

HOME SELLING GUIDE



Your complete resource to prepare your home for listing.

Joe Figel Real Estate | eXp Realty



Prepare Your Home for a Successful Sale

Welcome to our comprehensive guide for homeowners preparing to list their property. We understand that selling your home is both exciting and challenging. This brochure will walk you through the essential steps in our listing process, ensuring you're fully prepared for a successful sale.

At Joe Figel Real Estate, we combine industry expertise with personalized service to maximize your home's market potential. We will guide you through every phase of the selling journey, from photography to closing. Let's review what we'll cover in our upcoming listing follow-up meeting.

Joe Figel BMgt, eXp Realty



Photography & Floor Plan Review

Professional Presentation

High-quality images are the cornerstone of effective real estate marketing. Our professional photographers capture your home's best features using optimal lighting and angles to make a powerful first impression on potential buyers.

During our meeting, we'll review the final photos together, select the perfect cover image for the listing, and confirm that every space is showcased appropriately. Your input is valuable in ensuring the visuals authentically represent your home's character and appeal.



The floor plans provide potential buyers with a clear understanding of your home's layout and flow. We'll review these drawings to ensure accuracy and make any necessary adjustments before finalizing them for the listing.

Pricing Strategy

✓ Comparative Market Analysis

We'll review a detailed analysis of comparable properties recently sold in your area, considering factors like square footage, upgrades, and location to position your home competitively.

✓ Property Valuation

Your home's unique features and improvements will be evaluated against market standards to determine their impact on potential selling price.

✓ Market Timing

Current market conditions, seasonal factors, and buyer trends will be considered to optimize your listing's timing and pricing strategy.

✓ Price Confirmation

Based on this comprehensive data, we'll confirm or adjust the listing price to maximize your return while ensuring competitive positioning.





The Marketing Plan



Strategic Exposure

Optimized visibility across key platforms

Visual Storytelling

Professional photography and virtual tours

Targeted Audience Reach

Multi-channel digital and traditional marketing

Proactive Networking

Agent connections and qualified buyer access

Our marketing strategy leverages both digital and traditional channels to maximize your home's visibility. Your property will be featured on MLS, our website, Instagram, Facebook, email campaigns, and select print materials, ensuring comprehensive market coverage.

We'll discuss our proven open house strategy and private showing protocols during our meeting. Additionally, we'll outline the complete launch timeline, highlighting key dates and activities designed to generate maximum interest and competitive offers.



Paperwork & Authorizations

Required Disclosures

We'll ensure all legally required property disclosures are complete and accurate, protecting your interests while providing transparency to potential buyers. This includes property condition statements, known defect disclosures, and other location-specific requirements.

Listing Agreement

The final listing agreement outlines our responsibilities as your agent, commission structure, listing duration, and marketing commitments. We'll review each section together to ensure you're comfortable with all terms before signing.

Marketing Permissions

We'll discuss your preferences for how your property is marketed, including photography, virtual tours, and promotional materials. This ensures we can effectively showcase your home while respecting your privacy and comfort level with various marketing approaches.



Launch Timeline & Next Steps

- 1** — **Final Photography**
Professional photos and virtual tour completed
- 2** — **Listing Preparation**
Property description, features list, and marketing materials finalized
- 3** — **Go Live Date**
MLS activation and synchronized launch across all marketing channels
- 4** — **Showings Begin**
Private showings and open house events scheduled

Our carefully orchestrated launch sequence maximizes initial interest, which is crucial for generating competitive offers. We'll coordinate all marketing elements to go live simultaneously, creating a strong market presence from day one.

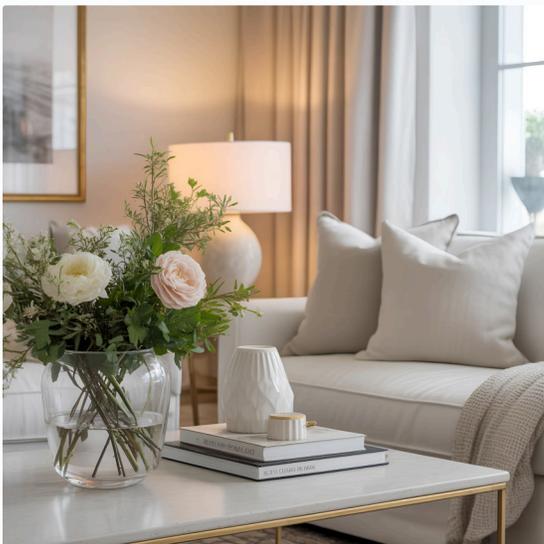
Following the launch, we'll implement our showing strategy, accommodate buyer schedules, and provide regular feedback after each viewing. Our team will be continuously available to answer questions and guide you through each phase of the selling process.

Preparing Your Home for Showings



Declutter & Depersonalize

Remove excess furniture, personal photos, and collectibles to make spaces appear larger and help buyers envision themselves in the home. Consider temporary storage for non-essential items during the showing period.



Strategic Staging

Highlight your home's best features through thoughtful furniture arrangement and decor choices. Fresh flowers, neutral colors, and strategic lighting create an inviting atmosphere that appeals to a broad range of potential buyers.



Deep Clean & Maintenance

Schedule a thorough cleaning of all spaces, including windows, carpets, and hidden areas. Address minor repairs and touch up paint where needed to present your home in its best possible condition.

Communication & Support



Offer Negotiation

Expert guidance when reviewing and responding to offers

Progress Updates

Regular reports on marketing performance and buyer feedback

Closing Coordination

Complete management of paperwork and transaction details

Post-Sale Support

Continued assistance with transition and moving logistics after closing

Our commitment to exceptional service extends beyond marketing your property. Throughout the entire selling process, Joe Figel and the eXp Realty team will maintain open lines of communication, providing regular updates on market activity, showing feedback, and potential buyer interest.

When offers arrive, we'll provide detailed analysis and expert negotiation to secure the best possible terms. Our support continues through inspections, appraisals, and all closing procedures, ensuring a smooth transaction from listing to closing. Contact Joe Figel at (778) 743-6255 or info@joefigelrealestate.com with any questions.