

# Helping Homeowners And Their Families Navigate The Home Sale Process

Selling a home during a major life transition can be difficult. My goal is to step in with care and a clear plan so the Homeowner or their Family can focus on the more personal and important matters.

I take time to understand the Home and your goals, then create a personalized plan to address what may be needed to prepare the Home for the market - keeping the process organized and low-stress.

Using the right approach, what initially feels daunting and overwhelming can become a smooth, manageable series of steps leading to a successful sale. I'm here to ensure the process is handled with respect, efficiency, and peace of mind.

**Call Or Text Today**

## A Few Key Focus Points



### Strategic Pricing

The right price creates urgency and attracts serious, qualified Buyers who have been actively searching for homes.



### Professional Presentation

Buyers tend to make emotional decisions based on 1<sup>st</sup> impressions – Professional Photos, Video, 3D Tours, & Drone Images directly impact their ability to envision ownership.



### Showing Strategy

It's a demand on your schedule to keep your home "Tour Ready", but it makes a real difference to Buyers. I'll help with the preparation before showings.



### Repairs Or Updates

That Can Help a Buyers overall opinion of the Home (*I Am Also A Licensed Home Inspector, So I Can Provide Some Insight Here*) I can assist you with speaking to contractors and other service providers.



### E-Signatures

Digital signatures can be tricky, I'm happy to hand-deliver any documents that need signing and provide physical copies for your convenience



### Packing & Storage

Packing and storage plans save time and stress. I can help you organize, prioritize, and decide which items to store, sell, donate, or possibly convey to the Buyer.



### Maximizing Exposure & Marketing

Using Geotargeted Advertising & Buyer Interests. Your home needs to stand out where the right Buyers are actually looking, not just sit on the MLS.



### Guaranteed Offers

They're not for everyone, but offers from investors can be helpful when a quick sale is needed. I can help you find and negotiate these offers.



*Mike Nacinovich*

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Whether you're ready to list now, or just exploring options. Keep this flyer handy and SCAN anytime for a FREE, no obligation Market Report.





# Preparing Your Home For The Market



## Preliminary Planning

- Research Similar Listings
- Visit Open Houses
- Look At Pictures
- Compare Your Home
- Determine An Asking Price
- Inspect Your Home  
(Or Hire A Professional)
- Consider Needed Repairs

## Cleaning & Elbow Grease

- Let The Sunlight In
- Wipe Down Appliances
- Vacuum Floors
- Deep Clean Carpets
- Scrub Or Mop Hard Floors
- Windows Inside & Out
- Window Sills
- Blinds & Curtains
- Valances
- Dust Surfaces & Furniture
- Dust Away Any cobwebs
- Wipe Light Fixtures & Fans
- Make Door Knobs Shine
- Wipe Down Trim
- Wipe Down All Vents
- Remove Excess Furniture  
(Consider Attic, Shed, Or Garage Storage Areas - Just Remember It Will Still Need To Look Neat & Organized)
- Clean Tile Grout

## Kitchen

- Deep Clean Everything
- Counters & Backsplash
- Keep Counters Clear  
(Especially For Showings)
- Appliances In & Out
- Clean Cabinets In & Out
- Organize Cabinets
- Organize Drawers
- Remove Fridge Magnets
- Scrub & Mop Floor
- All Corners & Joints
- Along Cabinet Bottoms
- Scrub Sink
- Polish Fixtures
- Use Furniture Polish,  
Stainless Steel Cleaner,  
Stone Sealer/ Cleaner

## Bathrooms

- Scrub Shower & Tub
- Clean Glass & Mirrors
- Scrub Toilet In & Out
- Counters & Backsplash
- Keep Counters Clear  
(Especially For Showings)
- Clean Cabinets In & Out
- Organize Cabinets
- Organize Drawers
- Polish Fixtures
- Declutter
- Clean Or Replace Shower  
Curtain

## Bedrooms

- Wash Sheets & Bedding
- Organize Closets
- Declutter/ Dust Surfaces
- Keep Beds Made & Room  
Uncluttered For Showings  
(Have An Organized Area In A  
Closet/ Other Space For Clutter)

## Garage

- Declutter & Organize
- Sweep & Mop Floor
- Remove Cobwebs
- Clean Windows & Sills  
(If Not Already Done)

## Exterior

- Keep Lawn Cut
- Weed Flower Beds
- Trim Bushes & Prune Trees
- Sweep Patios & Walkways
- Clean Outdoor Furniture
- Pressure Wash If Needed
- Clean Exterior Doors
- Clean Mailbox & Numbers
- Clean Gutters In & Out  
(If Safely Possible)

## Decluttering Ideas

- Remove Excess Furniture
- Consider A Storage Unit
- Pack Unnecessary Items
- Yard Sale Or Donations
- Attics & Closets
- Keep Surfaces Clear

## Basic Staging Ideas

- Enhance Curb Appeal
- Again, Let The Sunlight In
- New Door Mat
- Clean & Clear Entryway
- Make Beds & Add Pillows
- Add White Linens To Beds
- Add Pillows To Sofas
- Move Furniture From Wall
- Hide Wires & Cables
- Make Lightbulbs The Same
- People Like To See Plants
- Upgrade Cabinet Hardware
- Chef Themed Countertops
- Hang CLEAN White Towels
- Clear Bathroom Counters
- Place Rolled Towels
- Wastebasket In Vanity
- Candles & Floral Displays
- Toilet Seats Down
- Put Soap & Shampoo Away
- Open All Interior Doors  
(Not Closets)
- Set Dining Room Table
- Remove Table Leaf  
(To Enlarge The Room)
- Pack Up Family Pictures
- We All Love Our Fur babies  
(But.... Put The Pet Stuff Away)
- Strategically Placed Mirrors  
Make Spaces Seem Bigger

## Repairs To Consider

- Repaint Exterior Doors
- Replace Door Hardware
- Upgrade Exterior Lighting
- Refresh Flowerbeds
- Add Mulch Or Stone
- Paint House Numbers
- Caulk Windows & Doors
- Patch Holes In Drywall
- Repaint Loud Paint Colors  
(Along With Unpopular Colors)
- Caulk Kitchens & Baths
- Paint Interior Doors & Trim
- Update Light Fixtures
- Update Faucets
- Update Towel Racks
- Fix Cracking Tiles & Grout
- Replace Outlet Covers  
(Specially Badly Painted Covers)