

*JoAnn Echtler*  
REALTOR®  
BERKSHIRE HATHAWAY  
HomeServices  
The Preferred Realty



# HOME SELLING *Guide*



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ABOUT BEING DELIBERATE, ACCOUNTABLE, AND GENUINELY REAL.



### AUTHENTICITY

Authenticity is about being genuine and real. As authentic people, we must decide to accept our strengths and our weaknesses. We are accountable. We are connected to our values and desires and act deliberately in ways that are consistent with those qualities.

As a profession, real estate is at once exhilarating and exhausting. Being authentic allows me to celebrate those twists and turns and connect deeply with my clients because it requires me to be transparent and REAL.

throughout the year. From Pie and Cocktail parties to BBQ's, my mission remains to stay engaged in the lives of my clients, who have become friends, and to offer to them my best self, every chance I get.

One of the ways I reconnect with my clients is through Client Appreciation Events I host

Just like you, I am a professional, as well as mother, wife and caregiver. I understand that life can be messy. My job as an award-winning real estate agent is to guide you along the path, share your concerns, negotiate on your behalf, and bring you the very best results, as smoothly as possible. *Won't you join me on the journey?*



**JoAnn Echtler, REALTOR®**  
Chairman's Circle Awardee  
Luxury Home Specialist

*JoAnn*

A CHANGE OF MINDSET: YOU ARE NO LONGER A HOME OWNER. YOU ARE NOW A HOME SELLER.



Neat Yard | Bright Flowers | Clean Path | Inviting Front Door | New Doormat | Holiday Touches

## CURB APPEAL

Staging a home helps buyers emotionally connect with your home by allowing them to imagine living in your space. Simple steps like tidying, purchasing flowers, and removing personal items go a long way in creating a positive impression on people viewing your home. I look forward to assisting you showcase your home to its full potential.

With fresh eyes, take a look at your home inside and out. Start making a short list of the fixes and refreshes that will elevate its look. Start from the outside.

Does your home look inviting from the outside? If you were a buyer, would you be excited about going through the front door?

From their first glance, buyers begin making tiny mental notes about your house. See your front door as the first opportunity to win them over. Make sure the door has a good coat of paint and a nice looking welcome mat. If it's winter, make sure your driveway and walkways are clear of snow and ice-free. The same goes for leaves in the fall. Beyond just being a good rule of thumb, these steps let buyers know that

you have taken good care of your house. It establishes trust. Additional touches, such as groups of fresh pumpkins in October or an evergreen wreath in December are lovely. Martha Stewart's Living magazine is an especially good source of decorative ideas.

### MOVING INSIDE

It's important that a buyer's first impression of the interior of your home, which is where living happens, be a positive one.

So, what is the first thing your buyers will see and smell when they open your front door? Is your home inviting? Make sure the lights are on, shoes removed, floors clean, etc...you want your home to feel like a haven to anyone entering.

IF YOU DO NOTHING ELSE - BE SURE YOUR PROPERTY IS CLEAN AND ORGANIZED



Clean and Tidy Children's rooms | Beautiful Bedding | Lovely Towels and Bathmats | Spotless Home

## CLEANING YOUR HOME

Unmade beds, dishes in the sink, dirty bathrooms, etc...do the opposite of compelling a buyer to want to spend time in your house. It's the hardest thing to do as a seller, but don't leave your house without putting it in show-perfect condition. The ideal buyer may arrive an hour after you walk out the door.

I recommend getting your home professionally cleaned before starting showings. Clean spaces show better. It's that simple. Wiped down counter tops and dust-free shelves also give one more example of a well-loved house. Beyond a scrub-down and some basic organizing, remove any personal or decorative elements that will detract from the showing.

For example, if your children's bedrooms are filled with posters and overflowing shelves of toys, they will not be perceived by the buyers as neutral spaces. Depersonalizing these rooms allow buyers to mentally repurpose the bedrooms.

Another great tip is to invest in new linens and pillows. You will be amazed at what a difference new sheets and comforters will make in how your home is perceived.

IF IT'S BROKEN, FIX IT



Replace the Broken Screen | Paint the Trim | Fix the Leaks | Replace the Deck Board

## MAKE SURE EVERYTHING IS IN GOOD REPAIR

To buyers, evidence of needed repairs suggests your home hasn't been well maintained. It's important that buyers feel confident in the functionality of your home. Repairs are generally viewed as potentially costly hassles that diminish the excitement of transitioning to a new residence.

