



# SELLERS HOMEWORK

Please help with the following items to assist with the sale of your home!



- Make a spare key for the lock box. Please try newly made key in the door lock to insure that they operate correctly. When you come to your listing presentation, please take your keys with you.
- Please have all the loan information ready, including present balances.
- Copy of the Deed.
- Copy of Tax Bill.
- When listing a multi-family home, please have zoning certificate from your town hall and a copy of lead certifications.
- When listing a condo, please have Condo Docs and By-Laws.
- When listing a four unit or more, please have a copy of the fire alarm certification.
- Complete all attached forms prior to our meeting.



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Thank you in advance  
for your assistance!





# PREPARING YOUR HOME FOR SALE

**Please call  
us if you  
have any  
questions!**

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In order to present your home in its best possible light, we believe it is important to make sure that every part of your home looks it's absolute best. In today's market there are a lot of homes from which to choose, the one that shows the best in the one that will stand out from the rest. Therefore, it is important that every showing counts the most! Please check the following items in your home against the checklist below.

## LANDSCAPING:

- Trees and scrubs trimmed
- Gardens edged
- Planting beds, edged and weeded
- Lawn mowed, fertilized, and treated for weeds, if necessary.
- Gravel driveway edged and weeded with no bare spots or ruts.
- Dead limbs removed from trees.
- Flower beds planted/cleaned as appropriate for season.

## BUILDING EXTERIOR:

- Check for peeling paint on house.
- Functional light bulbs in all exterior lights.
- Remove items no longer used (i.e., dog house, swing set, bikes, etc.)

## INTERIOR:

- Windows washed.
- Trim washed and/or painted as necessary.
- Floors polished, carpets cleaned.
- Kitchen cabinets cleaned.
- Closets organized and as empty as possible.
- Excess/unused furniture removed.
- Smoke and/or pet odors removed.

## BASEMENT:

- Lights operable and as bright as possible.
- Remove any unused excess items.
- Rearrange and neatly store items.
- Vacuum and/or dust water heater, furnace/boiler & surrounding pipes.
- Sweep or clean bulkhead/stairway area.
- Paint floor if appropriate.
- Dehumidifier working (if being used); no visible standing water.

## GARAGE:

- Make sure lights are operable.
- Floors swept.
- Window sills & windows vacuumed and/or dusted.
- Degrease floor if necessary.
- Vacuum and/or dust inside garage door.
- Remove any excess/unused items.



# THE HOME SELLER'S GUIDE

Dear Prospective Client,

Thank you for taking the time to consider listing your home with the Dias Team.

We understand that pulling up roots and replanting yourself in new surroundings, can feel daunting. But with a savvy approach and the **right** real estate professional to help, there can be a 'SOLD' sign on your front lawn before you know it.

Our goal and your goal are one in the same – to get your home sold. Over the years, we have built our business and reputation by providing first-rate service for each and every one of our clients. You deserve more than just a sign in the yard, fliers in a box and an occasional open house. You deserve a team who will be at your side from listing to closing, ensuring that your property's sale is seamless and most beneficial to you – and that is exactly what you get when you hire The Dias Team.

To start, we want to give you all the information you will need to set your home and expectations for success. Please take the time to review the attached information before our appointment so that we can get your home listed and you on the move!

Warmly,  
The Dias Team



# Getting your home ready

Of the things homeowners control when selling their homes, the conditions of the property is one of the most important. Before trying to sell your home, make it a home people will want to buy.

To a buyer, you are not just selling a house, you are selling shelter, a lifestyle and a vision for many of their years to come. People always want the best for themselves and your home should represent the answer for that goal.

Unless your prospective buyers are looking for a “fixer-upper” (which translates to a lower selling price), you’ll want to assess the wear and tear on your property and address flaws that can lower your home’s appeal and sales value.

Take a good look around to determine where your current home needs improvements – make a list! Some fixes are mainly cosmetic, and you may be able to them handle on your own; fresh paint, sprucing up the lawn, updating lighting, replacing doorknobs and the like. Other problems are more significant and may require item replacement and/or hiring home maintenance professionals. Issues concerning heating, plumbing, ventilation and air-conditioning (HVAC system), mold, water damage, wood rot, the water heater, gutters, foundation, or roof can all be deal-breakers if left unaddressed.

Once you’ve taken stock of it all, get those repairs, improvements and enhancements completed prior to our first showing. This initial investment of time and money can help generate a faster sale at a higher price.



## Play the price is right

Real estate agents do not decide how much your home is worth, the market does. As your agent, my job is to interpret the market and price your home for its location and condition properly.

Current market trends tell us where to price your home. Pricing your home properly from the date it's listed in key. Setting the right price for your property is a delicate balancing act. Aim too high and your home might sit on the market for months, and possibly not sell at all. Price it too low and you miss the potential for a more lucrative outcome.

Prospective buyers determine your home's value by comparing it to other homes in and around your neighborhood that are currently listed and have recently sold. Location, condition and the market are all components that affect the value of your home as well as the timeliness of your sale and the first thirty days are crucial. This is the window of opportunity when buyers and their agents view your property online and are most likely to schedule showings and make offers.

Our expertise will help optimize the buyer's perception of value to get you the best price for your home!



# Go to Marketing Plan

As our pledge to you, we ensure to get you the highest price and most favorable term in the least amount of time and inconvenience to you. To do this, we swear by our proven marketing plan.

Now that your home is ready and priced strategically, we optimize its internet presence by posting information on the Keller Williams Listing System (KWLS), as well as the local Multiple Listing Service (MLS). These postings include quality photographs and a captivating description highlighting your home's features. Once your listing is live and in action, it will be featured on both our Dias Team Website and our Social Media Platform. This way we can get your home in front of as many potential buyer's eyes as possible!

In addition to virtual eyes on your listing, we will host Open Houses by your request to get those buyers inside and falling in love with your home. During showings and Open Houses, we will have property specific marketing materials and information to make your home's features truly stand out while leaving a lasting impression on those potential buyers.

The most impactful component of our marketing plan is our follow through and follow up. Never will you be left in the dark about where your listing stands and will receive weekly status reports with feedback from potential buyers and other agents. Without a cohesive team approach to selling your home, all our support and experience is backing your listing. The more agents backing your listing, the larger the database of potential buyers we have access to and therefore, getting your house sold quickly and stress-free!



# Negotiating, Closing and Beyond

Once we're to the negotiating state of selling your home, all offers from pre-qualified buyers will be presented and discussed with you. We'll negotiate the details of your transactions to get you the highest and best offer possible – knowing your best interest is our top priority.

Prior to closing, we promise to prepare you in whatever way needed to ensure you felt the most comfortable selling your home. Should you ever have any concerns, we are your ally and best resource to refer to.

Though we do not stop there; your home selling journey may have come to an end, but you are part of The Dias Team Family for life! Should you need an agent to assist you with relocation, real estate service recommendations or help getting moved, we are here to help!

Being part of The Dias Team Family also ensures you that you receive unparalleled service and guaranteed satisfaction throughout your entire transaction. Should you ever not feel completely satisfied, we will do everything to remedy the situation immediately. If you are still not satisfied, we will release you from the listing agreement with no further obligation – though we hope that never happens!