

Your 6-Week Seller's Readiness Roadmap



WEEK 1 – Quick Wins – Declutter, Depersonalize & Deep Clean

Your first action is to declutter. Remove extra furniture, clear shelves, and store personal photos. **Thoroughly clean every nook and cranny**, to make the house look and smell its best for potential buyers.



WEEK 2 – Know Your Resources – Money Management Plan

Collaborate with your professional team (realtor, accountant, attorney, financial planner, mortgage broker, and insurance agent) to get a true picture of the equity, funds, and timeline you have for your next move.



WEEK 3 – First Impressions Count – Repair, Not Renovate

Focus on necessary repairs like leaky faucets and damaged walls. Trim overgrown bushes away from windows and **enhance curb appeal**. Consider a **fresh coat of paint**. Possibly **update floors** by de-carpeting or refinishing.



WEEK 4 – Avoid Surprises – Document & Inspect

Gather records and receipts for updates, renovations, and repairs and choose what to fix or disclose. Consider a **pre-sale inspection** to get ahead of any objections or price-reduction requests.



WEEK 5 – Say “Cheese!” – Marketing Prep

It's time for **professional photos and a fabulous description** that feature its best qualities. **Videos, drone shots, and virtual ground plans** can be created to help buyers decide if they want to visit.



WEEK 6 – Your Listing Is Live!

A **“coming soon”** listing status gives buyers and agents notice your home is almost on the market. A few days later the listing will be active and showable. An **open house** the first weekend is recommended.



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 **COLDWELL BANKER | REALTY**

Move with Marj Clark

Realtor® & Housing Guide



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MOVE WITH MARJ

SELLER'S READINESS ROADMAP



HOW TO GO FROM "ALMOST READY"
TO "GONE IN A WEEKEND"
IN JUST 6 WEEKS

Why Do It Alone?

Together with Marj Clark, your housing guide, you'll create a clear, low-stress path to make your house photo-ready.

Your manageable timeline will help you confidently list your home on your terms.

Ensure the best outcome with your own trusted guide today.

Contact Marj to talk through your plans!



SELLER'S 6-WEEK READINESS SUMMARY



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Transform Your Life By Where You Live

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