

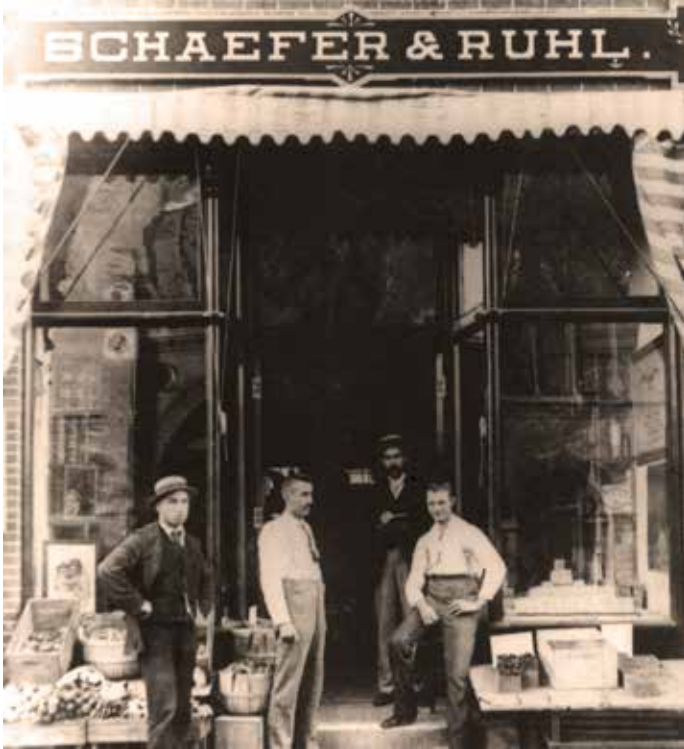
SELLER'S GUIDE

Helping you move from the life you have
to the life you **dream about**



**Ruhl
& Ruhl**
REALTORS

WELCOME TO RUHL&RUHL REALTORS



Established in 1862, Ruhl&Ruhl Realtors is a family-owned and operated business. It all started in a little grocery store where insurance and real estate were sold. Five generations and thousands of houses later, Ruhl&Ruhl Realtors is still helping people realize their dreams.

Our mission is built on integrity, customer service, family, and community.

When you work with Ruhl&Ruhl Realtors, you will receive all the resources you need to sell within your timeline and achieve your real estate goals. We will help you navigate every step of the selling process and overcome any obstacles that you may encounter. From expert knowledge of the market to superior customer service, you will find the Ruhl&Ruhl experience will deliver the most efficient process to maximize the benefits of your sale.

We bring together teamwork, knowledge, and personalized services by strategically investing the best resources in our agents and staff to guarantee the best outcome for you.

As part of our high level service to our clients, we would like to get a clear picture of your goals. In our seller's guide, you will find five sections that explain what occurs in the selling process to ensure you will receive top dollar for your property.

We find that when you care about others, behave with strong moral principles, and offer outstanding service, then you leave the people and communities you touch with a little more than they had before. Delivering the most efficient selling system, Ruhl&Ruhl is the difference.

Thank you for the opportunity to serve you.
Sincerely,

Chris Beason, President

Caroline Ruhl, CEO

THE GREATEST SELLING EXPENSE IS THE MONEY YOU DON'T MAKE



Every property is unique and no house has a fixed price. Given that there is a range of value for your property, this guide explains the five things we do to ensure that you receive top dollar.

1. Enhance Your Property _____ **3**

We will recommend proven ways to get your house ready for the market, for example, staging advice and suggestions for other property improvements.

2. Create a Pricing Strategy _____ **3-5**

We will go over the intricacies of the local real estate market and help you create a pricing strategy that will net the most money at closing. We will position the property appropriately to drive competition among buyers. Your property will be priced high enough, so you don't leave money on the table, but not too high to scare off buyers.

3. Give You Maximum Exposure _____ **6-12**

Our goal is to make sure that any buyer who would be interested in your property will see it. We do this by immediately placing your listing in the national MLS database and on Ruhl&Ruhl's top-ranking website. Digital advertising and virtual tours are also available to provide maximum exposure.

4. Help Negotiate Best Contract _____ **13**

Negotiating is a critical skill in any market to ensure you will receive the best possible deal. Even under the pressure of the selling process, we will keep a level head and be your advocate.

5. Manage Your Transaction _____ **14-15**

Whether it's navigating multiple offers, organizing inspections, or drawing up the purchase agreement, your Ruhl&Ruhl agent will manage the many moving parts of your transaction. Our goal is to get to the closing table on your timeframe.

ENHANCE YOUR PROPERTY

Discussing your staging and curb appeal strategies will help make a great first impression to potential buyers. The goal is to help potential buyers visualize themselves living in the house.

Buyers' Eyes

The best way to position your house in the market is to look at your property through the potential buyers' eyes. Buyers are ultimately the people who determine a property's value. To a buyer, value is determined by the following:

- Physical location
- Features and amenities (deck, type of flooring, any updates, size of yard, etc.)
- Floor Plan: including bedrooms, bathrooms, square feet, etc.
- Price
- Condition of the house

What You Can Control

It is often not cost effective to modify your property's floor plan or to add additional features and amenities. As a result, there are two factors you can control that will show value to the buyers:

- The price
 - Adjust the asking price of the home
 - Offer attractive terms (financing, closing costs, etc.)
- Your property's condition
 - Improve curb appeal (See checklist on page 18)
 - Paint rooms and/or exterior
 - Deep clean, organize and de-clutter
 - Do minor upgrades (light fixtures, replace carpet, etc.)

