

SAMANTHA GARABED | SELLSTATE 360 REALTY

YOUR SIMPLE SELLER'S PREP GUIDE

A look at exactly how I prepare, market and launch a home, so you know what to expect when you're ready to sell.

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Selling a home shouldn't feel overwhelming.



My whole approach is built around one thing: making the process simple for you, from the first walkthrough to closing day.

This guide walks through exactly what happens when we prep a home together, so there are no surprises. Whether you're planning to sell this year or just want to understand the process, this is how I do it.

MY WHY

My why is to simplify your home buying and selling process.

Simple. Clear. Thoughtful.

You will always know what we are doing, why it matters and what comes next.

03

WHAT TO EXPECT

THE LAUNCH TIMELINE

Here's what the prep process looks like from start to finish. Most timelines run a few weeks, depending on the home and what it needs.

1

PROPERTY DETAILS

Gathering documents, keys and access info.

2

WALKTHROUGH

Going through the house together to prioritize what matters most.

3

CLEANING AND STAGING

Tackling the priorities that will make the biggest impact.

4

PHOTOGRAPHY

Professional photos and media that show the home at its best.

5

PRICING REVIEW

Finalizing the number and the MLS description together.

6

LAUNCH SETUP

Sign, lockbox and showing instructions ready to go.

7

GO LIVE

Your home hits the market.

The exact timing depends on the home, the agreed preparation and vendor availability.

04 PARTNERSHIP

HOW WE'D WORK TOGETHER

When you list with me, here's the split:

I HANDLE

- ☐ Prep and pricing strategy
- ☐ Photography and marketing coordination
- ☐ The MLS listing and description
- ☐ Showings and the access plan
- ☐ Keeping you updated every step

YOU HANDLE

- ☐ Getting the home ready
- ☐ Providing accurate property info
- ☐ Final calls on price, facts and launch date

WE DECIDE TOGETHER

List price, prep priorities, photo date, what stays or goes, showing hours and launch date.

Before you spend money

One thing I always tell my sellers: before you spend money on paint, fixtures or repairs, talk to me first. Not every project pays off, and I'll help you spend where it actually makes a difference. Clean and cared-for almost always beats "brand new."

05 PREPARATION

PREPARING THE INTERIOR

First impressions begin before the front door opens

Every Room

- [ ] Declutter and remove excess furniture
- [ ] Pack family photos and highly personal decor
- [ ] Replace burned-out bulbs with matching color temperature
- [ ] Repair visible damage and touch up neutral paint
- [ ] Tuck away cords and charging cables
- [ ] Clean glass, mirrors, vents, baseboards and floors

Kitchen

- [ ] Clear counters and remove refrigerator magnets
- [ ] Put away dishes, cleaners and countertop appliances
- [ ] Organize visible pantry and cabinet areas
- [ ] Clean appliances, sink, backsplash and hardware
- [ ] Check below sinks for active leaks

Bedrooms and Living Spaces

- [ ] Make beds with clean, simple linens
- [ ] Fold throws and arrange pillows
- [ ] Pack approximately half of crowded closets
- [ ] Remove exercise, work and entertainment clutter
- [ ] Create open walkways and visible floor space

Bathrooms

- [ ] Clear counters, showers and tubs
- [ ] Close toilet lids and display clean towels
- [ ] Treat mildew and repair missing grout or caulk
- [ ] Clean mirrors, glass doors and fixtures
- [ ] Store medications and personal-care items

06 PREPARATION

CURB APPEAL AND OUTDOOR AREAS

The first photo and the first arrival both matter

FRONT AND SIDE EXTERIOR

- ☐ Mow, edge and trim landscaping
- ☐ Remove weeds and dead plants
- ☐ Sweep or pressure-wash walkways and driveway
- ☐ Clean the front door, entry and exterior lights
- ☐ Wash accessible exterior windows
- ☐ Hide hoses, tools and lawn equipment
- ☐ Move garbage and recycling containers out of view
- ☐ Remove unnecessary cars, boats and trailers

POOL PATIO AND BACKYARD

- ☐ Clean the pool and remove cleaning equipment
- ☐ Arrange patio, balcony or lanai furniture
- ☐ Remove torn cushions and worn outdoor items
- ☐ Store toys, pet supplies and sports equipment
- ☐ Replace burned-out exterior bulbs
- ☐ Remove overly personal or seasonal decorations
- ☐ Check fences, gates and screens for visible damage
- ☐ Make the front entrance feel clean and welcoming

The arrival test

Stand across the street, then walk up like a buyer would. Whatever catches your eye first is what to fix.

