



CIPRIANI

T E A M



RE/MAX ESCARPMENT
REALTY INC., BROKERAGE
INDEPENDENTLY OWNED & OPERATED

SELLER HOMEWORK

SELLER'S CHECKLIST



We've designed this packet in an effort to respect your time and make our initial consultation as effective as possible. Please take a moment to review and complete.

Have the following items ready at your consultation:

- ☐ 1. A copy of your SURVEY, **if available**.
- ☐ 2. Two copies of your front door KEY. If there are doors that are keyed separately that a buyer will want opened (e.g., storage shed) please include copies of those keys as well.
- ☐ 3. A copy of your FLOOR PLAN, **if available**.

Complete the following documents available in this packet:

- ☐ 1. EXCITEMENT list
- ☐ 2. ROOM-BY-ROOM Marketing form
- ☐ 3. NEIGHBORHOOD HOT SPOTS list
- ☐ 4. UTILITY information data and provider list
- ☐ 5. For condominiums, please complete the CONDO Information form

Review Showing Instructions



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SELLER HOMEWORK EXCITEMENT LIST



On the following page you will have an opportunity to tell us, room by room, what makes your home special. In addition, we've provided the following questions that will help us design the most powerful marketing campaign possible:

1. What is your favorite feature of your home?
2. What is the best thing about the location of your home?
3. Tell me about any upgrades or updates you have done.

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SELLER HOMEWORK

ROOM-BY-ROOM

MARKETING



What are some highlights in each room?

Example: The counter top is Granite , Bedroom flooring is bamboo, Sprinkler system in backyard.

FLOOR PLAN:

OUTSIDE FEATURES:

KITCHEN:

SPECIAL FEATURES:

LIVING:

SCHOOLS:

MASTER BEDROOM SUITE:



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ROOM-BY-ROOM

MARKETING - EXAMPLE



FLOOR PLAN

- 2 bed 2 bath 2 living!
- Refinished wood floors & tile
- 2 car garage w/ utility area

KITCHEN

- Tile countertops
- Custom tile backsplash
- Black & stainless appliances
- Maple cabinets w/ custom pulls
- Pewter faucet

LIVING

- Tiled faux fireplace
- Designer paint
- Bright & clean

MASTER BEDROOM SUITE

- Designer paint
- Bright & clean
- Original wood windows

OUTSIDE FEATURES

- Native, low water landscaping
- Screened in porch
- Large entertaining deck

SPECIAL FEATURES

- Lots of windows
- Vintage built-ins
- Amazing landscaping
- Shows like a model

SCHOOLS

- Travis
- Travis
- Fulmore

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NEIGHBORHOOD HOT SPOTS



List your top 5 neighborhood hot spots (i.e., coffee shops, parks, etc.) and tell us what you love about them:

1.

2.

3.

4.

5.



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UTILITY INFORMATION



1.ELECTRIC PROVIDER:

Phone #:

Average:

High:

Low:

2.GAS PROVIDER:

Phone #:

Average:

High:

Low:

3.SOLID WASTE PROVIDER:

Phone #:

Average:

High:

Low:

4.WATER PROVIDER:

Phone #:

5.CABLE PROVIDER:

Phone #:

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HOMEOWNER'S CONDOMINIUM INFO



Homeowners Condominium: Contact

Name:

Phone:

Fees: \$

☐ Annual

☐ Monthly

| ☐ Mandatory

☐ Voluntary

What does the Condo Fee Cover:

Community Amenities (check all that apply, add additional information as needed):

☐ Pool (located:)

☐ Hot Tub

☐ Fitness Center

☐ Clubhouse (with kitchen)

☐ Movie Room

☐ Picnic area

☐ Playscape

☐ Community Laundry Facility

☐ Sports Courts (list:)

☐ Gated (if yes, gate code:)

☐ Additional Amenities:

Describe the Community (i.e., quiet, dog-friendly, etc.)

Describe the Parking situation. If spaces are reserved, what are your numbers:



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SHOWING INSTRUCTIONS



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The following instructions are provided to help you make the most of marketing your home:

- o Keep all lights on.
- o Place vanilla scented oil plug-ins throughout the home.
- o Keep all blinds and window treatments open.
- o Leave during a showing so the potential buy can experience “their” home.
- o Kitchen and baths must be spotless at all times.
- o Home needs to show like a model home during showings (slide “stuff” under beds if necessary).
- o Keep lawn mowed and hedges trimmed.
- o Plant seasonal flowers.
- o Keep front door area clean and welcoming.

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15 SHOWINGS OR 21 DAYS



In this market, and knowing what we know about real estate, we like to implement a policy that will help sell your home more quickly.

If after 15 showings or 21 days we don't have an offer, our experience shows it usually indicates the price is too high.

At that time we like to do an analysis of the price of your home, and it is probable we will recommend your home be reduced in price.



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