Staging Tips

- **Hang Mirrors:** Mirrors can make a space appear to be larger and feel more open.
- **Reduce Furniture:** Minimizing the amount of furniture makes your house look more spacious.
- **Use Neutral Colors:** Neutral colors show best in all properties and are less likely to turn buyers away.
- **Don't Mask Odors:** Use natural deodorizers and avoid floral scents.
- **Don't Overcrowd Spaces:** Make sure each room has its own specific purpose.

Staging Statistics

Findings from Buyer's and Seller's Agents

- 82%** said staging made it easier for buyers to visualize the property as their own
- 41%** of buyers were more willing to visit a house they saw online if it was staged
- 23%** said that staging a property increased the dollar value offered, compared to similar houses on the market that were not staged.
- 50%** of staged properties saw a 1% - 10% increase in the offered amount from buyers

Courtesy of National Association of Realtors & KCM

CREATE A PRICING STRATEGY

You will have many questions going into this process. You and your agent will work together to detail a value positioning strategy that will help you net the most amount of money at closing in the time frame you have allotted.

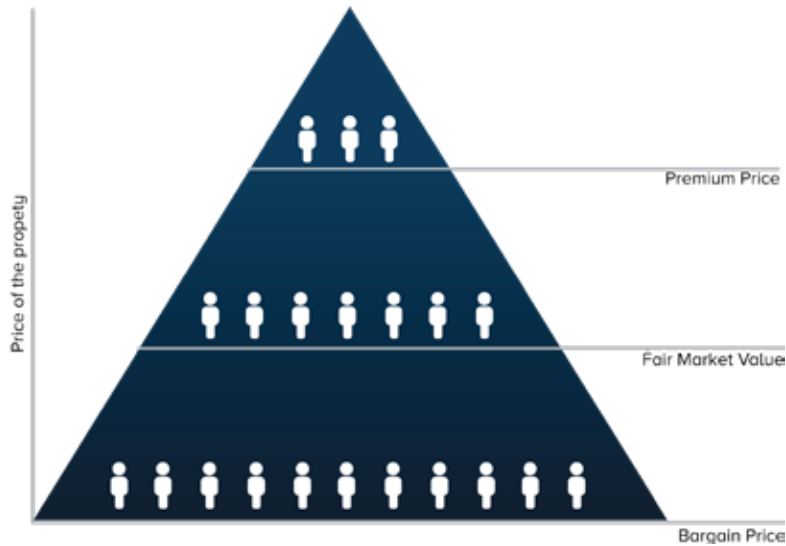
One of the first things you will go over with your agent is the historical data of similar properties that were sold. A 6-12 month history will give you the ability to find comparable properties, similar in style, location, size, features, and amenities. Having this information will help you get a good look at your properties estimated market value. This value will most likely be within 10% of the final selling price of your property.

Along with the historical information, you will also have an in depth look at the current properties on the market. This includes your property's competition, list-to-sales price ratios as well as the current supply and demand. All of these factors play a strong role in the pricing strategy that you and your agent determine will best position your property in the market. This will give you the advantage you need to net the most amount of money at closing and at the highest probability of selling within your time frame.

HOW TO PRICE YOUR PROPERTY

Pricing your property accurately, is an essential step when listing your house. Not only does this impact your property's sale price, but also dictates how quickly your house will sell. You will have your Ruhl&Ruhl agent by your side to help guide and advise you during this process.

Your selling timeline will determine how your property should be priced in the market relative to the other active inventory.



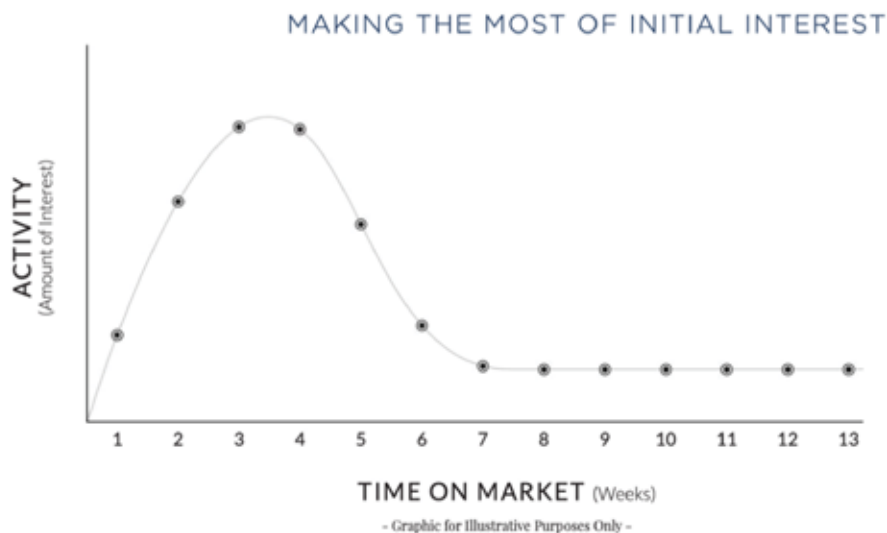
Importance of Pricing Right

Only a certain number of properties will sell in any market at any given time. You will see maximum buyer activity when your house is accurately priced from the beginning of your listing.