Make any needed repairs to appliances, dry wall, floors, etc...before putting your house on the market. Buyers will appreciate your proactive approach, which can sometimes help in the negotiation process.

If your home has patios and decks, make sure they are inviting outdoor gathering areas.

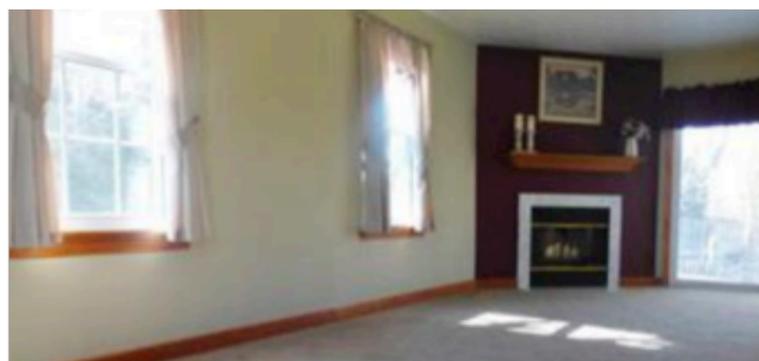
Arrange them with patio furniture in the warm months and keep them free of snow in the winter—this way buyers are encouraged to walk out and take in the views.

Garages are often the last place given attention by sellers, and this is a major mistake. These spaces should be well-organized.

STAGING SERVICES WHEN I LIST YOUR HOME.

BEFORE STAGING

AFTER STAGING



Add Draperies | Bring in Accessories | Use Your Furniture or Bring our Own | Add Artwork

STAGING SERVICES FOR MY CLIENTS

Some of my clients need extra help when it comes to getting their home “Show Ready.” That is why I offer Staging Services as a part of my complete Marketing Plan to sell your home faster and net more at closing. My staging services range from bringing in accent pieces and artwork, to full staging services for vacant homes.

A buyer can tap into his/her imagination when a home is shown in its best light. When potential buyers can see themselves living in your home, they will be motivated to make a reasonable offer.

The ‘Wow’ factor  
Simply put: Homes look their best when they are staged. Staged homes are also depersonalized, which is important because buyers don’t want to feel like

they’re purchasing somebody else’s home. They want it to feel as though it’s theirs.

By staging my listings, I present homes to appeal to the emotions of the broader spectrum of prospective purchasers. Coupled with my photographs - (always taken by a Professional Photographer who is part of my team, staged homes are also more likely to garner increased interest online, more showings, more offers, and a faster close time.

All of these little steps help ensure that your home gets the attention it deserves. By giving attention to your spaces, you increase a buyer’s ability to fall in love with the same home you did.

## SETTING THE STAGE



Fresh Flowers | Set the Dining Room Table | Reduce Family Photos | Open the Drapes | Turn on all lights

## SHOWING YOUR HOME

When you know your home is going to be shown, open all the draperies, and turn on all the lights. Taking these steps allows the buyer's agent to present your home to its full potential. As a real estate professional, I will provide a consultation with helpful hints and ideas on what should stay, what should go, and what needs attention.

**SOME TIPS:** Fresh, fragrant flowers throughout your home bring life and color into the space and are an easy way to create one more positive impression.

Also, set your dining table as if you're expecting to entertain important friends that night. You're in the imagination business now and efforts such as this help your buyers visualize themselves at that table.

Reduce family photos to a treasured few. It's time to put away collections that personalize your house. These items can also clutter up walls and public spaces. An interior space should feel warm, but not overly decorated.

Buyers also respond well to clean and fresh scents such as lavender from candles, flowers, or room sprays. This helps establish an overall sense of calm and cleanliness.

LET ME SET THE STAGE



Professional Photography | Drone Photos | Targeted Social Media Ads | Matterport

## LET ME SET THE STAGE FOR HOME SALE SUCCESS

When you are considering choosing an agent to represent potentially the largest allocation of assets you possess, choose the professional who sets the stage for your home sale success. A concise and structured plan from first meeting to the closing table means a smooth and pleasant transaction for all. This includes:

- Advanced Property Marketing System
- Online Exposure
- Professional Photographer
- Drone Photography (if applicable)
- Matterport Tour (if applicable)
- Online Video
- Demographically Targeted Social Media Ads
- Every Door Direct Mailer
- Advertised Open Houses
- Individualized 3 & 6 Month Marketing Plan
- Expert Communication and Negotiation skills *throughout the transaction and beyond!*

*Contact me today for an in-home consultation.  
No obligation, ever.*

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