

# Must Have Checklist for Selling Your Home



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## COMMON HOME REPAIRS THAT NEED TO HAPPEN

- Ensure HVAC is working properly.
- Repair existing plumbing issues, including leaky faucets, loose toilets and slow and leaky drains.
- Touch up paint in rooms with chipped paint or permanent marks on the walls.
- Have kitchen appliances serviced to fix any problems (ex: broken ice maker or worn out oven heating coils).
- Replace burned out lightbulbs.
- Repair any electrical issues, including dead outlets or non-working lights or ceiling fans.
- Repair any broken siding on your home's exterior.
- Repair any broken deck boards or fence pickets.
- Remove any moss on the exterior or roof.
- Repair any broken locks or door handles on interior and exterior doors.
- Repair any functional issues with windows, including seals, panes and locks.
- Repair any issues with the garage door and its operation.

## MUST HAVE MARKETING STRATEGIES YOUR AGENT SHOULD EMPLOY

- Use digital marketing tools such as websites and landing pages.
- Optimize websites and listings to be mobile-friendly.
- Have a presence on social media platforms such as Facebook, Twitter, Instagram, Pinterest and Nextdoor.
- Use live streaming apps.
- Take professional-quality photographs after the house has been staged.
- Create a virtual tour to give potential buyers a preview of the property.
- Write inspirational, emotion-evoking room-by-room copy for web, social media and property listing services.
- Host open houses.
- Use professional staging to help buyers envision themselves in your home.
- Send print advertising and postcards to qualified leads.
- Email flyers full of great photos and property descriptions to qualified leads.
- Get listed in the Multiple Listing Service.

## IDEAS FOR IMPROVING HOME VALUE

- Make exterior improvements such as adding new vinyl siding, applying a fresh coat of paint, removing outdated awnings, and switching out a dated front door for a more modern one.
- Set out decorative planters with bright flowers on the front porch, patio and deck.
- Enhance curb appeal with colorful annuals, perennials and shrubs. Remove weeds and add fresh mulch.
- Add a pressure-treated wood deck at the back of the house or replace an outdated or damaged one.
- Paint interior rooms with a fresh coat of neutral paint such as gray or beige.
- Add energy efficient upgrades such as a new HVAC system and windows.
- Update your home's kitchen by painting cabinets or replacing cabinet doors, installing new appliances, upgrading countertops or changing cabinet hardware.
- Upgrade lighting with modern fixtures and bright bulbs to brighten up rooms.
- Revive outdated bathrooms with new grout and caulk; replace inefficient toilets and install new mirrors and fixtures. Consider replacing plastic bathtubs with tiled showers.
- Refinish floors and replace old carpet.

## TIPS FOR STAGING THE HOME FOR SHOWING

- Clean and declutter every room and space in your home.
- Remove all personal items, including family photos, so prospective buyers can see themselves in the space.
- Make sure that every space and room has a defined purpose.
- Remove unused or unnecessary furniture so rooms feel larger and less cluttered.
- Consider renting or borrowing strategic pieces of furniture that can help define a space.
- Add artwork to empty walls.
- Include decorative touches such as colorful throw pillows and area rugs.
- Open blinds and curtains before a showing to let in natural light.
- Power-wash the exterior of your house, decks, porches and walkways.
- Add vases with fresh flowers in the living areas and/or bedrooms.
- Place a bowl of fresh fruit on the kitchen counter.
- Add new, decorative folded towels and fresh bars of milled soap in the bathrooms.

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