



THE SELLERS ACTION PLAN

REVIEW THIS PLAN TO SELL YOUR HOME QUICKLY
AND FOR TOP DOLLAR.

**GIANNI
ZEPPIERI**
— REAL ESTATE —

A stylized, handwritten signature in white ink, which appears to be 'G. Zeppieri', is positioned to the right of the printed name and is separated from it by a vertical line.

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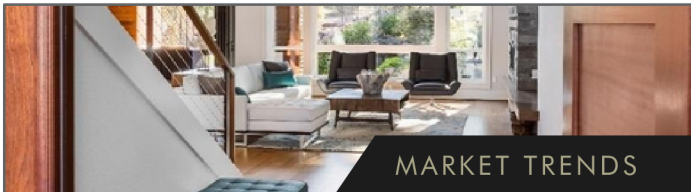
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ARE YOU FIT TO SELL?



Usually, buyers are looking for all of the items on their wish list, not a list of repairs. Walking into your home and seeing a range of to-do projects will turn them away faster than you can say "water damage". Sometimes it's not the big things but a lot of little things that turn buyers away.

Present buyers with a complete package that is move-in ready. Help them see it as a home they can be comfortable and happy in. If they see problems and jobs to do, your house will go to the bottom of their list of homes, or their offer price may be much less than your expectation. Put it at the top of their list and have your home sell quickly and for top dollar!



1. Are there a lot of properties for sale in the area?

2. What are you competing against? (Ex. newbuild)

3. What are the general market conditions?

4. Who is moving in and out of your neighbourhood?

5. Who is your target buyer and what do they want?



1. What made you purchase this home?

2a. What did you love or wish to change about this home?

2b. What changes did you make?

3. What are the benefits of the location?

4. What fixtures, appliances, etc. would you like to keep or include in the sale of your home?

KITCHEN



You need to show off a spotless, spacious and updated kitchen. Prospective buyers need to be able to visualize themselves efficiently preparing meals and entertaining.

What are the Top Features to focus on?

- Ample counter space
- Updated counters/cabinets
- Storage space
- Other

What are the Top Distractions to remove?

- Dated appliances, counters, cabinets
- Cluttered counters
- Dirty counters, cabinets, appliances
- Other

BONUS TIP

Buyers will look in your cupboards, so make sure to pre-pack items not being used and tidy your cupboards to show a lot of space. You can also organize your cans and food products.

What are the key marketing photos for this room?



DINING ROOM

If your home has a separate formal dining room, it is best to showcase it in an elegant manner. You want the buyer to envision enjoying meals and entertaining friends and family.

What are the Top Features to focus on?

- Size of room
- Flooring
- Light fixture
- Other

What are the Top Distractions to remove?

- Poor flooring (replace carpet with hardwood or laminate)
- Too much furniture/awkward arrangement
- Not set-up as dining room
- Dated décor
- Other

What are the key marketing photos for this room?

BONUS TIP

If you have a china cabinet, make sure to treat it like a store window display. Pre-packing all your smaller items and only keeping the larger pieces will provide a better visual for buyers rather than looking at a cluttered cabinet.



MASTER BEDROOM

The master bedroom and ensuite should create a mood that is relaxing with a spa-like setting. Buyers want to envision the way they wish to live. Create the look that will encourage buyers to say "Wow" when they walk in

What are the Top Features to focus on?

- Large space (retreat feel)
- Closet space
- Ensuite bathroom
- Other

What are the Top Distractions to remove?

- Personal items/cluttered closets
- Dated décor
- Exercise equipment, TV, computer
- Other

What are the key marketing photos for this room?

BONUS TIP

Pre-pack off-season items in your closet and organize. To give the illusion of even more space, remove everything off the floor and tidy shelves.

BATHROOMS

Creating a spa-like feel in all the bathrooms will have buyers looking forward to relaxing at the end of a long day. Luxury sells every bathroom. Your bathrooms should look like no one has used them and if yours looks less than new, consider some reasonably priced upgrades.

What are the Top Features to focus on?

- Updated décor and fixtures
- Lots of storage space (organized)
- Other

What are the Top Distractions to remove?

- Personal items from counter and tub/shower
- Outdated décor and/or fixtures
- Other

BONUS TIP

Painting outdated cabinets, changing the hardware and updating the fixtures will give your bathroom a fresh new look.

What are the key marketing photos for this room?



