



# PREPARING YOUR HOME

**FOR A SUCCESSFUL SALE**

Kati Barnes

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Thank you!



Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response.

Kati Barnes  
Real Estate Agent and Advisor  
SERHANT

**"Real estate is more than a career to me, it is my passion and has been my life for the past two decades. Getting to help people with the sale of their home is such an honor and a pleasure for me."**



**KATI BARNES**

\$90,000,000

**VOLUME SOLD**

\$20,000,000

**VOLUME SOLD LAST YEAR**

97%

**LIST TO SOLD PRICE RATIO**

8

**YEARS IN BUSINESS**

200

**HAPPY FAMILIES HELPED**

**AVERAGE BEAUFORT  
COUNTY AGENT**

\$15,000,000

**VOLUME SOLD**

\$5,000,000

**VOLUME SOLD LAST YEAR**

92%

**LIST TO SOLD PRICE RATIO**

2

**YEARS IN BUSINESS**

35

**HAPPY FAMILIES HELPED**



"My wife and I could not have been happier working with such an incredible realtor in Kati. From day one, Kati could ALWAYS be counted on for her professionalism, responsiveness and communications. Kati took the time to truly understand our property styles and interests. Being Northeast residents seeking a home in Beaufort county, we could not be more pleased having such a knowledgeable, caring and hard working realtor in Kati. Would recommend Kati to anyone seeking out a realtor with a genuine touch that's a pleasure to work with and determined to help you find the home you're seeking."

THE MOSSEY FAMILY

"We moved to the area from out of state. Because of the market, we totally relied on Kati to help us find a wonderful home in a wonderful neighborhood. She did just that! She was quick to respond to questions and we had plenty. She went above and beyond the call of a realtor. We recommend her 100%."

THE BOUCHARD FAMILY



STEP 1

**PREPARE YOUR HOME  
FOR THE MARKET**

- ✓ Meet with your agent
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 3

**SHOW YOUR HOME**

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 2

**STRATEGICALLY MARKET  
YOUR HOME**

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 4

**SELL IT!**

- ✓ Go under contract
- ✓ Pre-closing checklist

There are hundreds of agents who can sell your home. It's important to interview your agent and decide who you want to market your listing, represent your best interest, and ultimately get your home sold for the most amount of money in the shortest amount of time. Here are some questions you can ask your prospective agents – I've provided my answers so you can see why I believe I'm the best for the job.

## 1. HOW LONG HAVE YOU BEEN IN REAL ESTATE?

I possess a wealth of expertise spanning more than 13 years in the dynamic real estate industry. My background includes 4 years in the competitive HHI rental market, 3 years dedicated to working with real estate developers, 4 years serving as a broker for a prominent builder, and an additional 3 years as a seasoned general broker

## 3. WHAT IS YOUR AVERAGE DAYS ON MARKET?

This depends on the market and timing

## 5. HAVE YOU SOLD HOMES IN THIS NEIGHBORHOOD?

Ask me in person :)

## 7. WHAT WILL YOU DO TO MARKET MY HOME?

- Targeted Online Presence
- Virtual Tours and Multimedia
- Staging for Impact
- Print and Direct Marketing
- Open Houses and Events
- Responsive Communication
- Regular Market Updates

## 2. ARE YOU A PART-TIME OR FULL-TIME AGENT?

FULL TIME

## 4. WHAT IS YOUR LIST-TO-SOLD PRICE RATIO?

Typically when a seller follows my advice and pricing strategy we are at a 97% list to price ratio

## 6. HAVE YOU SOLD HOMES IN THIS PRICE RANGE?

Yes

## 8. WILL I BE WORKING DIRECTLY WITH YOU OR A TEAM?

With me, I am supported by a dedicated closing coordinator and a proficient team member who assists with showings and open houses whenever necessary

"Buyers decide in the first 8 seconds of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



## CONSIDER REPAIRS

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture. Here are 4 high-ROI improvements that buyers will love:

1. Open up the floor plan. Knock down walls and create the spacious layout that's on many buyers' wishlists.
2. Install hardwood floors or refinish your current ones. According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
3. Swap out fixtures in the kitchen and bathrooms. New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
4. Paint in a neutral palette. This allows buyers to picture their things in your space.

## CREATE A GAME PLAN

Walk through your home, room by room as if you are a buyer and take notes on what needs to be done. Consider having a home inspector come and see if anything needs to be repaired.



Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detectors

KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>	Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>	Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clean any moldy areas

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. Consider having a home inspector come and see if anything needs to be repaired.

