

PRE-SALE CHECKLIST *For Homeowners*



SELLING YOUR HOME IS A PERSONAL AND TIME-CONSUMING EXPERIENCE. OUR EXPERIENCED SENNÉ ASSOCIATES HAVE COMPILED THESE SEVEN IMPORTANT STEPS TO TAKE BEFORE YOU SELL YOUR HOME.



RESEARCH YOUR LOCAL MARKET

- Set up email searches on Senne.co for your neighborhood to see comparable listings.
- Establish your base price, or the lowest price you will accept for your home.



HIRE A PROFESSIONAL

- If you haven't contacted a real estate agent yet, now is the time. Choose wisely—you don't need to work with the first person you meet.
- Come up with a list of queries about your property and the local market for your agent.



ASSESS YOUR HOME'S CONDITION

- Do a walkthrough to identify any areas of concern that may need improvement.
- Hire professionals for any bigger projects, like work that needs to be done to your home's systems.
- Examine the exterior of your home to boost curb appeal.



DO A DEEP CLEAN

- Do a detailed clean of common areas.
- Clean mirrors and glass of visible streaks, especially if in a space with windows.
- Don't forget the little details like window sills, vents, and light fixtures



DECLUTTER AND DEPERSONALIZE YOUR HOME

- Embrace minimalism. Include only the bare necessities of what brings a room together.
- Remove excess furniture and other bulky items to create walkable paths.
- Hide custom decor, family photos, knick-knacks, and any other traces of personal hobbies.
- Store away pet items like food bowls, toys, and beds.
- Consider removing wallpaper and painting over accent walls with neutral tones.



STAGE YOUR HOME

- Create walkable paths so visitors can flow easily from one room to the next.
- Let in as much natural light as possible to create an airy setting.
- Place plants and other contemporary decors throughout the home to create the modern feel buyers seek out.



SELECT IMAGES FOR YOUR LISTING

- Take crisp interior and exterior photos of your home during the day and at night.
- Use natural light to highlight your home's best features.
- Include images of amenities buyers would find appealing, such as backyards, walk-in closets, and storage space.
- Consider Matterports and virtual tools to give visitors an additional viewing method.

At Senné, we're focused on your future. Our Associates place a high value on communication and networking and use these skills to help you meet your goals. If you are interested in working with a Residential Associate, contact **Sean Persson**, Director, Residential Sales & Leasing at spersson@sennere.com for more information.