



THE FULL PRICE FAST TRACK

PROVEN STRATEGIES TO INCREASE YOUR HOME VALUE

**DISCOVER PRACTICAL TIPS, INSIDER
SECRETS, AND ACTIONABLE STEPS TO
GET TOP DOLLARS BEFORE YOU PUT
YOUR HOUSE ON THE MARKET.**

PRESENTED BY PEDRO & ZULMA SORIANO

MONROE CT REALTORS® | REALTY ONE GROUP CONNECT



THE FULL PRICE FAST TRACK

MEET YOUR AGENTS



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YOUR LOCAL, BILINGUAL REALTORS®

**SERVING FAIRFIELD, NEW HAVEN COUNTY, CT,
& MORE**



How To Use This Guide

Your complete roadmap to preparing your home for sale and maximizing your home's value

Read at Your Own Pace

- You can read through all the tips in order, or jump to specific topics that interest you most.
- Each tip is designed to stand alone, so feel free to explore in any order.

Video & Blog Resources

Most tips include two resources to help you dive deeper:

- **Video:** Step-by-step tutorials showing exactly how to implement each tip
- **Blog:** In-depth articles with additional details, pro tips, and budget-friendly alternatives

Click to Access Content

- Simply click on the Video or Blog links to access full guides and resources.
- All content is designed to help you get your home ready for buyers and maximize your selling price.

SAMPLE:

Complete Guide on How to [Video](#)
Visit our website [Blog](#)

← Clickable Links
To Resources

TIP 1: Painting The Front Door "First Impression Matters"

Ever wondered why certain colors just click for when painting your exterior front door? Uncover the magic behind color choices and discover the process of creating the perfect color palette!

popular
colors



before

after



Complete Guide on How to [Video](#) [Blog](#)
Stain Your Door!

What Kind/Color
Paint to Use [Video](#) [Blog](#)



REALTY **ONE** GROUP
CONNECT

TIP 2: Exterior Cleaning

Pressure wash your sidewalk, driveway, garage door, and the exterior of your home to remove dirt and grime. This simple step can make a significant difference in the overall presentation.

Complete Guide on How to
Pressure Wash Your Driveway

[Video](#) [Blog](#)



before



after



before



after

TIP 3: Landscaping Maintenance

Begin by trimming bushes and trees to give your yard a tidy appearance. Eliminate weeds, ensuring that your yard looks well-kept and free of unsightly growth. Regularly cut the grass to maintain a neat and inviting lawn.



before



after

Complete Guide on How to Trim And Prune The Bushes [Video Blog](#)

We always do our best to give you as much information as possible, and we try to keep it simple so it's easy for you to understand. However, we know that sometimes you need extra support to get over that final hurdle before you sell. Give us a call anytime, no obligation.

TIP 4: Enhanced Landscaping

Consider adding flowers and decorative elements to enhance the visual appeal. You can find budget friendly decorative pieces on platforms like Facebook Marketplace or OfferUp, which can add a touch of elegance to your outdoor space.



before

after

Complete Guide on cheap & easy DIY landscaping tips

[Video](#)

[Blog](#)



before



after

TIP 5: Decluttering Your House

A clean, organized home feels more spacious and inviting to buyers. Removing excess items, tidying up spaces, and creating an open, clutter-free look can help your home sell faster and for a higher price.



before



after



before



before



after

Complete Guide on how to
easily declutter your home

[Video](#)

[Blog](#)

TIP 6: Outdoor Clutter

Avoid using your backyard as a storage area or allowing junk to accumulate on the lawn. A clutter-free yard presents a spacious and well-maintained environment that buyers appreciate.



before



after

Complete Guide on how to
easily declutter your garage

[Video](#)

[Blog](#)

Preparing your home for sale can feel overwhelming, especially when it comes to decluttering. That's why we provide helpful videos with simple tips and ideas to help you declutter, organize, and prepare your home for buyers. A clean, open space can make a great first impression and help showcase your home at its best.

TIP 7: Modern Lighting

Lighting plays a vital role in creating a welcoming ambiance. Modern, energy-efficient lighting fixtures not only brighten your living spaces but also add a contemporary touch to your home. You can start by updating ceiling lights.



before



after



before



after

TIP 8: Kitchen Upgrades

You don't need to spend a lot to boost your home's value. Simple updates like fresh paint, new hardware, or updated light fixtures can make a big impact. Let us help you make budget-friendly upgrades to get your home ready for sale!



before



after



before



after

Complete Guide on how to
upgrade your kitchen on a budget

[Video](#)

[Blog](#)

TIP 9: Bathroom Upgrades

Refreshing your bathroom doesn't have to be expensive. Simple changes like updated hardware, fresh grout, or a new coat of paint can transform the space. Let us assist you with cost-effective upgrades to get your bathroom ready for sale!



before

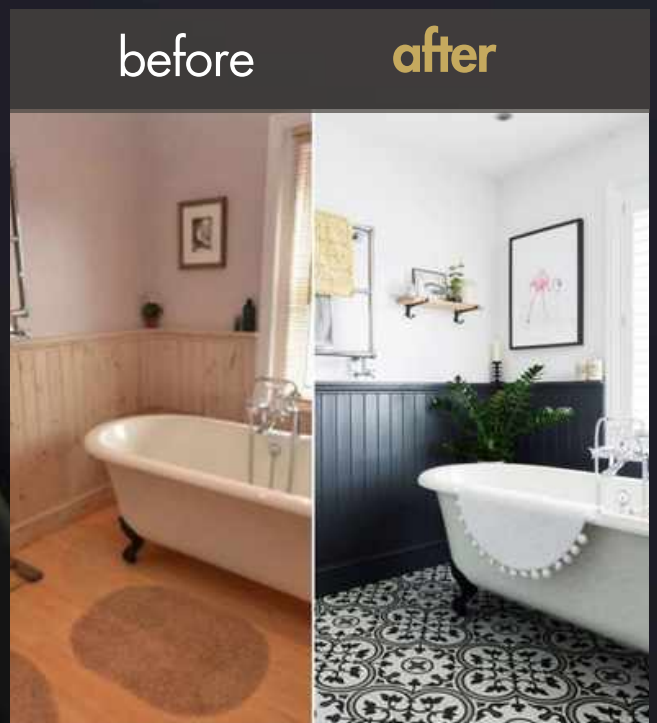


after

Complete Guide on how to
upgrade your Bathroom on a
budget

[Video](#)

[Blog](#)



before

after

TIP 10: Optional Upgrades

The following options are more expensive but will provide a substantial increase in property value.

Floors - Recommend Luxury Vinyl Plank (LVP) Floors



before

after

LVP floors are a durable and attractive option that can cost less than \$3.50 per square foot.

They are known for being scratch-resistant, waterproof, and low-maintenance, making them a valuable addition to your home.

Change to White: Updating trim and baseboards with a clean white finish can refresh your home's interior and give it a modern, timeless appearance.

Complete Guide on Vinyl Plank

[Video](#)

[Blog](#)

Complete Guide on Trim and baseboard

[Video](#)

Trim and Baseboards



before



after

READY TO TAKE THE NEXT STEP?



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THE TRUTH THAT WILL SAVE YOU A LOT OF TIME AND MONEY - SERIOUSLY

Understanding Your Home's True Market Value

It's common for homeowners to feel their property is worth more than current market conditions may suggest, often due to the emotional investment or improvements they've made over the years. Even I would say my home is worth more than any house around me because of "emotional attachment."

However, pricing your home too high can result in longer time on market, missed opportunities, and ultimately, lower offers. But waiting to sell later without knowing when is the right time will make you miss the opportunity selling it for the highest price.

Here's what you need to know:

1. The Impact of Overpricing

While you may have spent time, money, and effort making your home special, the market determines what buyers are willing to pay. If your home is priced too high:

- It can sit on the market longer, leading to buyer skepticism and possible price reductions.
- You may attract fewer buyers, as many buyers are looking for homes that are priced competitively within the market.
- The longer it stays unsold, the less likely you are to receive offers at your desired price, and you may be forced to lower the price, which can sometimes raise doubts among potential buyers.



2. Price vs. Emotional Value

Many sellers have a strong emotional connection to their home, which can make it difficult to separate personal value from market value. While you may have loved living there and invested in upgrades, the value is ultimately determined by the buyer's willingness to pay and comparable sales in the area.

3. Realistic Comparables (Comps)

Pricing a home involves looking at recent sales of comparable properties (known as "comps"). These are homes in your area that are similar in size, age, and condition. A professional realtor will provide you with a thorough analysis of these homes to guide your pricing decision. If your home is priced too high compared to these comps, it will be harder to attract serious buyers.

4. Market Trends & Conditions

Current market conditions, including supply and demand, also affect your home's price. In a seller's market with high demand and low inventory, you may be able to price higher. In a buyer's market, where there are more homes for sale than buyers, competitive pricing is key.

5. The Danger of Overpricing

Overpricing may lead to price reductions over time. Buyers may perceive this as a sign that there's something wrong with the property, even if there isn't. A home that has been on the market for too long often loses its initial appeal and can result in fewer offers, potentially forcing you to lower your price even more to attract interest.



Main reason Why Your Home Isn't Selling - And What We Can Do About It *(You can skip this if this is your first time selling or never had your home sold before)*

- Incorrect Pricing
- Lack of Proper Marketing
- Poor Presentation
- Inadequate Negotiation or Communication
- Market Conditions Have Changed

Let's Turn Things Around

If your home hasn't sold despite multiple listings with other agents, it's time for a fresh approach. We'll work closely with you to identify the key issues, adjust our strategy, and get your home in front of the right buyers. Don't let the frustration of a stalled sale keep you from moving forward. You can contact us anytime for any questions.

How to Find the Best Realtor® for Your Area – Even If It's Not Us

1. How long have you been working in real estate?

Why ask? Experience matters, but so does knowledge of the local market. An experienced realtor will be better equipped to guide you through the complexities of the selling process.

2. How well do you know the local market?

Why ask? An agent familiar with your neighborhood and local market trends will be better able to price your home competitively and understand buyer preferences.

3. What is your marketing strategy for selling my home?

Why ask? A strong marketing plan is crucial. Your realtor should have a plan that includes professional photography, social media promotion, MLS listing, virtual tours, and staging advice to ensure your home gets the visibility it needs.

4. What's your track record with homes similar to mine?

Why ask? Understanding their experience with homes like yours, both in terms of price range and neighborhood, will give you insight into how successful they'll be in selling your property.

5. How will you help me set the right price for my home?

Why ask? Pricing is one of the most critical aspects of selling a home. An experienced realtor will provide a thorough market analysis, including comparable properties, and explain how they'll determine the best price to attract buyers while maximizing your return.

How to Find the Best Realtor® for Your Area – Even If It's Not Us

6. How do you handle negotiations?

Why ask? Strong negotiation skills are key to getting the best deal. Find out how the agent will negotiate on your behalf, whether they've had success with multiple offer situations, and how they plan to secure favorable terms for you.

7. What is your communication style and how often will you update me?

Why ask? You want a realtor who will keep you informed and responsive to your needs. Ask about their preferred communication method and frequency of updates throughout the selling process.

8. What sets you apart from other realtors?

Why ask? This will help you gauge what makes them unique, whether it's their expertise, service level, marketing plan, or other distinguishing factors. It will also give you a sense of their confidence and professionalism.

9. Can you provide references or testimonials from past clients?

Why ask? A great realtor will be able to share positive feedback from previous clients. References or testimonials provide insight into their reputation, reliability, and overall customer satisfaction.

10. What is your commission rate, and are there any additional fees I should be aware of?

Why ask? Understand the commission structure and if there are any extra fees (for marketing, staging, etc.). Make sure the services offered align with the fees charged to avoid any surprises later on.

How to Find the Best Realtor® for Your Area – Even If It's Not Us

11. How do you handle multiple offers or bidding wars?

Why ask? In competitive markets, you might face multiple offers. A good realtor should have a strategy for handling bidding wars and securing the highest possible price while protecting your interests.

12. What do you expect from me during the selling process?

Why ask? Clarifying your role and responsibilities ensures you're on the same page. The agent should guide you on what they expect regarding home prep, showings, and response times to offers.

13. How do you determine if a buyer is qualified and serious?

Why ask? A skilled realtor will vet buyers to ensure they have the financial means to follow through on their offers. This is essential in preventing time wasted on unqualified buyers.



BONUS: LAUNCH PLAN





SUCCESS PLAN

3 WEEK PRE PLAN

Every great sale begins with a solid strategy. The SOLD Plan helps you set a launch date and provides a step-by-step guide through the pre-listing process, ensuring your launch is a success. Let's begin by setting your launch date.

IMPORTANT POINTS TO CONSIDER

- Activate your listing on the MLS during regular business hours
- Avoid launching on long weekends or peak travel season
- Avoid launching during busy periods of work, or when hosting guests
- Give plenty of notice to tenants and anyone else involved in the decision-making process
- Schedule the launch for a time when you can accommodate showings and open houses with flexibility



THE THREE-STEP WRITING PROCESS



3 WEEKS UNTIL LAUNCH

- Meet with your agent to discuss goals & review the comparative market analysis and pricing strategy
- Finalize and sign the listing agreement, and necessary paperwork

01



2 WEEKS UNTIL LAUNCH

- Schedule a staging consult
- Declutter & prepare for showings
- Order property/strata docs(Condo/HOA)
- Finalize showing schedule
- Complete minor repairs and finishing touches
- Arrange for a floor plan to be created (if required)

