

Selling Smart

A STEP BY STEP GUIDE TO
PREPARING TO SELL YOUR HOME FAST

PRESENTED BY THE
FLORIDA HERITAGE TEAM
AT PREMIERE PLUS REALTY, CO.
239-246-1955

Florida Heritage Team - Call 239-246-1955

Simply check off the items below
as you complete them to ensure
a show ready exterior.

Exterior

The exterior of your home is the first thing buyers see. It is crucial that not only the curb appeal wows these buyers, but that the home appears to have been well maintained. The smallest things like a worn door knob subconsciously signals “old” and “worn out” to a potential buyer.

GENERAL EXTERIOR

Pressure Wash:

- ☐ SIDING
- ☐ WINDOWS
- ☐ PORCH
- ☐ LANAI
- ☐ GAZEBO

Touch Up Paint:

- ☐ SIDING
- ☐ TRIM
- ☐ RAILINGS
- ☐ BANISTERS

Repair:

- ☐ STUCCO CRACKS
- ☐ SAGGING PLANK SIDING

Windows:

- ☐ CLEAN
- ☐ PAINT TRIM
- ☐ CHECK SEALS
- ☐ REPLACE RIPPED SCREENS
- ☐ TEST HARDWARE
- ☐ LUBRICATE HARDWARE

ELECTRIC & EXTERIOR APPLIANCES

Clean:

- ☐ OUTDOOR LIGHTING
- ☐ OUTDOOR KITCHEN
- ☐ OUTDOOR APPLIANCES
- ☐ BBQ
- ☐ A/C
- ☐ POOL
- ☐ SPA
- ☐ WATER FEATURES

Check if Working:

- ☐ OUTDOOR LIGHTING
- ☐ DOORBELL
- ☐ GARAGE DOOR SAFETY FEATURES
- ☐ WELL & SEPTIC
- ☐ A/C
- ☐ OUTDOOR KITCHEN & BBQ
- ☐ POOL & SPA PUMP
- ☐ WATER FEATURES
- ☐ OUTDOOR GAS LINES

CURB APPEAL & LANDSCAPING

- ☐ WEED FREE GRASS
- ☐ GREEN GRASS
- ☐ FERTILIZE GRASS
- ☐ SEED DEAD AREAS
- ☐ FEED ALL BLOOMING PLANTS
- ☐ FRESH MULCH OR PINE STRAW
- ☐ WEED FREE FLOWERBEDS
- ☐ MOW & EDGE

- ☐ REMOVE DEAD PLANTS
- ☐ TRIM HEDGES & BRUSHES
- ☐ REMOVE PLANTS BLOCKING WINDOWS
- ☐ TEST SPRINKLERS
- ☐ REPAINT / STAIN FENCE
- ☐ REPAIR SHIFTED PATIO PAVERS
- ☐ TEST FOUNTAINS
- ☐ PLANT BRIGHT FLOWERS

- ☐ REPLACE TARNISHED HOUSE NUMBERS
- ☐ PAINT MAILBOX

FRONT ENTRANCE

Clean:

- ☐ LIGHT FIXTURES
- ☐ FLOORING
- ☐ DRIVEWAY STAINS

Replace:

- ☐ WORN DOOR HANDLES
- ☐ DIRTY DOOR MATS

Touch Up Paint:

- ☐ FRONT DOOR
- ☐ BANISTERS & ENTRANCE FEATURES

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Notes:

ALL ROOMS

- | | | |
|--|---|---|
| ☐ DEEP CLEAN | ☐ FIX SQUEAKY WINDOWS | ☐ REPAIR ANY DRYWALL DAMAGE |
| ☐ PAINT BASEBOARDS | ☐ FIX SQUEAKY DOORS | |
| ☐ CLEAN CEILING FANS | ☐ TOUCH UP PAINT IF NECESSARY | |

LIGHTING

- | | |
|---|--|
| ☐ REPLACE BURNT OUT BULBS | ☐ CLEAN CAN LIGHTS |
| ☐ REPLACE BULBS WITH BRIGHTEST BULBS POSSIBLE | |

FLOORING

Clean, Repair, or Replace:

- | | | |
|-----------------------------------|--------------------------------------|--|
| ☐ GROUT | ☐ BUCKLED CARPET | ☐ CHIPPED & CRACKED TILE |
| ☐ WORN CARPET | ☐ WOOD SCRATCHES | |

LIVING ROOM

Clean:

- | |
|---------------------------------------|
| ☐ SOFA SLIPCOVERS |
| ☐ AREA RUGS |

Add:

- | | |
|---|--|
| ☐ DRAPES | ☐ FRESH & PET SAFE FLOWERS |
| ☐ WINDOW TREATMENTS | ☐ BOOKS ON COFFEE TABLE |

KITCHEN

Clean:

- | |
|---------------------------------------|
| ☐ CABINET DOORS |
| ☐ RANGE HOOD |
| ☐ RANGE |
| ☐ OVEN |
| ☐ MICROWAVE |
| ☐ REFRIGERATOR |
| ☐ DRAWERS |
| ☐ DISPOSAL |
| ☐ ICE COMPARTMENT |

Buff & Polish:

- | |
|--|
| ☐ SCRATCHED APPLIANCES |
| ☐ SCRATCHED SINK |
| ☐ DULL COUNTERTOPS |

Organize:

- | |
|------------------------------------|
| ☐ PANTRY |
| ☐ DRAWERS |
| ☐ REFRIGERATOR |
| ☐ POTS & PANS |

Check for leaks:

- | |
|---|
| ☐ REFRIGERATOR WATER LINE |
| ☐ SINK FAUCETS |
| ☐ PLUMBING |
| ☐ GAS RANGE |

Remove:

- | |
|--|
| ☐ DISH SOAP |
| ☐ DISH SCRUBBY |
| ☐ COUNTER CLUTTER |
| ☐ REFRIGERATOR MAGNETS |

Interior

Next is the interior of the home. You might be surprised by some of our closet and laundry room lists, but trust us on these. Here are our interior tried and tested items:

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Notes:

BATHROOMS

Clean:

- ☐ SOAPY RESIDUE
- ☐ SHOWER GLASS
- ☐ MIRRORS
- ☐ WASTE BASKETS
- ☐ DRAWERS
- ☐ CABINETS
- ☐ MILDEW
- ☐ TOILET AND TANK
- ☐ EXHAUST FAN
- ☐ SHOWER CURTAIN

Remove:

- ☐ ALL PERSONAL ITEMS
- ☐ SHAMPOO BOTTLES
- ☐ TOOTHBRUSHES
- ☐ BEAUTY PRODUCTS
- ☐ HAIR PRODUCTS
- ☐ MEDICATION

Add:

- ☐ CANDLES
- ☐ FRESH & PET FRIENDLY FLOWERS
- ☐ NEW TOWELS
- ☐ NEW BATH MATS
- ☐ NEW SHOWER CURTAIN LINER

CLOSETS

Remove:

- ☐ SHOES EXCEPT FOR STAGING
- ☐ CLOTHING EXCEPT FOR STAGING
- ☐ CLUTTER
- ☐ MISMATCHED HANGERS

Add:

- ☐ DECORATIVE PAPER BAGS WITH TISSUE
- ☐ STAGED CLOTHING
- ☐ WOOD OR FELT HANGERS
- ☐ DEODORIZER

CLOSETS

Clean:

- ☐ WASHER / DRYER EXTERIOR
- ☐ WASHER / DRYER DETERGENT COMPARTMENTS
- ☐ WASHER / DRYER VENTS
- ☐ WASHER / DRYER DRUMS
- ☐ DRYER LINT COMPARTMENT
- ☐ BEHIND APPLIANCES
- ☐ UNDER APPLIANCES
- ☐ LAUNDRY TUB

Remove:

- ☐ CLOTHING
- ☐ LINT
- ☐ DETERGENTS
- ☐ CLEANING SUPPLIES
- ☐ HAMPERS
- ☐ BROOMS, VACUUMS, ETC.

Organize:

- ☐ CABINETS
 - ☐ DRAWERS
- Check:
- ☐ WASHER LEAKS
 - ☐ PLUMBING LEAKS
 - ☐ DRYER VENT BLOCKAGE
- Add:
- ☐ STAGING ELEMENTS
 - ☐ DEODORIZER

GARAGE

- ☐ RENT STORAGE TO EMPTY GARAGE
- ☐ PRESSURE WASH FLOOR
- ☐ REMOVE COBWEBS
- ☐ PEST CONTROL
- ☐ REPLACE BURNT OUT BULBS
- ☐ REMOVE OIL STAINS
- ☐ TOUCH UP PAINT
- ☐ HANG TOOLS
- ☐ ORGANIZE CLUTTER
- ☐ BLEACH TRASH CANS
- ☐ CONSIDER PAINTING FLOOR
- ☐ LUBRICATE GARAGE DOOR

PETS

- ☐ HIDE LITTER BOX
- ☐ REMOVE BOWLS & FOOD
- ☐ FIX ALL PET DAMAGE
- ☐ TAKE PETS WITH YOU FOR SHOWINGS

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About Rebecca & Brad

FLORIDA HERITAGE TEAM
239.246.1955

Testimonials

"We felt confident & relaxed working with you both. The whole process through closing went smooth and without any problems which made everything easier for my wife and I. We credit this to your professionalism and attention to detail."

- Steve & Shelly Rogerson

Contact Us



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Professional Background

You're ready to move, but your plate... is... full. You're too busy with your own endeavors to waste precious time. You don't want to micro-manage yet another project. You need someone who gets your schedule. Someone who works just as efficiently as you do.

Rejoice! Because that's exactly what we do!

We're Rebecca and Brad Graves, marketing enthusiasts and REALTORS® with Premiere Plus Realty, Co. Our passion is helping busy and independent individuals from A to B.

We broke up with a corporate Boeing job to successfully pursue life on the flip side of 9-5. The good and the bad. We've never looked back.

We started by getting a real estate license in 2007, advancing from assistant to our own team and working with retirees to career relocations, investors, vacation home buyers, and more.

Through our niche focus and targeted systems, we offer a super-streamlined, productive approach to selling homes, so you can stay engaged with your own projects - and actually enjoy the process!