A property listed below market value attracts a lot of buyers and one priced above market value attracts very few buyers. You and your agent will discuss your property's fair market value, or the ideal price where you can expect significant buyer interest for the maximum price. It is important to note **that you control the price and your agent will control the process.**

The most active time on the market is the first three weeks.

The reason it is important to price it right from the start is because buyer interest peaks in the first three weeks that a property is listed. After time passes, your property's perceived value decreases, oftentimes resulting in a lower sales price.



SUPPLY & DEMAND

Like all markets, real estate values are dictated by supply and demand. Usually a low supply and a high demand increase prices, and with higher supply and lower demand, prices will decrease. The different types of markets are classified as Seller's, Balanced, and Buyer's markets.

What Market are You In?

The type of market you will currently see is based on months of inventory. This is determined by dividing the number of properties for sale by the number of properties sold over a given period of time. If no other properties were listed, this is the amount of time it would take, on average, for the market to sell all the current inventory.

Another way to look at this is through absorption rates. This is the inverse of months of inventory that shows the rate/percentage of houses bought each month.

Months of Inventory	FEWER THAN 4 MONTHS	BETWEEN 4-6 MONTHS	GREATER THAN 6 MONTHS
Type of Market	<p>SELLER'S MARKET</p> <p>House prices may appreciate.</p>	<p>BALANCED MARKET</p> <p>House prices may only appreciate with inflation.</p>	<p>BUYER'S MARKET</p> <p>House prices may depreciate.</p>
Example	$\frac{24 \text{ properties}}{12 \text{ months}} = 2 \text{ per month}$	$\frac{60 \text{ properties}}{12 \text{ months}} = 5 \text{ per month}$	$\frac{85 \text{ properties}}{12 \text{ months}} = 7 \text{ per month}$

Odds of Selling

You and your agent will use this information to determine the odds of your house being one of the properties that can sell at any time, no matter the market. On average, fewer than 60 percent of properties actually sell across your market area. By utilizing this information, you can expect your agent to help you bring your odds from under 60 to much closer to 100 by adjusting the price and improving the condition of your property.

PERSONALIZED MARKETING PLAN

When you hire a realtor to sell your property, there are some basic services that you can expect. When you work with Ruhl&Ruhl, your experience is different. You will receive a personalized marketing plan to meet your goals, that is specific to only you. When it comes to marketing your property, there are thousands of options. Your Ruhl Agent will help you narrow down your options to the ones that specifically meet your goals. This will give you the confidence that your house will receive the highest net possible at closing.

MARKETING/PROMOTION	BASIC SERVICE	THE RUHL DIFFERENCE
Yard sign	✓	✓
Your property featured locally online & in the MLS	✓	✓
Host open houses	✓	✓
Listing will be promoted on Realtor.com and Zillow	✓	✓
Home Warranty	✓	✓
Nationally ranked website with 4,921 average visits per day		✓
Your property highlighted on agent websites		✓
Partnership with relocation companies, which helps you find potential buyers		✓
Social media presence with over 7,200 followers on Facebook		✓
Targeted digital advertising to increase reach and engagement		✓
Your house featured on Listing Alerts that are emailed to potential buyers		✓
Weekly reports to keep you informed of your online activity for your property		✓
Listing shared with Ruhl&Ruhl agents at sales meetings		✓
Listing featured on Homesnap app for additional exposure		✓
Professional photography to showcase your home		✓
Broker/Realtor tours with feedback		✓
One stop shop! In-house loan services & insurance partnership		✓
On-site legal compliance team to review your contract		✓
Customer service staff who ensure a timely follow-up on buyer inquiries.		✓
Home Service Vendor partnerships to help with any repairs		✓

