

A woman with long, curly brown hair is smiling and talking on a black smartphone. She is wearing a white tank top and blue jeans. She stands in a modern kitchen with white cabinets, a stainless steel range hood, and a white countertop. A laptop is open on the counter. The background shows a sink, a coffee maker, and a green vase.

# 30 DAY GUIDE TO SELLERS

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Hi. I'm Stefanie.

Born and raised in Studio City, I know the Valley better than anyone. I've been in real estate for over 10 years and I absolutely love what I do. When you work with me, you're in for an all-inclusive experience. Data-driven market expert? Check. Staging extr aordinaire? You bet. Digital marketing enthusiast? I know it all. Negotiation genius? Don't underestimate me.

When you hire me, I'll be your go-to expert, sharing insider information that you'll only hear from a friend. Navigating the real estate market can be complex and I am here to walk you through the process step by step. With me on your team, you'll have everything from a local perspective and experienced agent to a friend and advisor who will guide you through the process.

I'm known for being a community connector, organizing food and clothing drives, supporting local businesses, and coordinating neighborhood garage sales. My deep connection to the San Fernando Valley is one of the reasons buyers and sellers come to me.



AS AN EXPERIENCED REAL ESTATE AGENT, I HAVE A KEEN EYE FOR MARKET TRENDS AND AN ARSENAL OF PROVEN HOME-SELLING STRATEGIES THAT HELPED ME WIN THE TOP PRODUCING INDIVIDUAL AGENT AWARD IN 2020.

As a San Fernando Valley native, I've had success in the toughest of housing markets. I can help homeowners take the right step toward their future no matter the economic situation.

When you hire me, I'll take care of the negotiating, communication, and relationship-building with the buyers. Sell your home for the highest price possible — as quickly as possible — and begin the next chapter of your life.

A few services I provide for home sellers include:

- Prepare the listing with a personalized description
- Strategize and execute flawless home staging
- Conduct an in-depth comparative market analysis and set a price
- Coordinate property marketing
- Schedule property viewings
- Lead sale negotiations
- Oversee the closing process





# THINKING ABOUT SELLING YOUR HOUSE?

HERE IS OUR 30-DAY GUIDE  
TO GET YOUR HOUSE READY TO SELL

## DAY #1:

# PREP THE PAPERWORK.

Buyers and agents are going to ask a lot of questions, so start digging out the paperwork now: utility bills, tax bills, renovation details, warranties, survey and rental contracts, and mortgage details.



## DAY #2:

# MAKE AN EXTRA SET OF KEYS.

Prospective buyers and their agents will need to access your home, so you will need an extra set of keys. It is worth the \$3 not to have to open the lockbox every time you want to come home.

## DAY #3:

# GET SOME BOXES AND DUCT TAPE.

A big part of the adventure you are about to embark on involves reducing clutter. So the next time you are at Costco, pick up some big totes for packing away things that can stay packed when you move. An investment under \$100 will get you proper packing supplies and reduce your stress. If you are going to be moving a lot of stuff out of your house for the sale, consider renting a POD storage locker. You fill up the POD at your home, it gets carted away, stored, and then delivered to your new home when you move in!

## DAY #4:

# CHANGE LIGHT BULBS & UPDATE LIGHT FIXTURES.

It is easy to forget about all the bulbs that have burned out over the years, but you want your home to be as bright as possible. Lighting makes an incredible difference to how a home looks to potential buyers. If you have dated light fixtures (it's OK, a lot of us do), take a quick trip to IKEA or Home Depot and pick up some modern ones.

## DAY #5:

# SCOUR THOSE BATHROOMS.

Remove all the toiletries you have on display (nobody wants to know you use Head & Shoulders). Invest in some new white towels (and no, you don't get to use them). Visit Target or Home Goods for affordable accessories: soap dishes, toothbrush holders, etc. If your toilet seat, shower curtain, or bath mat are gross (be honest with yourself), replace them. Consider replacing the toilet paper holder and towel rack/hooks too.

## DAY #6:

# SPRUCE UP THE KITCHEN.

Prospective buyers and their agents will need to access your home. The kitchen is one of the rooms buyers are most attracted to, so if you are looking to skip a room, this should not be the one. Freshen up your kitchen immediately by decluttering the counters. Remove your blender, KitchenAid mixer, George Foreman Grill, toaster, bread maker, and any other appliance from the countertops – you want your counters to be as clear as possible. Clean inside all the cupboards (and yes, we mean remove everything and wipe them out). Once they are wiped down, do not cram all your dishes and food back in. You want to convey to buyers that your kitchen has enough storage for the buyers' stuff. Clean inside the fridge (and remove the magnets, photos, and reminders). Turn on your self-cleaning oven (probably for the first time). Store your booze collection and take out the empties. Consider investing in some fresh flowers and a beautiful bowl with some fresh fruit in it for a pop of color.



## DAY #7:

# BEAUTIFY THE BEDROOMS.

The bedrooms should be inviting, and that means more cleaning, decluttering, and investing in a few props. If you do not already have one, purchase a neutral-colored duvet cover and some new fancy pillows. Straighten the bookshelves. Remove family photos, knick knacks, and personal grooming products. Clean out the closets. Consider getting an area rug if the floors are cold. If you have jammed a dresser or armoire into the space that doesn't really fit, consider storing it offsite. If you have converted two of your bedrooms into offices or work spaces, convert at least one of them back to a bedroom.

## DAY #8:

# LIVEN UP THE LIVING ROOM.

Clean the sofa and chairs and invest in some new throw pillows (hello, Pier 1 and Home Goods). Consider getting an area rug to bring the room together (inexpensive rugs can be ordered online). Hide the magazine rack and any clutter that has accumulated. Lastly, tuck away all those unseemly wires from your TV, stereo, and speakers.



## DAY #9:

# MAKE YOUR DINING ROOM LOOK LIKE A PLACE WHERE SOMEONE MIGHT ACTUALLY WANT TO EAT.

Remove the kids' homework and the piles of stuff that has accrued on the dining room table. Tidy up the hutch. If your dining chairs have seen better days, consider getting them reupholstered. Invest in a new table cloth to hide an old table. If it is a large table, consider taking the leaf out while the home is being shown to make the space look bigger.



## DAY #10:

# DECLUTTER, CLEAN, & ORGANIZE THE BASEMENT.

If your basement is anything like ours, this is going to take more than one day. Whether your basement is finished or just a storage area for extra junk, you will need to invest the time to make it look as spacious and clean as possible. Not only is it a great way to rid yourself of all that stuff you never use, it will give you a headstart on packing for your move.

## DAY #11:

# TACKLE WHAT YOU CAN'T SEE: CLOSETS & STORAGE AREAS.

As much as we would love to say that you can cram all the stuff you do not want on display into your closets, the truth of the matter is that buyers will open your closets. All of them. They will look in your cupboards. And they will judge you and your home. The last thing you want is for buyers to think there is not enough storage in your home, so take the time to pack away what you do not need in the immediate future.

## DAY #12:

# MAKE THE BIG DECISION: STORE VS. DONATE VS. THROW AWAY.

It is a pain (and expensive) to store all the stuff you do not really need. If you find yourself clinging on to too much clutter or do not know where to start, hire an organizer. You can check out our Insider's Guide to Home Improvement to find a place to donate all the stuff you have collected that needs a new home.

## DAY #13:

# GIVE YOUR ENTRANCE THE WOW FACTOR.

Remember that most buyers will have an emotional reaction to your home within 15 seconds of entering it, so what they experience at the entrance is critical. You want your entrance to be clean, decluttered, and inviting. If you do not have a hall closet, do not pile 15 coats on a coat rack, it will just draw attention to your lack of a closet. And no, you won't really wear all of your shoes and coats while your house or condo is for sale, so be disciplined and store things away.

## DAY #14:

# GET RID OF ALL THE THINGS THAT MAKE YOUR HOME YOURS.

Ouch, we know it hurt to read that. You want your house to appeal to as many buyers as possible, and that will only happen if they can picture themselves and their own stuff in your house. Get rid of all the family photos, the collections, and those random souvenirs from your trip to Europe. Walk through every room in your house and pretend you are a buyer. If what you see helps people get to know you as you, remove it.

## DAY #15:

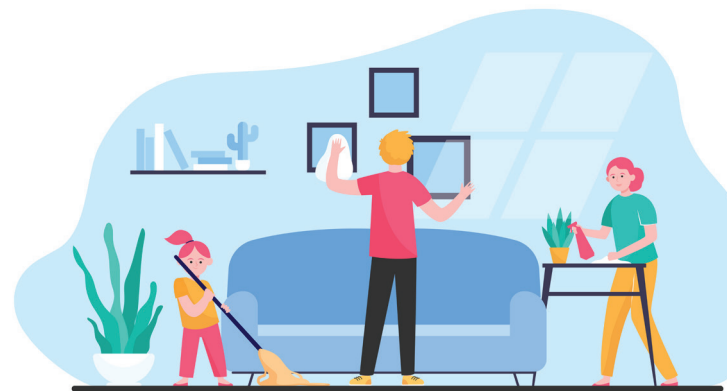
# HIRE A REALTOR.

If you have not already hired someone, today is the day. A REALTOR will likely need two weeks to schedule and prepare the marketing. An experienced listing agent will also guide you through the home preparation and staging process, so you do not have to do it alone.

## DAY #16:

# REFRESH TIRED WALLS BY REPAINTING OR DOING THOROUGH TOUCH-UPS.

A new coat of paint is one of the cheapest ways to freshen up your home. Bold colors are bound to be a turn-off to some buyers, so to appeal to the most people possible, take the time to repaint that red bedroom and blue bathroom. (Tip: light colors will help small rooms look bigger.) Do not forget about baseboards and ceilings – they might need some paint too.







