



SELLINGSF.COM
REAL ESTATE

Property Preparation

Getting your home ready to sell might feel overwhelming as you're dealing with moving and settling into your new home, but creating a good first impression with potential buyers is essential for a successful sale.

One of our strengths is taking charge of preparing your home. Just hand us the keys and we'll manage the preparation of your home to show it off at its best, achieve a quicker sale, and get you top dollar. We have a trusted list of stagers, contractors, handypersons, and gardeners to call upon, and we'll schedule all the meetings and coordinate the work onsite.

The photos below show one example of a recent listing—an Edwardian condominium in Lower Pacific Heights—where we managed the preparation for sale. In the kitchen and dining room we painted the cabinets and walls, updated the cabinet hardware, replaced the chandelier, and added a mirror when staging to open up the space and modernize the feel.

BEFORE



AFTER



KITCHEN



DINING ROOM

In the front room we took what was being used as an office and presented it as a much more attractive formal living room by removing bookshelves and files, replacing the wall-to-wall carpet with a rug to show off the softwood floors, painting with brighter colors, decluttering, and showing off the superb fireplace.

The family room benefitted greatly from fewer pictures, a lighter sofa and chair, and a brighter overall paint scheme.

BEFORE



AFTER



FRONT ROOM



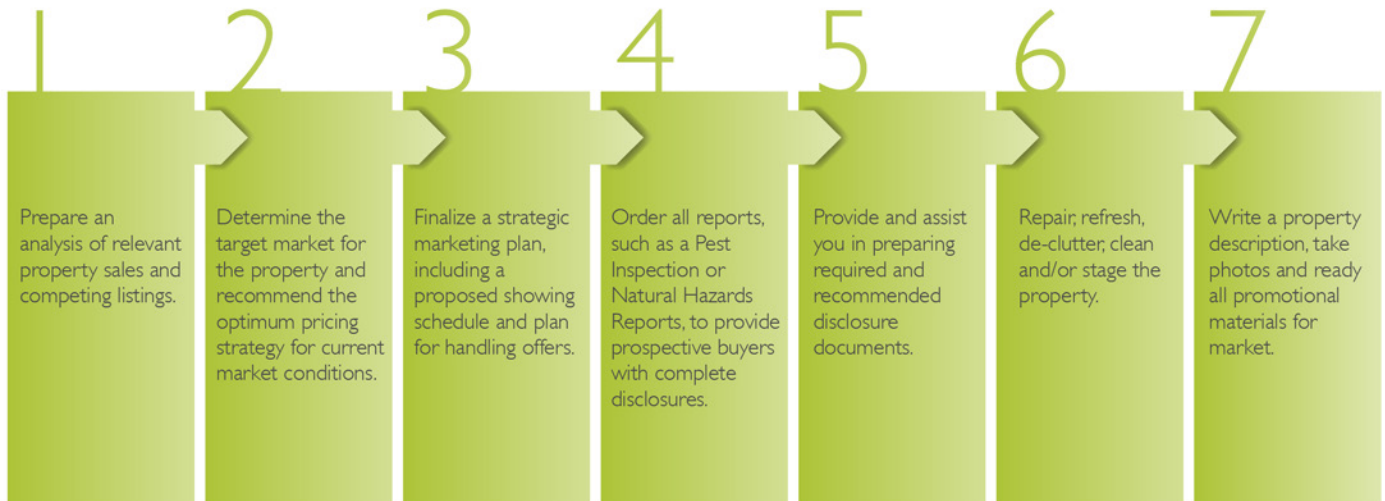
LIVING ROOM

We marketed the property before preparing it in a pre-MLS marketing period, showing it to approximately 40 agents and a dozen potential buyers ... and received ZERO offers. After preparation, it sold within a week, with multiple offers, and for substantially over asking. The result speaks for itself!



Preparing for Market

Much is involved in getting your property ready for market. This includes market analysis, strategic pricing, disclosures, staging, and more.



We ensure that everything is ready before prospective buyers set foot in your property, and we keep you informed throughout the process. You'll be updated on showing activity, competitive new listings or sales, and any other conditions that may affect the sale of your property.



Staging Your Property

Decorating your home to sell is entirely different from decorating for everyday living. Most properties are staged in order to maximize return.



Showcasing Your Property Will Pay Off

Many buyers cannot envision how a space could look if redecorated or how it would feel with their belongings inside. Proper staging most often nets you a higher return, as it allows buyers to get a better sense of space. It can also direct attention away from less desirable attributes. Staging is critical to our print and online marketing efforts, as staged homes are more photogenic and appeal to more prospective buyers. Staging can be as simple as removing some existing furniture and personal items to allow the home to feel more spacious and neutral. In many cases, we may also recommend painting, maintenance, repairs and other cosmetic improvements that will improve your selling experience.

Professional Staging

In some cases, we may recommend seeking the advice of a professional stager. These design professionals offer a range of services that can dramatically enhance the look of your property, inside and out. Professional stagers can also supervise maintenance, repairs, and improvements. Staging costs vary, depending on the level of service provided and the quality of design and furnishings.