MAXIMIZE YOUR PROPERTY'S MARKETING

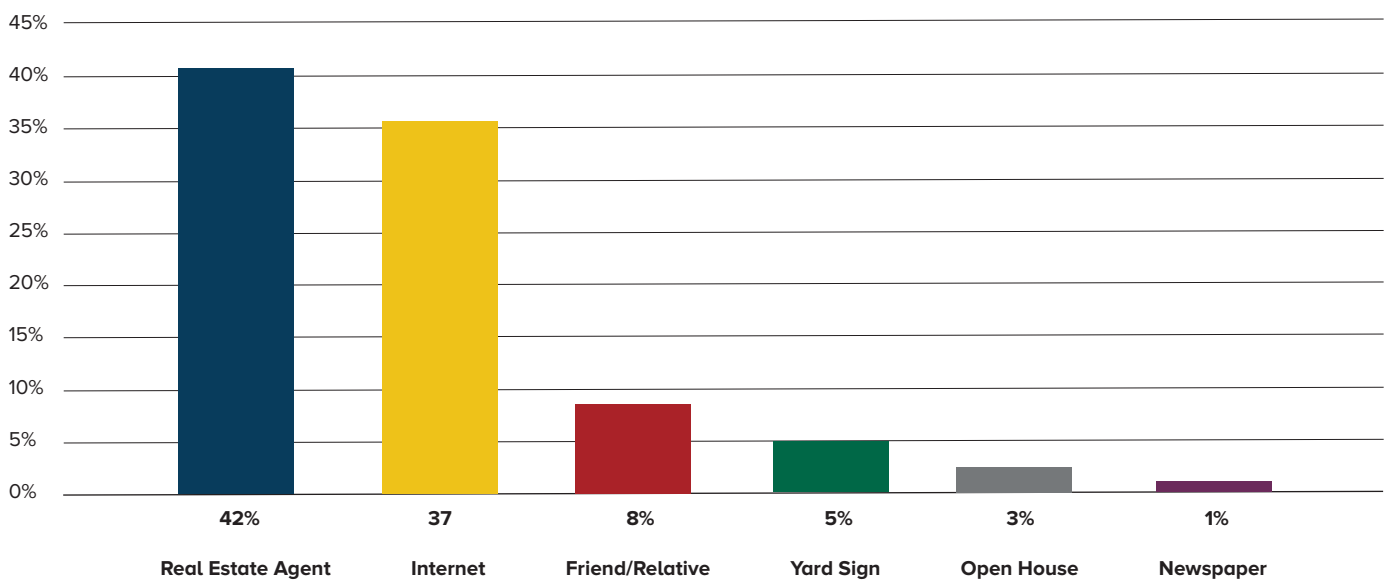
To maximize the marketing of your property, your agent will research data into what avenues the buyers are looking for houses like yours. Knowing where buyers are looking for properties will help you position your property in front of the most relevant buyers. This information helps you sell your property and nets you the most possible money at closing.

Ruhl&Ruhl Realtors provides surveys to all buyers to gauge their experience and to gain more insight into their habits. Listed below is just some of the information we gather.

WHERE ARE BUYERS FINDING THE HOUSE THEY PURCHASED?

The most telling statistic about buyers is where they actually found the house they purchased. If you know the most relevant places people are finding their future properties, you can effectively market your property to them.

Where Local Buyers Found the Properties they Purchased



Nationally, 96% of all buyers searched online with 85% of these users finding the property's photos "very useful."

51% of all national buyers found the property they purchased online.

79% of our buyers found their future properties either online or from their real estate agent.

Nearly all buyers used online websites as an information source during their buying process.

This is why it is important to utilize your Ruhl Agent's expertise and connections by highlighting your property on RuhlHomes.com, the region's most visited local website.

Local data courtesy of Ruhl&Ruhl Realtors survey results. National data courtesy of the National Association of Realtors 2022 Profile of Home Buyers and Sellers.

MARKETING YOUR HOME LOCALLY

As Iowa's largest privately-owned real estate company, we have the most eyes on our site in the region. This gives you an edge over the competition. **RuhlHomes.com** is the regional website leader, and draws visitors looking in eastern Iowa, western Illinois, and southwestern Wisconsin.

RuhlHomes.com - the Region's premier real estate website

Our website includes all homes for sale and previously sold from 11 Multiple Listing Services (MLSs).

RuhlHomes.com

2.2 Million

Visits to RuhlHomes.com
& Agent Pages

4,921

Average Daily
Visits

964,068

Users Last Year

RuhlHomes.com received multiple national awards from Real Trends, the trusted source for the residential real estate industry.



Ranked among the top 10 websites in the nation for
Best Overall Real Estate Website • Best Property Detail • Best Community

When you list with Ruhl&Ruhl, your property will stand out from other companies' listings on RuhlHomes.com, which gives you more exposure to potential buyers.

MARKETING YOUR PROPERTY NATIONALLY & INTERNATIONALLY

Showcasing your property to as many potential buyers as possible is important in the selling process and can be very rewarding for you. As an independent real estate company, Ruhl&Ruhl Realtors has the benefit of partnering with many national and international relocation companies. This will put your property in front of individuals and families that are relocating and looking to purchase immediately. Your property's exposure will increase to people all around the country, and even around the world!



INCOMING TRANSFEREES TO BUY YOUR HOUSE

Ruhl&Ruhl Realtors is a principal broker in the Anywhere Leads Network. Our broker-to-broker referral network includes almost 800 real estate companies and 189,000 agents in more than 5,800 real estate offices nationwide, helping consumers close in excess of one million house sale transactions per year. Anywhere Leads Network also has an international presence with an additional 129,000 independent sales agents doing business in 114 other countries and territories worldwide.

We work with over 25 additional relocation companies, including SIRVA BGRS, Cartus Relocation, Altair, Nexus, NEI Global, Aires, WHR Group, Weichert Relocation, and many, many more.

We also receive referrals from the Anywhere Military Rewards program, AARP Real Estate Benefits by Anywhere, RealtyPlus with Navy Federal Credit Union, and many other lender and referral programs.

Take advantage of the exclusive exposure your property will receive from these many relocating transferees, who are excellent prospective buyers for your property.



Ruhl&Ruhl Realtors has been named a Platinum Award winner by Anywhere Leads for its outstanding performance during the past year.



