
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.
- _____ 4. A completed copy of your SELLER'S DISCLOSURE NOTICE, if applicable. This form is included in your packet.
- _____ 5. Alarm instructions, if necessary: _____

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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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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ROOM-BY-ROOM MARKETING

Description:

Floor Plan:

-
-
-
-

Kitchen:

-
-
-
-
-
-

Living:

-
-
-
-

Master Bedroom Suite:

-
-
-
-

Outside Features:

-
-
-
-

Special Features:

-
-
-
-
-
-
-
-

Schools:

-
-
-
-



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ROOM-BY-ROOM MARKETING - EXAMPLE

Description:

Stunning Travis Heights Arts & Crafts style cottage with gorgeous landscaping, remodeled interior, screened in porch, large corner lot, nestled into one of the most desirable neighborhoods in all of Austin.

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 ASSOCIATION INFO

Homeowners Association: _____

Contact Name: _____

Phone: _____

Fees: \$ _____ Annual Monthly | Mandatory Voluntary

What does the HOA 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

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.