02

03



1 WEEK UNTIL LAUNCH

- Schedule a deep cleaning
- Arrange photography
- Arrange videography
- Include Matterport services (if needed)
- Review and approve marketing copy
- Set clear instructions for handling offers

The Complete Pre-Cleaning Checklist

KITCHEN

- ☐ All surfaces, shelves and light fixtures dusted
- ☐ Cabinets front and inside wiped clean
- ☐ Counters and back splashes washed
- ☐ Sinks and faucets cleaned and sanitized
- ☐ Interior of oven cleaned Interior and exterior of oven cleaned
- ☐ Interior of refrigerator cleaned
- ☐ Exterior of major appliances washed (fridge, stove top, range hood, oven, dishwasher)
- ☐ Area behind and under fridge cleaned (if easy to move)
- ☐ Area behind and under stove cleaned (if easy to move)
- ☐ Interior and exterior of microwave wiped clean
- ☐ Counter appliances wiped clean (coffee maker, toaster, electric kettle)
- ☐ Dish towels folded and/or hung
- ☐ Tables and chairs wiped clean/sanitized
- ☐ Light switches wiped clean
- ☐ Baseboards and heaters dusted/wiped clean
- ☐ Window sills dusted/wiped clean
- ☐ Marks on walls and baseboards cleaned (Magic Eraser)
- ☐ Doors, doorknobs, doorframes cleaned
- ☐ Trash emptied, liners replaced
- ☐ Floor vacuumed and washed/swept

BATHROOMS

- ☐ Cabinets front and inside wiped clean
- ☐ Mirrors wiped clean
- ☐ Counter tops and shelves wiped clean
- ☐ Bathroom counter organized
- ☐ Soap dish and toothbrush holder wiped clean
- ☐ Sinks cleaned and sanitized
- ☐ Cleaned and sanitized Towel racks, toilet-paper holder, hooks
- ☐ And other fixtures dusted/wiped cleaned
- ☐ Towels folded and hung
- ☐ Shower and bathtub cleaned and sanitized
- ☐ All bright metals polished
- ☐ Toilet cleaned and sanitized
- ☐ Ceiling fan dusted and/or vacuumed
- ☐ Light switches wiped clean
- ☐ Baseboards and heaters dusted/wiped clean
- ☐ Window sills dusted/wiped clean
- ☐ Marks on walls and baseboards cleaned
- ☐ Doors, doorknobs, doorframes cleaned
- ☐ Trash emptied, liners replaced
- ☐ Floor washed and sanitized (washed/steam mopped)

The Complete Pre-Cleaning Checklist

BEDROOMS

- ☐ All surfaces, shelves and light fixtures dusted
- ☐ Closets front and inside cleaned
- ☐ Under bed area dusted if hardwood
- ☐ Mopped (hard surface floor washed/steam mopped)
- ☐ Area under the bed vacuumed
- ☐ Bed made (sheets changed if requested)
- ☐ Headboard, side tables wiped clean
- ☐ Mirrors wiped clean
- ☐ Light switches wiped clean
- ☐ Baseboards and heaters dusted/wiped clean
- ☐ Window sills dusted/wiped clean
- ☐ Marks on walls and baseboards cleaned
- ☐ Doors, doorknobs, doorframes cleaned
- ☐ Trash emptied, liners replaced

OTHER LIVING AREAS

- ☐ All surfaces, shelves, furniture and light fixtures dusted
- ☐ Closets front and inside cleaned
- ☐ Artwork, photo frames, decors, electronics dusted
- ☐ Coffee tables, side tables wiped clean
- ☐ Mirrors wiped clean
- ☐ Glass doors wiped clean
- ☐ Pillows and pillow cushions fluffed and arranged
- ☐ Magazines, books and toys organized
- ☐ Staircase handrail and railings dusted/wiped down
- ☐ Light switches wiped clean
- ☐ Mirrors wiped clean
- ☐ Light switches wiped clean
- ☐ Baseboards and heaters dusted/wiped clean
- ☐ Window sills dusted/wiped clean
- ☐ Marks on walls and baseboards cleaned
- ☐ Doors, doorknobs, doorframes cleaned
- ☐ Trash emptied, liners replaced (trash can clean and sanitized as required)
- ☐ Interior windows cleaning
- ☐ Inside of range hood cleaning
- ☐ Blinds dusting
- ☐ Laundry machines wiped
- ☐ Using leather cleaner on couches
- ☐ Patio/balcony cleaning (mopped or swept)
- ☐ Exterior windows washed (if possible)
- ☐ Carpets steam-cleaned
- ☐ Pressure wash exterior or outdoor space

LET'S GET STARTED

CONTACT US TODAY



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