MLS AND NATIONAL EXPOSURE

One of the basic services that you will receive is displaying your property on all national platforms. Ruhl&Ruhl Realtors will make sure you are covered in all areas of marketing when it pertains to your property's exposure. As noted on page 6, your listing will be added to the Multiple Listing Service (MLS) database and will also be promoted on national websites such as Realtor.com, Zillow and Homesnap.

SOCIAL MEDIA PRESENCE

Since the internet is the leading channel through which buyers tend to find their house, your property will be featured on our social media platforms, website, agent websites, and phone apps to provide your property a blend of targeted advertising and pertinent notifications.



FACEBOOK

Our Facebook page is the leading regional real estate company page, which increases our reach and gives you a vast audience that you and your agent can utilize to help sell your property.

We promote real estate information, updates on our agents, trends in the market, and great resources to help you make informed decisions.

29% of visits to RuhlHomes.com came from social media sites.



TARGETED DIGITAL ADVERTISING

Advertisements for your property can be strategically placed online, specifically on Facebook, Instagram and other major websites (for example, CNN, Forbes, ESPN and more). These beautiful, eye-catching ads are placed to target potential buyers to your property.

You can also see the ad and share it to increase its impact, reach, and engagement. Once it is complete, you can receive the results of your ad and how many people were reached.

Web Format

A web format advertisement for a house. The main image shows a two-story house with a 'JUST LISTED' badge. Below the image, the address '123 Main Street, Davenport' and '4 Beds | 2 Baths | \$400,000' are displayed. At the bottom, there is a profile picture of Chris Beason, his name 'Chris Beason • 563-441-5000', and the Ruhl & Ruhl REALTORS logo. A HomeSpotter logo is also present in the bottom right corner.

Facebook Format

A Facebook format advertisement for a house. The main image shows a two-story house with a 'NEW' badge. Above the image, the text reads 'Chris Beason, Ruhl&Ruhl Realtors' and 'Sponsored'. Below the image, the address '123 Main Street, Davenport' and a 'LEARN MORE' button are shown. A detailed description of the house is provided at the bottom: 'This 5 bedroom, 2 bath home features an updated kitchen and granite counter-tops, main level laundry, master bedroom with a good size closet, 3 nice size bedrooms upstairs, spacious family room perfect for entertaining, 5th bedroom on the main level perfect for a home office, covered patio with lots of space leading to the above ground pool, and a heated 3 car garage.'

CURRENT MARKET REPORTS

You will always be in the know with the current real estate market. Ruhl&Ruhl Realtors provides automated reports to give you detailed information so you can make informed decisions and stay up-to-date on the activity for your property.



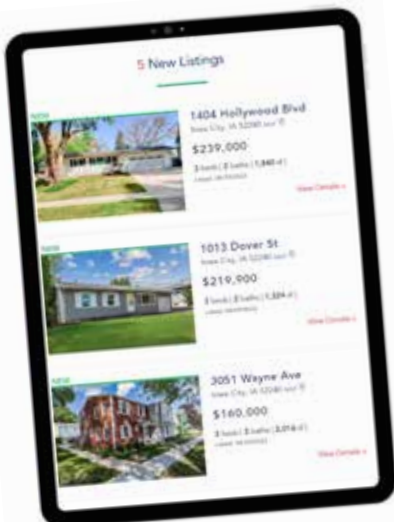
Neighborhood Report

The Neighborhood Report gives you a detailed snapshot of a specific neighborhood or area. Your agent will set this up for your property so you can see what is currently for sale, what has gone pending, and what recently sold in your property's surrounding area. This report gives you in depth details on the market periodically, so you will stay competitive in your neighborhood.



Seller Report

Our Seller Report is a weekly report of the online activity for your property. This report shows how many users have viewed your house, how many times your house has appeared in a search, activities that were completed by a visitor viewing the listing, and how many times your property has been emailed to users via our other reports (Neighborhood and Listing Alert reports).



Listing Alert

Your property will be sent to all buyers who have your property's criteria set up in their Listing Alerts. Updates to your property, including open houses, will be emailed to buyers as well. This allows potential buyers to be notified about your house instantly from our website.

Over 4,200 Listing Alerts are currently set up and new ones are being created each day.

QUARTERLY FACTS & TRENDS

You can gain insights into the regional market including current real estate facts and market trends with Ruhl&Ruhl Realtors' quarterly Facts & Trends newsletter. Your agent will help you understand your specific neighborhood's real estate data with a detailed Comparative Market Analysis (CMA) during your appointment.

This newsletter provides a market snapshot for your entire region all the way down to your specific neighborhood. Some types of information provided in this quarterly report include:

- Average Sales Price
- Total Sales Volume
- Percent Change from Last Year
- New Housing Starts
- Months of Inventory
- Number of Properties Sold
- Current Inventory
- Sale-to-List Price Ratio
- New House Inventory & Sales
- Absorption Rates

Your Ruhl&Ruhl agent can get you signed up to receive this newsletter, and will take the time to explain what these numbers mean for you and your home.



Ruhl&Ruhl is the only regional company that compiles and provides this information free of charge to the community.

