



The most important aspect of selling your home is making a great first impression. This guide is intended to help ensure your property is presented in the best way possible to ensure a positive process.

## ***STAGE 1- PREPARATION***

Once you have hired Tampa Bay Heroes to sell your property, we get right to work!

- We may request additional documents to supplement the seller's disclosure in order to ensure we have all key details to effectively market your property and enter into the MLS.
- We will schedule professional photos see Seller's Checklist for how to prepare)
- We will place a yard sign, and advertise the property as coming soon as applicable
- We will discuss next steps including your preferences for showings, open houses, and communication throughout the process

## ***STAGE 2- ACTIVE LISTING***

Now that your property is officially for sale, TBH will be actively marketing to attract qualified buyers:

- We will coordinate showings and open houses according to the schedule you provide
- We will utilize multiple avenues to reach qualified buyers including social, print, and other digital media as applicable
- We will anticipate potential hurdles and provide you with guidance on your options to enable sound decisions

## ***STAGE 3-OFFER(S) AND NEGOTIATION***

Congratulations, you have an offer(s)! We will present all offers to you in a timely manner and negotiate honestly and fairly with all parties keeping your best interest in mind:

- We will research concerns and provide guidance and resources accordingly to ensure you have all information necessary to make sound decisions

## ***STAGE 4- UNDER CONTRACT AND CLOSING***

Once you have accepted a contract, TBH will continue to support the process through to closing:

- We will communicate important process dates and keep you informed of any requested changes
- We will anticipate potential hurdles and provide you with the information and guidance you need
- We will celebrate when you close!



Tampa  
Bay  
Heroes



We have prepared a list of to-do items for seller's broken down for each step of the process. It is important to maintain the peak condition of your Property throughout this process.

## ***STAGE 1- PREPARATION***

Clean and declutter for professional photos. Many buyers will view these photos prior to scheduling an in-person showing

- Make arrangements for pets to be out of the home if possible
- Remove all vehicles from driveways and the front of the house
- Ensure the yard is maintained, free from clutter including yard tools, toys, etc.
- Sweep driveways, sidewalks and patios
- Clear off counter tops in kitchen and bathroom areas. While major appliances are ok, clear counters present best
- Remove any personal items such as photos, art, and magnets from the refrigerator.
- Turn on all interior lights. Leave fans OFF.
- De-clutter rooms to include tucking away personal items, removing excess furnishings, and making the beds
- Tuck trash cans out of view in a closet or cupboard.

If your home contains items, such as art or expensive furnishings, that you do not wish to be photographed, please let me know and I will ensure we work around them.

## ***STAGE 2- ACTIVE LISTING***

Now that your property is listed for sale, it will be important to ensure it is presented in the same beautiful condition we showcased in the photos for all requested showings.

- Ensure all areas of the property are neat and clean
- Remove any pets or secure them accordingly
- Take the trash out- kitchen and bathrooms
- Make the beds and ensure personal items are tucked away properly
- Turn on lights and lock up before leaving in advance of the showing

## ***STAGE 3-OFFER(S) AND NEGOTIATION***

## ***STAGE 4- UNDER CONTRACT AND CLOSING***

To view our video on  
Preparing Your  
Property for Sale  
scan this QR:

