

# HOME SELLERS'

## *checklist*

**O'REILLY**  
REALTY GROUP

# HOME SELLERS' CHECKLIST: PREPARING YOUR HOME FOR THE MARKET

If you have been considering selling your home, you're in the right place!!

Selling your home is more than putting a sign in the yard, it's a financial strategy, and who you work with matters.

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The O'Reilly Realty Group specializes in helping sellers position their homes to sell strategically, profitably, and with confidence. Our approach blends market expertise, data-driven pricing, strong negotiation, and white-glove client service so you're never guessing what's next.

We don't believe in one-size-fits-all selling. Every home, timeline, and goal is different, and your strategy should reflect that.

# Why Sellers Choose O'Reilly Realty Group



- Local market expertise
  - Honest advice, not sales pressure
  - Proven systems and clear processes
  - Client-first, results-driven approach
- Our goal is simple: help you sell with clarity, confidence, and the best possible outcome.

# How We Help Sellers Win

When you work with us, you get more than an agent, you get an advocate.

## ✓ Strategic Pricing Guidance

We analyze market data, buyer behavior, and current trends to price your home competitively without leaving money on the table.

## ✓ Pre-Listing Preparation Advice

We help you identify what matters most before you list... repairs, staging priorities, and cost-effective improvements that attract buyers.

## ✓ Professional Marketing & Exposure

Your home is positioned to stand out with professional photography, compelling listing descriptions, and targeted marketing to serious buyers.

## ✓ Strong Negotiation & Contract Oversight

From offers to inspections to closing, we protect your interests, explain your options clearly, and negotiate with your bottom line in mind.

## ✓ Clear Communication & Guidance

You'll always know where you stand, what's coming next, and how to make informed decisions, no confusion, no pressure.

# Ready to Talk About Your Next Move?

This checklist gives you a strong starting point. Remember, once you decide to sell, your selling strategy will be personalized!

## Initial Preparation

- Hire a Realtor — Schedule a listing consultation to discuss pricing, timeline, and marketing strategy.
- Review Market Analysis (CMA) — Understand comparable sales and market trends to set a competitive price.
- Sign Listing Agreement & Disclosures — Complete all required paperwork, including Seller's Disclosure, Lead-Based Paint form (if applicable), and any HOA documents

## Home Inspection & Repairs

- Pre-Listing Inspection (optional) — Identify issues before buyers do.
- Fix Major Problems — Address roof leaks, plumbing issues, electrical problems, foundation cracks, etc.
- Service Major Systems — Clean HVAC, check water heater, inspect appliances.
- Replace Burned-Out Bulbs and ensure all switches/outlets work.
- Check Smoke & CO Detectors — Ensure they're working properly.

## Deep Cleaning & Decluttering

- Declutter Every Room — Pack away personal items, extra furniture, toys, and collectibles.
- Clean Windows, Floors, and Baseboards — A spotless home feels newer and well-maintained.
- Deep Clean Kitchen & Bathrooms — Remove stains, polish fixtures, scrub grout.
- Remove Pet Odors and stains; deodorize the home.
- Organize Closets & Storage Areas — Buyers love visible storage space.

## Home Improvements & Curb Appeal

- Paint Walls Neutral Colors — Fresh paint gives a clean, updated look.
- Touch Up Trim, Doors & Cabinets — Small fixes go a long way.
- Replace or Repair Flooring if Needed — Clean carpets or refinish wood floors.
- Update Hardware & Fixtures — Modern knobs, faucets, and lighting add value.
- Enhance Curb Appeal —  
Mow lawn and edge sidewalks.  
Plant flowers or add potted plants.  
Pressure wash driveway, walkway, and exterior.  
Repaint or clean front door.  
Replace worn doormats and mailbox if needed.

## Staging & Presentation

- Stage the Home — Arrange furniture to make rooms appear larger and inviting.
- Add Fresh Flowers or Greenery — Brings warmth and color.
- Depersonalize — Remove family photos and personal décor.
- Set the Mood for Showings — Soft background music, pleasant scent, tidy spaces. Use great bright lighting. Open blinds to let natural light in.

## Pre-Listing Marketing Prep

- Professional Photography — Should be scheduled once home is fully prepped.
- Gather Important Info
  - Utility bills (for average costs)
  - Recent upgrades list
  - HOA info (fees, amenities, restrictions)
  - Warranty details (roof, HVAC, etc.)

## Before Listing Goes Live

- Final Walkthrough with Realtor — Ensure property is photo-ready.
- Confirm Pricing Strategy — Review competition and set final price.
- Set Showing Instructions — Decide on showing times and lockbox access.
- Review Offer Process — Understand what to expect once offers come in.

## During Showings

- Keep Home Clean Daily — Make beds, clear counters, empty trash.
- Secure Valuables & Medications — Store away before each showing.
- Vacate During Showings — Allow buyers privacy to explore freely.
- Turn On Lights & Open Blinds — Make the home feel bright and inviting.
- Keep Temperature Comfortable — Especially during extreme weather.

## After an Offer is Accepted

- Prepare for Inspection & Appraisal — Keep home in show-ready condition.
- Complete Agreed Repairs Promptly.
- Confirm Closing Timeline & Moving Plans.
- Forward Mail & Update Address.
- Gather Keys, Remotes, Manuals for Closing Day.

## **10** Moving Day Essentials

- Schedule Movers or Truck Rental.
- Cancel/Transfer Utilities, Internet, and Subscriptions.
- Leave Home Clean for Buyers.
- Take Final Meter Readings & Photos for Records.
- Celebrate Your Sale!



When you choose to sell your home with the O'Reilly Realty Group, you're not just hiring a real estate agent, you're gaining a strategic partner, skilled negotiator, and full-service advocate who is committed to protecting your interests and maximizing your results.

If you're thinking about selling, the next step is simple.

👉 Schedule a private seller consultation to discuss your goals, your home's value, and how we can position your property for a successful sale.

We look forward to helping you make your next move a smart and profitable one.

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