

Effective Preparation

Easy and cost-effective ways to prep your home sale for the largest return.



Declutter, start packing



Fresh coat of light/neutral paint



Add a new welcome mat!



Replace dim or broken light bulbs



Professional deep clean, including carpets & grout



Take care of any small repairs



Plant some new flowers/pots



Wash your windows (professionally)



Remove or secure valuables

The homes that are clean, light, fresh and airy **always** attract the most interest, showings and offers!

Preparation for Open Houses and Showings

How to enhance the buyer's experience at your home showing...



Diffuse essential oils/
Avoid plug ins



Open all blinds and curtains



Keep kitchen, baths and rooms tidy



Secure pets



Pick up after pets



Run an errand or take a walk to allow buyer's privacy

Once your home is on the market, it becomes a "product" and you want your home to be the **best** product out there!

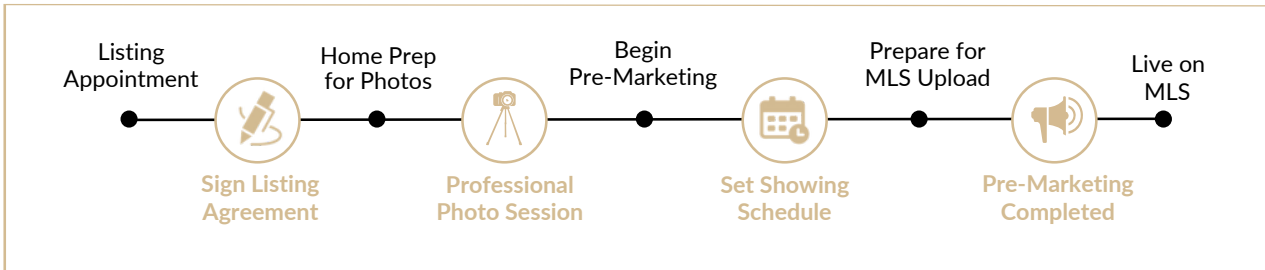


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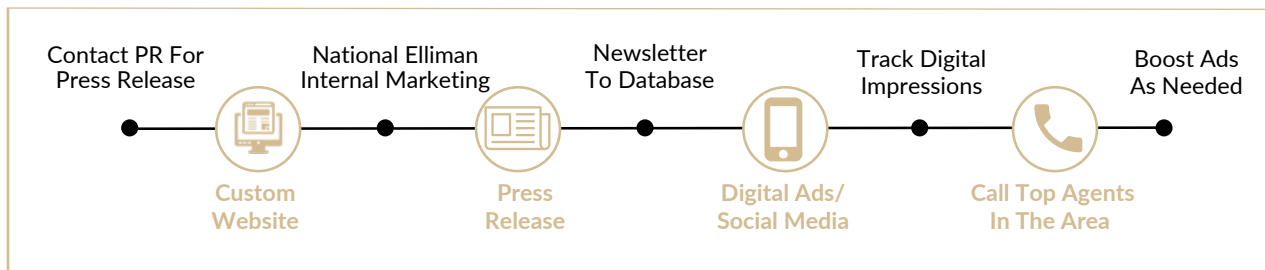
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Pre-Listing

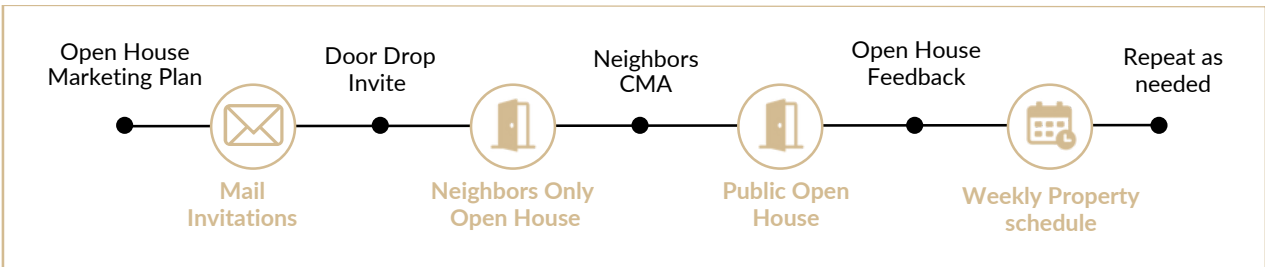
Anticipate approximately 10 days from start to finish