## DAY #17:

# MAKE A LIST OF ALL THE LITTLE REPAIRS THAT YOU HAVE BEEN AVOIDING.

This includes leaky faucets, the picture holes in the wall, light switches that stopped working, etc. Get it done once and for all. If you are not handy yourself, bring in a handyman to take care of it. We know some good ones, we can help!

## DAY #18:

# GET THE WINDOWS CLEANED.

I know, you probably don't even think about cleaning your windows, but rain, snow, and construction can really make your windows dirty. See our Insider's Guide to Home Improvement for affordable window cleaning options, some even offer discounts to our Insiders.

## DAY #19:

# GIVE YOUR FRONT YARD SOME CURB APPEAL.

Curb appeal matters and will significantly impact people's first impression of your house. Stand on your street and take in your front yard: what do you see? At minimum, clean the scuff marks off of the front door and touch-up the chipped paint or give it a fresh coat. If your front door has seen better days, consider investing in a new one. If you have a front porch, make it look inviting (and not just a receptacle for more of your stuff). Invest in some seasonal plants. Clean up the garden. A lot of buyers will see your home at night, so make sure that your outdoor lighting is showing off your home.

## DAY #20:

# TIDY UP THAT BACKYARD.

What you can accomplish in the backyard will of course depend on what time of year you sell. If you are selling in the spring or summer: clean up the gardens, trim the trees, cut the grass, stain the deck, and clean the patio furniture and BBQ. If it is winter: do your best to make it look presentable. If you have a garage: tidy it up and fix any peeling paint and the sagging roof.

## DAY #21:

# CLEAN THE CARPETS.

Unless your carpets are brand new, you will want to have them steam cleaned (or do it yourself). You will be amazed at what a difference it makes.

## DAY #22:

# DON'T FORGET ABOUT THE FLOORS.

You will need more than a Swiffer to get into all the corners and cracks. If your floors are scratched, there are some great products out there to make them look almost brand-new. Need a team of pros to help you clean? We can hook you up!

## DAY #23:

# INSPECT YOUR WALLS & DOORS.

If your walls and doors are scuffed, buy some Magic Erasers and go to town. You will wonder why you didn't do it sooner. If your art needs an update, now is the time to do it.

## DAY #24:

# THE FINAL CLEAN.

By now you are probably exhausted. But trust us, it will all be worth it! While you can do this final step yourself, we always recommend hiring professional cleaners who will make sure to clean all the spots you typically miss: the baseboards, inside the lights, the fridge, etc. We think this step is so important that we actually pay for it for our sellers!

## DAY #25:

# MAKE PLANS FOR THE DOG/CAT/FERRET/HEDGEHOG.

I love my dogs too, but prospective buyers will not appreciate the barking and jumping. Make a plan to get your pets out of the house: doggie daycare, Grandma and Grandpa, multiple walks, or a really good friend you can bribe.



## DAY #26:

# MAKE PLANS FOR THE KIDS & THE KIDS' STUFF.

No buyer wants to look at all your kids' toys, finger painting works of art, or dirty diapers, so put it all away and make a plan to keep it concealed.

## DAY #27:

# MAKE YOUR HOUSE SMELL GOOD.

This is more important than you may know. Buyers use all their senses (even if they do not realize it) to make a decision about your home. If your house smells funky, they will remember it. And not in a good way. If you are a dog owner, wash any couches, beds, and surfaces where your pup lounges and sleep. You may not smell him anymore, but buyers will. Tuck the litter box away in a well-ventilated area (and clean it twice a day while your home is on the market). Use Febreze on everything. Consider lighting some candles (but avoid strong air fresheners).

## DAY #28:

# GET A PRE-LISTING HOME INSPECTION.

It is not fun to find out what is wrong with your house at the negotiating table, so arm yourself with the information before you list your house. You can either fix the problems before you list your home, or factor it into your asking price and expectations. (We pay for home inspections, 'cause we are awesome like that).

## DAY #29:

# HAVE QUALITY PHOTOS TAKEN TO MAKE SURE YOUR HOME LOOKS ITS BEST.

When your house or condo is decluttered, cleaned, and ready for prime time, it is time for the photographer to work his magic. This will happen a few days before you list your home for sale, and may include a virtual tour or video. Make sure to tell your REALTOR the times when the light is best – that can make a big difference in the photos.



DAY #30:

## THE FINAL ONCE-OVER.

You have worked hard and now it is time to step back and admire what you have accomplished. How does it look? Do you see anything that might distract or turn off a buyer? Take one final walk through all of the rooms and adjust as necessary.

Now ... Don't. Touch. Anything. Back away slowly. It's showtime!

Stressed about doing all the things?! Don't be. We have partnered with clients to accomplish everything on this list in as little as 48 hours. If you are in the market to sell, the sooner you hire a REALTOR to help, the better.



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