

PRE-LISTING

What is Pre-Listing?

Pre-listing is the planning phase before you list your home on the active market. During this time we will review all of your goals and prepare your home for a successful sale. Below are the steps involved and the services that I provide to you before your home is Listed on the MLS and we start bringing in buyers.

Step 1: Determine a Listing Price

I will provide a market analysis on your home to determine a price range comparing features of your home to other similar homes in the area that are currently listed and that have recently sold. This will give you a idea of what buyers will be looking at in comparison to your home.

Step 2: Repairs/ Improvements

I will view your home room by room and give you ideas on any improvements that may need to be made so that your home will stand out against it's competitors. Sometimes something as simple as painting a front door will make a big impact.



Step 3: Declutter, Pack up, & Stage

After viewing your home, I can give you advice on what you should pack up. You want buyers to be able to envision their family and belongings in your home. If your home is vacant, I can help advise/set up small focal points to highlight your homes best qualities and features.

Step 4: Photography

Taking proper marketing photos of your home and it's features is essential. Buyers are looking online at homes for sale in their price range. Having great photos is what will make the buyer schedule an appointment to see your home.

Other services that I prepare during this time are:

- Flyers/ Brochure
- Prepare/Order Sign Rider
- Marketing Booklet of your home
- Order Just Listed Post Cards/Mailers
- Prepare Listing Documents & Disclosures
- Create Marketing Video
- Virtual Tour / Drone Video
- Measure your home
- Order a Floor plan
- Schedule/Plan Open House
- Schedule/Plan Showcase to Brokers
- Schedule Pre-Listing Inspections
 - Home Inspection
 - Septic Inspection
 - Termite/Pest Inspection
 - Radon Inspection
 - Engineering Letter (if needed)
 - Well/ Water Inspection
- Title Report
- Appraisal
- Survey
- Seller's Home Warranty

Tonya O'Quinn 919.499.8911 www.redblossom.com