

GETTING YOUR HOME READY TO SELL

MERCHANDISING ANALYSIS



SOLD

GMAC
Real Estate

Service You Deserve. People You Trust.®



When it's time to sell your home, you know there are things you should do to get it ready. But exactly what should you do? And where should you start?

With GMAC Real Estate, you're assured of working with expertly trained real estate sales professionals, who will guide you every step of the way.

Merchandising for buyers... and agents

Visualize your home as a buyer might see it. Your GMAC Real Estate sales professional can help. We look at homes every day, and we know what buyers look for — and what they object to. This Home Merchandising Analysis is the starting point to effectively market your home.

But, as important as potential buyers are, you must also appeal to real estate sales professionals from other companies who will be bringing buyers to your home. In marketing your home, we place special emphasis on marketing to real estate sales professionals — because they want to show well-merchandised homes to their buyers. As one of our agents put it, “I always preview other agents’ listings to make sure they meet my buyers’ standards.” So merchandising is crucial in preparing your home for interested buyers — and the sales professionals who select which home buyers will see.

Merchandising is important

When you put your home on the market, it goes into competition with all the others that are for sale — including new-construction homes and those that have been newly remodeled. Merchandising helps your home compete with these and other properties on the market.

The first step

Our goal is to help you do the best possible job of merchandising your home and to help you become aware of those obstacles — big and small — a buyer will notice and perhaps use to justify offering a lower price or go on to look at other homes. Together, using this analysis, we can note minor repairs, general fix-ups, selective improvements and merchandising tips that can make your home more attractive to prospective buyers and give you the edge over the competition. When merchandising your home, you can spend a little or a lot — the key is knowing which projects are right for your home. And that's how we can help. Remember, when it comes to getting top value for your home, it's what the buyer thinks that counts.

Let's start now!

When you're ready to sell, you'll want your home to be ready. That's why it's advantageous to begin now! Together, we can identify areas that need special treatment, determine which merchandising investments are most cost effective and discuss the specific features that buyers in our market want. Then, you'll have time to implement any changes we determine need to be made before putting your home on the market.

As you tour each room of your home, keep these points in mind:

Overall condition

Is your home clean and clutter-free? Does it smell fresh and clean? Are personal items and collectibles stored neatly out of sight? Are there any insect, water or structural problems that are obvious and need to be taken care of?

Lighting

Are the light fixtures, switches, switch-plates and outlet covers clean and in good working condition? Do bugs need to be removed from the light fixtures? For the brightest possible rooms, do your lamps and fixtures have the highest-wattage bulbs they can safely handle?

Walls

Do the walls need to be painted? Are there any cracks and holes that need to be repaired? Does outdated wallpaper need to be stripped from the walls?

Windows

Are your windows (screens and storm windows, if you have them), sills and sashes clean and in good condition? Are there objects that should be removed from the sills or ledges? Are curtains or window coverings clean?

Ceilings

Do cracks need to be repaired or touched up? Do ceilings need to be repainted? Is a leaky roof causing spots or damage to ceilings?

Flooring

Do carpets need to be vacuumed or steam cleaned? Do you have worn or outdated carpet that should be pulled up? Do wood floors need to be refinished? Do tile floors need to be scrubbed and waxed and loose tiles repaired or replaced?



Front Entrance

- Overall condition
- Odors
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Doors
- Windows/storm/screens
- Window coverings
- Lighting
- Staircase/banister
- Coat closet
- Other

Comments _____

Kitchen

- Overall condition
- Odors
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Plumbing
- Countertops
- Stove
- Refrigerator
- Other appliances
- Sink
- Cabinets
- Hardware — knobs/pulls/hinges
- Pantry
- Storage closet
- Other

Comments _____



Living Room

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Staircase/banister
- Fireplace — mantel and hearth
- Other

Comments _____



Dining Room

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Staircase/banister
- Fireplace — mantel and hearth
- Other

Comments _____



Family/Recreation Room

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Staircase/banister
- Fireplace — mantel and hearth
- Closet
- Other

Comments _____



Bedroom #1

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Closet
- Other

Comments _____



Bedroom #2

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Closet
- Other

Comments _____



Bedroom #3

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Closet
- Other

Comments _____



Office/Den/Bedroom #4

- Overall condition
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Closet
- Storage
- Electrical/phone lines
- Other

Comments _____

Bathroom #1

- Overall condition
- Odors
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Plumbing — faucets/pipes
- Sink
- Toilet bowl
- Tile caulking
- Shower
- Shower door/curtain
- Tub
- Vanity
- Mirror
- Medicine cabinet
- Linen closet
- Towel rack
- Exhaust fan
- Other

Comments _____

Bathroom #2

- Overall condition
- Odors
- Flooring — wood/carpet/tile
- Ceiling
- Walls — paint/wallpaper/trim
- Woodwork
- Door
- Windows/storms/screens
- Window coverings
- Lighting
- Plumbing — faucets/pipes
- Sink
- Toilet bowl
- Tile caulking
- Shower
- Shower door/curtain
- Tub
- Vanity
- Mirror
- Medicine cabinet
- Linen closet
- Towel rack
- Exhaust fan
- Other

Comments _____

Merchandising analysis.

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