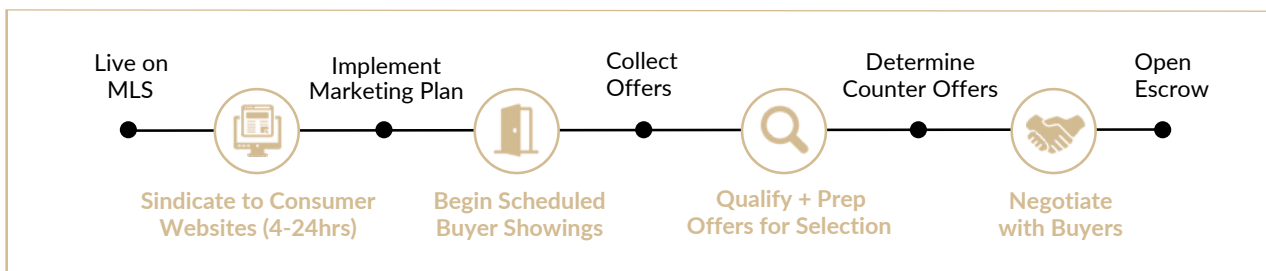
Digital Launch Marketing



Property Launch Marketing



Active on the Market

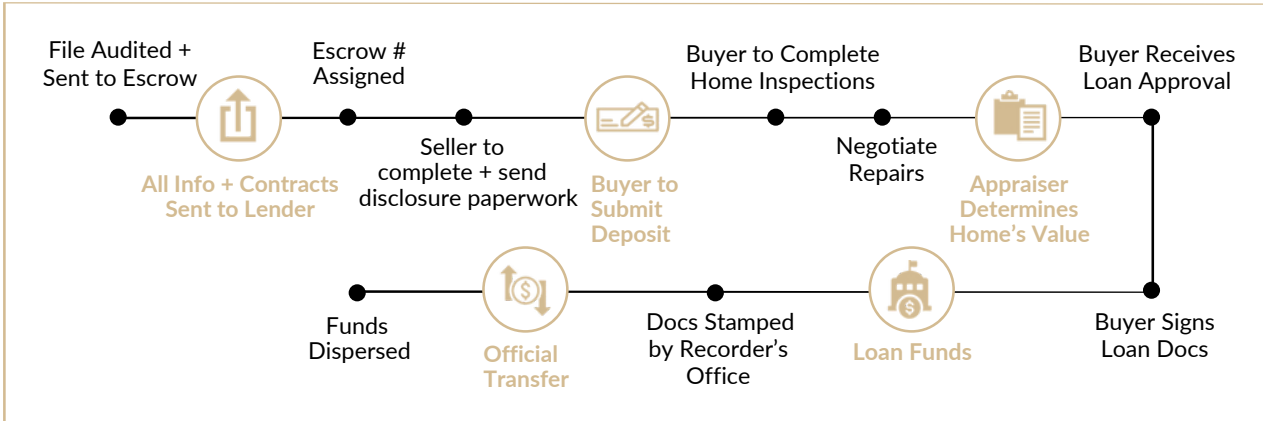


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In Escrow

Anticipate 17-30 days from start to finish



FAQ

1. What is the Listing / Marketing Manager Role?

Getting your home ready for the market and ensuring the best offer for your home is selected. This includes working with you as the homeowner to get your home prepped, implementing the marketing plan and assisting the sale of your home.

2. What is the Closing Manager role?

To help facilitate the terms of the Purchase Agreement and to make sure the seller is informed during the escrow process, along with managing timelines and ensuring all are met along the way.

3. What Should I do as a Homeowner to Ensure a Smooth Escrow?

Disclose everything you know and allow buyers access to the home. Be flexible!



CPA/
Financial Planner



Estate Planning
Attorney



Re-invest into another
property

Once your home has **sold**, then you have to plan for what you are going to do with your proceeds. Let me introduce you to some helpful professionals



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