07 PHOTOGRAPHY DAY

BEFORE THE PHOTOGRAPHER ARRIVES

Complete this checklist before the scheduled appointment

INSIDE THE HOME

- ☐ Complete agreed cleaning and staging
- ☐ Make every bed and smooth linens
- ☐ Clear kitchen and bathroom counters
- ☐ Remove dishes from sinks
- ☐ Remove shampoo, soap and personal items from showers
- ☐ Close toilet lids
- ☐ Place clean, simple towels in bathrooms
- ☐ Hide garbage cans and laundry baskets
- ☐ Hide cords, chargers, remotes and pet supplies

LIGHTING EXTERIOR AND ACCESS

- ☐ Turn on all interior and exterior lights
- ☐ Turn off all ceiling fans and televisions
- ☐ Open blinds and curtains as directed
- ☐ Replace burned-out or mismatched bulbs
- ☐ Remove cars from the driveway and garage entrance
- ☐ Remove pool-cleaning equipment
- ☐ Secure pets away from the property
- ☐ Confirm all requested rooms and spaces are accessible

ONE LAST THING

Whenever possible, the home should be vacant during photography so the photographer can work efficiently and capture every space without interruption.

08

A LITTLE FUN

TELL YOUR HOME'S STORY

Grab a pen. Answering these helps you see your home the way a buyer will, and it's genuinely useful if you ever do decide to sell.

1. WHAT MADE YOU CHOOSE THIS HOME?

2. WHAT ARE THE 5 THINGS YOU LOVE MOST ABOUT IT?

3. WHAT UPGRADES ARE YOU PROUDEST OF?

4. WHAT DO GUESTS ALWAYS NOTICE?

5. WHAT DO YOU LOVE ABOUT THE NEIGHBORHOOD?

6. WHAT'S NEARBY THAT YOU ACTUALLY USE?

09 STRATEGY

PRICING IT RIGHT

The right price comes from recent comps, current competition, condition and how buyers are searching right now, not just an online estimate.

You Only Get to Be the New Listing Once

When your home first hits the market, that's when it gets the most attention. Buyers who've been waiting for a home like yours see it for the first time, agents send it to their clients, and there's a natural urgency because no one knows how quickly it might sell.

If we start too high, we risk wasting that window. We can always lower the price later, but we can't make the home "new" again. Once buyers have watched it sit, or watched the price drop, the psychology shifts. Instead of "we need to see this before someone else does," it becomes "why hasn't this sold?"

My pricing strategy isn't about picking the highest number possible. It's about putting your home in the strongest position from day one, the right mix of value, exposure and urgency so the market responds.

PRICED RIGHT

More buyers see it
Stronger early activity
Less time on market

PRICED TOO HIGH

Fewer showings
Harder appraisal support
Often needs a price drop later

I'll walk you through the comparative market analysis and a net sheet before we settle on a number, so there are no surprises at closing.

10 LAUNCH

MARKETING YOUR HOME

More than photos and an MLS listing.

Every agent offers photos and an MLS listing. My job is to make sure the right buyers see your home, feel something when they walk in and make a strong offer. Here's how I do that.



WHEN WE LAUNCH

■ Buzz before we go live: Before your home hits the market, I'll start building interest with my buyers, past clients and local agents, so you have people waiting to see it on day one.

■ Staging that fits your home: I'll help you get your home photo-ready, whether that means rearranging what you have, a staging consultation or virtual staging for empty rooms.

■ The essentials, done well: Professional photos, a video or virtual tour, a floor plan, aerials when they help, MLS syndication, social promotion and print materials.

■ Answers before buyers ask: I'll have your insurance details ready, like roof age, wind mitigation and 4-point info. If something like the roof or AC is near the end of its life and you'd rather not replace it, I'll get a replacement estimate so buyers see a real number instead of guessing high.

■ Help buyers see the potential: Buyers often fall for what a home could be. If there's a bonus room that could be a bedroom, an outdated kitchen or a big backyard with no pool, I'll get contractor estimates, renovation visuals or confirmation that a pool will fit. Buyers can picture the possibilities and know what they'd cost.

WHEN WE LAUNCH - CONTINUED

■ Themed open houses: Instead of a sign and a sign-in sheet, I create an event people remember and talk about.

■ Neighbors and buyers hear first: Your neighbors and the active buyers, renters ready to own and past clients in my network all hear about your home right away. Neighbors often know the next buyer.

■ Agent outreach: I personally reach out to agents who sell in your area, because their buyers could be the ones who write your best offer.

■ More buyers who can say yes: My team offers savings programs that help buyers afford more, which brings more qualified buyers to your home.

WHILE YOU'RE ON THE MARKET

■ Weekly updates: Every week you'll hear about showings, feedback, online activity and next steps, even when things are quiet.

■ You'll always reach me directly: No call center and no handoffs.

■ Clear guidance: I'll walk you through every offer, inspection item and deadline, so you always know where you stand and what comes next.

11 NEXT STEP

READY WHEN YOU ARE

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Selling doesn't have to be complicated.

If this guide helped you picture the process, let's talk about your home and your timeline.



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