## LIVING &amp; DINING ROOM

TO DO    DONE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items          |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws            |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered    |

## BEDROOMS

TO DO    DONE

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items     |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets      |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls          |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings       |

## EXTERIOR

TO DO    DONE

- |                          |                          |                                     |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete    |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door         |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out         |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios           |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs        |

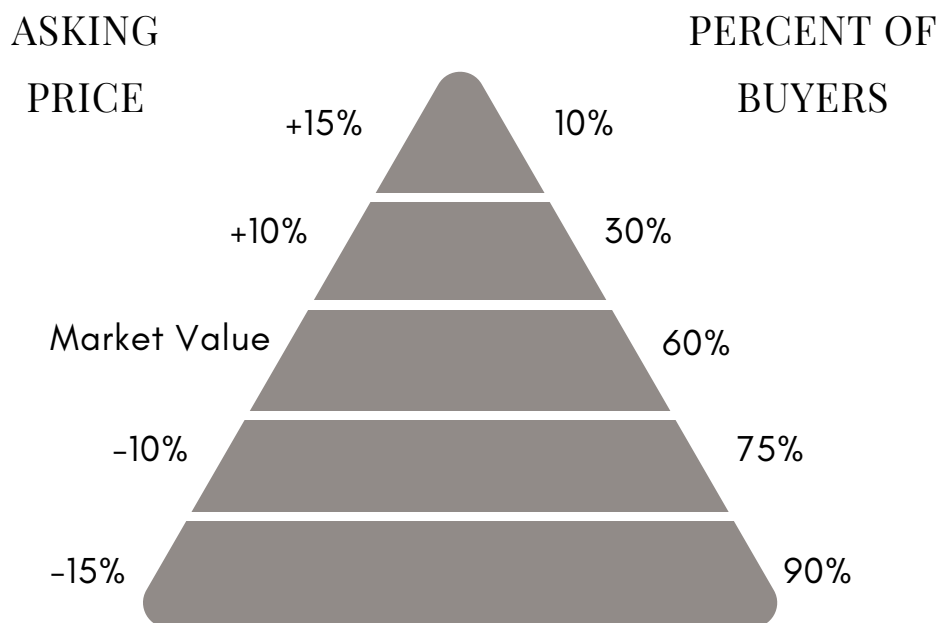
TO DO    DONE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained               |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood                    |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting      |
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete           |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape                     |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

It's important to thoroughly evaluate the market to determine the market value of your home.  
Here's why:



- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.



Below are the pros and cons of pricing your home above, below, or at market value.



**Below** market value

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



**At** market value

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



**Over** market value

- + If you have to receive a certain amount for the home
  - It will take longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations



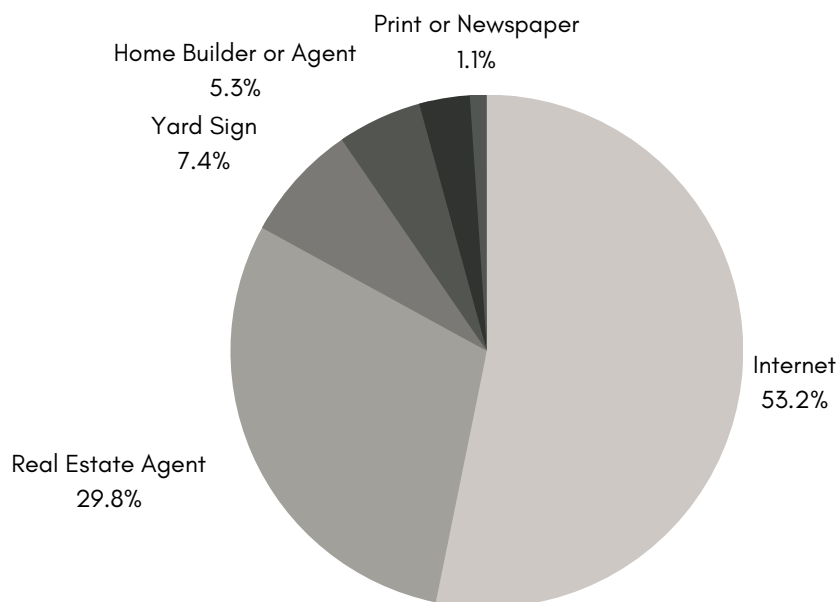


More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online, and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings is syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price or the way it is inputted and displayed in the MLS.

## HOME BUYERS ARE SHOPPING ONLINE



Source: 2019 NAR Home Buyer and Seller Generational Trends



The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high quality, attractive photos of your listing showcasing the best qualities and features of your home.

Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

**The photos to the left are examples from pervious listings of mine.**

## WHAT'S INCLUDED IN MY MARKETING PLAN:

- ***List your marketing techniques here***

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to 7.5 million followers across social media platforms
- Facebook marketplace
- linked In

- ***List your marketing techniques here***

- Flyers
- Postcards
- Professional photography (plus drone shots)
- Professional videography
- Open houses
- Broker Events

## EXAMPLES FROM PREVIOUS LISTINGS



### 102 BRYAN DRIVE BEAUFORT, SC 29902

#### **Highest Priced Home in Battery Point**

- We strategically priced the home slightly higher than competitors because of the location and architectural style
- We hosted multiple open houses and broker events
- Ran coming soon ads to generate excitement

“Very good experience. Kati went above and beyond what I expected to sell my house! Would highly recommend!

-Holly H



### 8 FORT LYTTLETON, BEAUFORT, SC 29906

#### **Sold in 48 hours for full price**

- Open house had 30 walk ins and generated 5 interested buyers
- Zillow listing received 1000 views and 500 saves
- Generated and worked 3 competitive offers in 48 hours

“I couldn't be happier with the exceptional service I received from Kati. Her expertise, dedication, and strategic approach resulted in a quick and successful sale of my home. The entire process was smooth, and her commitment to communication made it stress-free. Highly recommend for anyone looking to sell their property!”

-8 Fort Lyttleton

## HOW SHOWING YOUR HOME WORKS



- We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.
- Homes show best when the homeowner is not present, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so no one is accessing your home without my knowledge.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get feedback from each showing and pass that information back to you.

## WHAT TO EXPECT NEXT

### NEGOTIATING OFFERS

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

### IN ESCROW

Once the purchase agreement is signed by all parties, the buyers will deposit their escrow. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the escrow money.

### CONTINGENCIES

Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close. A contingency is when there's something that the buyer or seller needs to do for the transaction to go forward.

### CLOSING DAY

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



## PRE-CLOSING CHECKLIST

Use this checklist to prepare for closing day.

- ☐ Ensure you've provided any additional paperwork requested prior to closing
- ☐ Gather your closing documents
- ☐ Officially change your address (see list on the next page's moving checklist)
- ☐ Cancel your home insurance
- ☐ Cancel utilities
- ☐ Clean thoroughly before the final walk through
- ☐ Gather keys and remotes to bring to closing
- ☐ Gather all of the manuals, warranties, and receipts for appliances
- ☐ Bring your license, your keys/remotes, and any final utility bills to closing

## MOVING CHECKLIST

Use this checklist to prepare for closing day.

### 4-6 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Declutter, discard & donate                               | <input type="checkbox"/> Choose a mover and sign contract                                |
| <input type="checkbox"/> Collect quotes from moving companies                      | <input type="checkbox"/> Create a file of moving-related papers and receipts             |
| <input type="checkbox"/> Locate schools, healthcare providers in your new location | <input type="checkbox"/> Contact homeowner's insurance agent about coverage for moving   |
| <input type="checkbox"/> Secure off-site storage if needed                         | <input type="checkbox"/> Contact insurance companies to arrange for coverage in new home |

### 3-4 Weeks Before

- |   |  |
|---|--|
| <input type="checkbox"/> Notify everyone about your change of address | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
|---|--|

### 2-3 Weeks Before

- |  |  |
|--|--|
| <input type="checkbox"/> Notify DMV of new address   | <input type="checkbox"/> Notify utility companies of date to discontinue/ transfer service |
| <input type="checkbox"/> Discontinue additional home services (housekeeper, gardener/lawn service) | <input type="checkbox"/> Arrange for child and pet care on moving day                      |
| <input type="checkbox"/> Start using up things you can't move, such as perishable                  | <input type="checkbox"/> Notify HOA about upcoming move, reserve elevator usage            |

### 1 Week Before

- |  |  |
|--|--|
| <input type="checkbox"/> Confirm final arrangements                      | <input type="checkbox"/> Pack an essentials box for quick access at new home |
| <input type="checkbox"/> Arrange transportation for your pets and plants | <input type="checkbox"/> Label moving boxes with the contents inside         |



# THANK YOU!

Thank you for trusting me with the sale of your property. I am honored to represent you and guide you through the process.

My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

**-KATI BARNES**

## NEXT STEPS

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- ✓ Sign listing agreement and property disclosures
- ✓ Determine list price
- ✓ Photographer and videographer come out for shoot