HELP NEGOTIATE THE BEST CONTRACT

Of all the benefits in hiring a real estate agent, one of the biggest advantages is to have a trusted advisor to guide you through the negotiation process while looking out for your best interest during the transaction. As the showings start to roll in, we'll begin to get feedback and/or offers from your prospective buyers. Your agent will work for you to negotiate the offers received to achieve your ultimate goal, whether that be a quick sale, maximizing profit, or perfect timing. It's all about your goals, your timeframe.



SIGNING ON THE DOTTED LINE

When a buyer makes an offer, they submit a written and signed offer to purchase. You will then be presented with the offer by your Ruhl&Ruhl agent who will be acting as your advisor. Part of the presentation is determining if the buyer is qualified financially to make the purchase. Should either party be out of town, the contract will be presented electronically. Once you and the buyer both sign the paper, the contract terms become binding.

SELLER'S ACTION

When you are presented with an offer, you will have three possible options that include:

- Accept the offer as written.
- Make a counter offer. These are often written in the margin of the contract or on an addendum and initialed by you, the seller. It is not a ratified contract until the buyer accepts and initials the counter offered terms. The buyer can either withdraw, accept, or counter the counter offer.
- Reject the offer if it is unacceptable in its entirety.

A contract exists once it is signed and all terms, including any changes, are acknowledged by all parties.

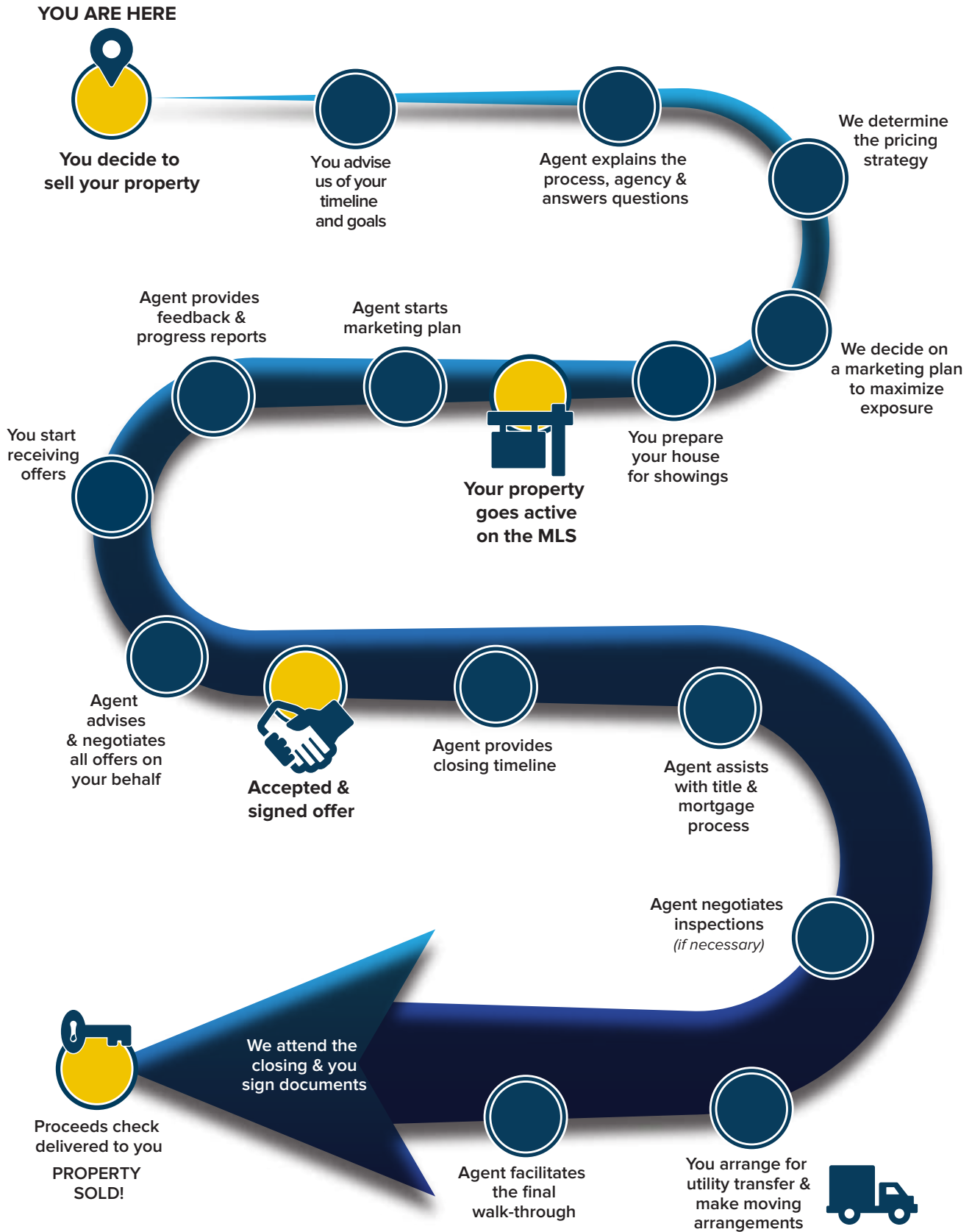


MULTIPLE OFFERS

Should you receive multiple offers, your Ruhl&Ruhl agent will present each offer in a fair and complete manner. This will give you a chance to ask questions and clarify any details of each offer presented to you. Once an offer is accepted, any subsequent offers may only be accepted as a back-up contract. This is to protect you from selling the home twice.