FAMILY/GREAT ROOM

This space needs to feel relaxing. It is often cluttered and personalized. (Be aware of displaying books, collections, family photos, movies, trophies, etc. that may hinder a prospective buyer's view of this space.)

What are the Top Features to focus on?

- Fireplace
- Size of room
- Flooring
- Other

What are the Top Distractions to remove?

- Personal items/collectibles
- Furniture placement (traffic flow/room feels small)
- Dated décor and/or flooring
- Other

What are the key marketing photos for this room?

BONUS TIP

Removing all your personal photos, collectibles and any personal items will allow buyers to feel that it is their home rather than being a guest in your home.



LIVING ROOM

This is one of the first rooms a prospective buyer may view. This room will set the tone for the rest of the house so you want to make sure it is inviting, elegant, cozy and well-arranged so they can envision themselves using this space for entertaining or just relaxing.

What are the Top Features to focus on?

- Fireplace
- Size of room
- Flooring
- Other

What are the Top Distractions to remove?

- All collections and personal photos
- Extra or awkward arrangement of furniture
- Wallpaper, unusual paint color or dated décor
- Other

What are the key marketing photos for this room?

BONUS TIP

Consider aligning the furniture so it's parallel to the walls and arranging accessories symmetrically. Make sure the room feels warm and inviting by adding lamps, decorative pillows, throws and even live or silk greenery.



Buyers will decide within seconds of driving up to a home or viewing photos on the internet as to whether or not to take the next step and view the inside of your home.

What are the Top Features to focus on?

- Clean doors and windows (inside and outside)
- Front door and garage door (paint if needed)
- Flower beds/shrubs/lawn are well-maintained
- Roof
- Other

What are the Top Distractions to remove?

- Basketball net, kids toys
- Weeds in flower bed, lawn and driveway
- Poorly maintained items (doors, roof, driveway, etc.)
- Other

What are the key marketing photos for this area?

BONUS TIP

If you are painting the front door or garage, make sure to select colours that work with the fixed elements of the home (Ex. brick, siding, roof). The front door needs to draw buyers in and the garage door needs to blend into the home.

SHOWINGS/OPEN HOUSE

1. What are the ideal times for you to have showings or an open house?

PRICING REVIEW

1. What price range do you feel your home fits in?

2. What is your budget for repairs and upgrades to the home to prepare it for sale?

Additional
Special Features of the Home?

Additional
Marketing Photos for this Home?



OPEN HOUSE / SHOWING CHECKLIST



Today's buyers are looking for properties that are move-in ready. All showing and open houses need to make the right first impression.

EXTERIOR (seasonal)

- | | |
|--|---|
| <input type="checkbox"/> Add colour with mulch and/or greenery | <input type="checkbox"/> Clean front door/garage |
| <input type="checkbox"/> Maintain lawn/shrubs | <input type="checkbox"/> Pick up toys |
| <input type="checkbox"/> Remove pet waste, leaves, weeds | <input type="checkbox"/> Sand/stain stairs and deck |
| <input type="checkbox"/> Shovel and salt driveway and walkways | <input type="checkbox"/> Scrape peeling paint/repaint |

INTERIOR

- | | |
|--|---|
| <input type="checkbox"/> Address heating/AC | <input type="checkbox"/> Depersonalize |
| <input type="checkbox"/> Ensure floors are clean | <input type="checkbox"/> Hide signs of pet(s) |
| <input type="checkbox"/> Have inviting scent | <input type="checkbox"/> Remove clutter from front entrance |
| <input type="checkbox"/> Remove garbage | <input type="checkbox"/> Spotless kitchen |
| <input type="checkbox"/> Turn all lights on | <input type="checkbox"/> Remove clutter/confidential info |
| <input type="checkbox"/> Address lighting (dark corners/rooms) | <input type="checkbox"/> All beds are made |
| <input type="checkbox"/> Clean bathrooms | <input type="checkbox"/> Conceal valuables |
| <input type="checkbox"/> No items on the stairs | <input type="checkbox"/> De-clutter home office |
| <input type="checkbox"/> Pick up toys | <input type="checkbox"/> Tidy utility room/make accessible |
| <input type="checkbox"/> Tidy laundry room | <input type="checkbox"/> Vacuum |
| <input type="checkbox"/> Organize pantry and closets | |

PRIORITIES

1. _____
2. _____
3. _____

COMMENTS

Visit www.giannizeppieri.com for more resources to assist you in buying or selling a home.

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