



First-Time Sellers Checklist

How to Get Started Selling Your First Home

- 1. Get Pre-Approved:** Connect with your Apex representative to get pre-approved to purchase your next home, giving you a leg up on other buyers in the market.
- 2. Find the Right Agent:** Selling your home is a surprisingly complex process. Since you only get one chance to make a great first impression on buyers, hiring an experienced professional is paramount. Your Apex Representative can provide a referral.
- 3. Price Competitively:** Possibly the most important factor when selling, the price of your home can affect your timeline, cost, and market position. The right price can spur multiple offers; on the other hand, overpricing can result in a drawn-out sale and create red flags for potential buyers.
- 4. Budget Carefully:** When it comes to real estate, many people are surprised by the lack of correlation between assessed value, taxable value, and actual market value. Ultimately, your home is worth what someone is willing to pay.
- 5. Promote Properly:** In an age where buyers have more tools than ever, achieving the right online presence with lots of high quality pictures of your property is more important than ever. Rely on your listing agent to help you reach your target market.
- 6. Stage and Repair:** A lengthy to-do list is unavoidable when it comes to selling your home. Depending on your property, you'll want to declutter, repair, and upgrade to varying degrees. Where to start? Simply progress to page two, and we'll give you a checklist to keep you organized!



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Home Preparation Action Items

Declutter

- Clean home top to bottom, aiming to make each room feel spacious.
- Pack away any items that aren't essential (i.e. off-season clothing, items, and décor).
- Clean, organize, and remove extra items from garage.
- Determine where to store boxes. Obtain storage unit if needed.

Repair and Update

- Assess condition of flooring – buyers consider it a key indicator of a well-maintained home!
- Replace carpet and refinish wood floors if needed (low cost, high return). Consult with listing agent about common flooring in market.
- Examine windows, light fixtures, and doors/trim for condition. Schedule needed repairs.
- Inspect smoke and carbon monoxide detectors.
- Check appliances and utility systems to make sure they're functioning properly.
- Fill any dry-wall holes or cracks.

Staging and Presentation

- Consult with your listing agent about their home staging process.
- If needed, paint your home a neutral color. Touch up old paint, too!
- Consider removing wallpaper (if applicable).
- Remove stylized home décor and replace with commonplace items.
- Pack away personal items, including memorabilia and photos.
- Determine if you need to rent or purchase new furniture.
- Create plan to remove pets from house during sale and remove pet-related items. Don't forget to eliminate pet odors!
- Maximize curb appeal by landscaping and clearing walkways.