior of the house comes into play. Time to clean and de-clutter. Less is more when it comes to clean. Besides removing knick-knacks, tchotchkes and trinkets, too much furniture can make the house look smaller and make it difficult to walk through. Make sure your paint looks good, otherwise paint with a neutral color. Your kitchen and bathrooms need to shine. Doors and cabinets need to open and close properly.



### **Setting the 'Stage'**

Have you ever looked at a model home? Don't they usually look amazing! That's because these models are staged. They are set up by professionals to look fantastic and make you want to move right in. You should consider staging your home too. Simply put, staged homes sell for more. Of course, staging isn't appropriate for every situation, particularly vacant and distressed houses. Ask Libby or Ken if this is right for your home.



### **Upgrade, Modernize and Remodel**

Whoa, be careful here. Depending on the age and condition of your house, you may want to consider some upgrading. This can be expensive and impractical, but it can also make the sale. You'll need a professional opinion on what you should do, so be sure to ask one of us at The Guthrie Group, Libby, Ken, to come and do a walk through **before** you do any major remodels or upgrades.



### **Disclose, Disclose, Disclose**

Honesty is the best policy when it comes to filling out the homeowner's disclosures. You must reveal what you know about your house. But don't worry, you're not on your own. A member of The Guthrie Group, will sit down with you and explain what the items on the disclosure form mean, and what you need to explain.



### **Selling 'As Is'**

We understand that it can be overwhelming to try and do everything mentioned here. You may not have the time or budget to do everything on this list. Don't worry! We'll guide you through the process. You'll get recommendations based on your wants, needs and financial situation.

It's OK to sell your house 'as is' and most everything in this report is optional.



### **Setting the Price to Sell**

There are many things that influence how your house should be priced. Up to now, everything we've discussed in this guide will help bring the highest offers possible. But there are some things that are beyond your control and will determine what a buyer is willing to spend. Among these factors include the age and condition of your home, the size of the home in square feet, the size of your lot, how many bedrooms and baths you have, and of course, location, location, location.

With careful consideration of these factors, interest rates and market conditions, we can decide on the best price to sell your home quickly and for the most money possible for your situation.



### **Ready, Set, Go!**

Now it's time to list your house on the MLS and begin [marketing your property](#) as we describe on our website. If you have already listed with The Guthrie Group, we will go over your personalized marketing plan with you. If you have not listed your home\* with us yet, we strongly urge you to contact us today to discuss what you need to do to prepare your house to sell.

Call us at 925-628-2436 or email us at [info@guthriegrouphomes.com](mailto:info@guthriegrouphomes.com)

*\* If your home is currently listed or you are a buyer represented by another real estate agent, this report is for informational purposes only.*

*It is not our intent to solicit the offerings or clients of other real estate agents or brokers.*