STEPS IN THE SELLING PROCESS

There are several steps you will need to go through when you sell your property. Feel free to ask questions about the process at any time, your Ruhl&Ruhl agent is always available to keep you informed throughout the process. Here is an outline of what to expect in the selling process.



FAMILY OF SERVICES

There are many moving parts to selling a property and when you have your Ruhl&Ruhl agent by your side, all the stress of the selling process is removed and you are free to sit back with the confidence that your goals are being met. Know that your expertly trained Ruhl&Ruhl agent is there every step of the way.

Welcome to our Family of Services, where our partners have direct relationships with our agents. This allows your agent to be in contact with our partner companies to ensure any issues are resolved. With this coordinated service, you receive a stress free experience, where all parties can work together for you behind the scenes toward your specific goal - to create a smooth transaction that is on schedule, with minimal roadblocks.



RUHL MORTGAGE

Thinking about buying while also selling can be overwhelming. By creating a plan of action before you begin, you will be ready to make an offer without hesitation. Don't forget that your first step should always be to get pre-approved.

Offering the convenience of both buying and financing options, Ruhl Mortgage will keep you informed and updated throughout the process of your transaction. Learn more at RuhlMortgage.com.



NELSON BROTHERS AGENCY

Receive the best coverage at the most competitive price with the Nelson Brothers Agency. They represent many reputable insurance companies from homeowners and auto to life insurance and personal coverage. Learn more at NelsonBrothersAgency.com.



AHS HOME WARRANTY

When trying to sell your property, you want to make it stand out from the rest. Properties with warranties sell up to 15% faster and for a price of 2.2% higher. Listing coverage from AHS can help you avoid putting money into repairing or replacing items when you are selling a house.

OUR COMMITMENT TO YOU AFTER CLOSING

Finalizing the sale of your property is just the beginning of becoming a part of the Ruhl Family. You can always rely on us to be there for you as your lifetime real estate resource. You will always have a proactive, trusted advisor for all your real estate needs.



ANNUAL REVIEW OF YOUR REAL ESTATE HOLDINGS (REAL ESTATE REVIEW)

Just like you may sit down with your financial advisor on an annual basis to review your investments or plan for the next year, it is important to know how the national, regional and local real estate markets affect the value of your property. You can rely on this free service every year to answer any questions you may have.

In this meeting, we will cover:

- Real estate values in our region and your neighborhood
- Potential property improvements and how they will affect your property's market values
- Market trends nationally, regionally, and locally
- Financing options and investment opportunities, if you are interested
- Answers to your questions about the market or your home

We will be reaching out to schedule your appointment.



CLIENT SURVEY

Once you have closed your transaction, you can expect the Client Survey. This is a brochure we'll send to you asking you about your experience working with Ruhl&Ruhl Realtors as well as gives you a chance to give us feedback about how you found us, your agent and any comments you may wish to share.

Your feedback is highly valued as Caroline Ruhl personally reads every survey. The information you share gives us insight into what Ruhl&Ruhl Realtors should be focusing on. Your feedback helps us continue to give back to our current and future clients.

Client Surveys are mailed out two weeks after your closing. The survey will be mailed in a bright yellow envelope. An electronic survey will be sent 30 days after closing if you prefer this option.

SELLER'S GLOSSARY



MLS: The Multiple Listing Service, commonly referred to as MLS, is a real estate selling system operated by the real estate Boards and Associations. The shared database is where you can view any property listed by any Realtor from any company.

List Price: The price for which the seller has agreed to list their property. This price is also referenced in the listing paperwork completed at the time the property is listed for sale with a real estate agent. The list price is different from the selling price, which is the final price that has been agreed upon by the buyer and seller.

Offer: An offer is an agreement from a buyer to purchase a property, typically presented in writing. An offer can be conditional on a number of factors, commonly conditional on financing and a house inspection. If the conditions are not met, the buyer can cancel their offer.

Counter Offer: When the original offer to purchase a property is rejected by the seller, the seller can counter the offer with adjustments, usually to the price or terms of the purchase, such as closing date.

Conditional Offer: When the sale of the property hinges on predetermined conditions, such as “conditional on financing” or “conditional on a satisfactory house inspection.” If the conditions are not met, the buyer can back out of the deal.

Purchase and Sale Agreement: A legal agreement to purchase a property.

Closing: The point in the process in which funds are exchanged and ownership of the property is transferred to the buyer.

Personal Property: Personal property is not permanently attached to land (or could be removed from real property without the use of a tool). Personal property includes vehicles, furniture, appliances and household goods. Personal property is not included in the sale of the property and must be negotiated at the time of an offer.

Real Property: Anything attached to the land, like buildings, structures, landscaping, plants and trees. Real property is typically included in the sale unless otherwise identified or negotiated.

Fixtures: Fixtures are items that are physically attached to the house which could include ceiling lights, cabinet hardware and some appliances. While fixtures are typically included as part of the purchase, it is always wise to have a conversation with your listing agent about the items that would be considered a fixture. If the seller plans to take any fixtures with them when they move, either remove them prior to listing the property, or be sure to specify the fixtures in the Purchase Agreement.

