

# CHECKLIST



SHOWINGS *that sell*

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# Transform your home to create an EXPERIENCE

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*This showing prep checklist is designed to help you make your home shine for every showing! This is the exact list I share with my seller clients to make sure they don't miss a beat when it comes time to getting their house ready for buyer(s) to walk through.*

*As a seller, it's important to paint a picture that will allow the buyer(s) to picture themselves living there. We want them thinking about Saturday morning pancakes in their pjs and family movie nights in front of the fire.*

*We want them to learn about the home and the neighborhood. What's nearby? Is there a park in walking distance? A bike trail down the street? The goal at a showing is to package this all up into an experience for the buyers. This is your guide to prepping for a showing that SELLS!*

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# *Your Showing Prep Checklist*

Set the thermostat to 72 degrees	<input type="checkbox"/>
Open all of the blinds and curtains	<input type="checkbox"/>
Turn on every single lamp and light - the brighter the better (any time of day)	<input type="checkbox"/>
Be weather friendly - if it's nice, open windows. If it's cold, turn on the fireplace	<input type="checkbox"/>
Clear clutter from countertops - keep a basket for mail and smaller items inside a cabinet and remove small kitchen appliances	<input type="checkbox"/>
Fresh flowers (and fruit) are always a good idea (a bowl of fresh lemons or veggies from the farmer's market) on the counter always looks good	<input type="checkbox"/>
Do NOT plug in any strong scents. Buyers worry you're covering up a bad smell, or they could be sensitive to smells and it turns them off	<input type="checkbox"/>
Make sure your windows are washed! Do this prior to listing but if any windows are dirty again, rewash them!	<input type="checkbox"/>
Take your pets with you (and their dishes / toys) but highlight any pet friendly home features - people love their pets but they don't want to see yours!	<input type="checkbox"/>
Create a "home packet" that lists out ages of mechanicals and appliances (and a detailed list of any recent home updates)	<input type="checkbox"/>
De-clutter - keep a laundry basket for "showings" where you can quickly scan the house for random items you want to quickly grab before heading out	<input type="checkbox"/>
Fluff couch pillows, close toilet lids, wipe down countertops and vacuum	<input type="checkbox"/>
Create a "TOP 10" List to give to me (see next page for details)	<input type="checkbox"/>

*Print off this checklist to make sure you don't miss a thing*



## The Top 10 List:

*What is the Top 10 List? It's a list created by you (the sellers) detailing your "Top 10 Favorite" things about where you live. Think about why you bought the house in the first place. What features were most appealing?*

*What about the lifestyle attracted you to the home? What do you love most about your neighborhood and your location? What is your favorite room in the house? Where do you spend the most time? What features truly highlight the lifestyle of the home (perfect for entertaining / outdoor oasis / private retreat). What do you love most about your community? Is there a nearby bike trail? Favorite local restaurant? Friendly neighbors?*

*Take this list & turn it into a "love letter" to your future homeowner. You write the letter or give me your list of top 10 things and I will turn it into a letter for you. Buyers want to imagine what it's like to live in your home, take this time to show them all the things they will love!*

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# *Meet your Realtor*



I am honored to be a top-producing Realtor in the Greater Des Moines area. I started my career in real estate in 2010 and have worked tirelessly to grow my business through hard work and clear communication. I have an in-depth understanding of the real estate industry, which helps me educate clients on the steps needed for the home-buying and home-selling process. With over 100 transactions each year, I have the best systems and processes in place to help each one run smoothly and with minimal inconvenience to my clients. I dedicate myself to each and every client, putting their needs first. This is my passion and I am so grateful to get the opportunity to help so many people during their journey of home ownership.