Real Estate Professional: An individual who provides services in buying and selling properties. Real estate professionals are there to help you through the paperwork, market your property, negotiate any of the details that come up, and help you understand what’s going on in the housing market.

TIPS TO PREPARE

Your property has just one chance to make a great first impression. The following are some items that we recommend from our past experience to help your property sell quicker. You can find possible vendors at [RuhlHomes.com/Vendors](https://www.RuhlHomes.com/Vendors). The main focus is to create a clean, spacious, and clutter-free house. Above all, depersonalize. Potential buyers should be able to see themselves in your house.



Your Property's Curb Appeal

- Mow lawn, trim shrubs, weed & mulch
- Edge gardens & walkways
- Stack woodpile neatly
- Add color & plants to bare spots
- Clear/sweep walkways & driveways
- Remove snow, ice, or leaves from walkways
- Remove outdoor furniture in bad shape
- Add a seasonal door mat & decorations
- Paint the front door & mailbox
- Touch up exterior paint
- Clean/repair patio & deck areas
- Replace old storm doors
- Repair broken windows & shutters
- Repair torn screens & frames/seams
- Repair gutters & eaves
- Check/repair doorbells & exterior lighting

The Kitchen & Bathrooms

- Clean appliances & verify that they work
- Deep clean floors & baseboards
- Organize all counters & cabinets (De-clutter!)
- Put all food, small appliances & toiletries away
- Remove all rust & mildew
- Clean stained sinks and shower
- Deep clean tile, fixtures, & shower door
- Repair leaky traps, toilets, & faucets
- Replace loose caulking & grout
- Check/replace lighting to be bright but soft

Be Prepared for Showings

- Open all draperies, shades & turn on lights
- Pick up toys, make beds & put away clothes
- Vacuum all carpets & dust visible surfaces
- Clean/wipe kitchen & bathrooms
- Make sure trash is disposed of in bins
- Ensure pets are not home & eliminate odors

General Interior House Tips

- Add fresh paint in light/neutral colors
- Deep clean carpets
- Vacuum blinds & wash curtains
- Dust all surfaces & ceiling fans
- Wax/refinish hardwood floors
- Shine/polish/dust any brass, silver, or crystal
- Wash all windows & window sills
- Clean out & organize closets (De-clutter!)
- Remove extra furniture & worn rugs
- Stage tables, desks, & dressers
- Put out potpourri or scented oils
- Pick up papers, toys, trash, etc.
- Keep all walkways and stairways clear
- Replace/repair floor coverings
- Repair loose knobs, and cracked molding
- Clean the fireplace
- Check/repair screen doors
- Repair sticky doors and drawers
- Safely store all jewelry & small valuables

The Garage, Attic & Basement

- Organize & de-clutter all areas
- Increase floor space as much as possible
- Tidy storage & work areas
- Hang up items & stage areas
- Sell, give away, or throw out unwanted items
- Make inspection access easy
- Clean any oily cement floors
- Clean/paint any concrete floors
- Provide strong overhead lighting
- Make energy-saving insulation apparent
- Clean water heater & drain sediment
- Change furnace filter
- Check/repair air vents to working order

SELLER'S PREPARATION LIST

So your Ruhl&Ruhl agent can get the ball rolling in an efficient manner, here are a few items to think about and information to gather. Your agent is prepared to answer any questions and take as much time as you need regarding these documents or processes when you meet.

- 1. Questions/Concerns:** Write down any questions or concerns you have about this pre-listing packet, the selling process, marketing plan, or pricing strategy.
- 2. Your Timeline:** Think about your ideal timeline. When would you like to move? If your house doesn't sell, do you have another plan? What is important to you during this process? What is the earliest and latest acceptable date for you to close?
- 3. List of Updates:** Prepare a list of enhancements/updates you have done since you have owned the property and dates they were completed.
- 4. Your Property:** What do you like about your property? If you were to stay for another 5 years, what would you like to update (if anything)?
- 5. Communication:** What is your preferred method of communication? Who needs to be notified of updates during the real estate process?
- 6. Loan Documents (if applicable):** Obtain a copy of any loan documents showing the lender name and address, loan number, current balance, interest rate, monthly payment, and type of loan (VA, FHA, Conventional, etc.).
- 7. Homeowners' Association Information (if applicable):** The contact information for your homeowners' association, financial statement, articles of incorporation, bylaws, list of services provided, and any monthly/annual dues.
- 8. Title or Abstract:** Title policy or abstract, or the location.
- 9. Recent Inspections:** All copies of any recent inspections on your property (e.g., furnace, roof, septic, radon, etc.).
- 10. Survey (if applicable):** A survey of your house - usually kept with your loan closing papers.
- 11. Hand-Drawn Plot (if applicable):** A hand-drawn plot showing location of house, well and septic.
- 12. Septic Pumping Receipt (if applicable):** A copy of any recent service on your septic pumping (if your system was pumped within the last 12 months) or well test reports.
- 13. Building Access:** Access to garage and/or any outbuildings.
- 14. House Keys:** Supply two keys to your front door for the lock box and agent.

Thank you for taking the time to get to know Ruhl&Ruhl. We look forward to working with you!



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