



SELLING YOUR HOME



Congratulations on taking the first step of the home selling process! Here is a brief summary of the timeline for selling your home. Remember, as your Real Estate Agent, my team and I will ensure you feel confident during each step of this process.

As a local of Petaluma combined with my 24 years of real estate experience, I am prepared to help you list and sell your home with the least amount of stress. My goal is to help educate you and empower you throughout the process.

Please know that I am always available to answer any questions about the real estate market or help in any way. If you have any questions about the home selling process, give me a call!

Timo Rivetti

REAL ESTATE AGENT



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TIMO RIVETTI - BROKER PARTNER

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THE SELLER ROADMAP



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THE LISTING PLAN

A. We recommend the list price based on the market with a 6% commission.

You can trust that we work hard, negotiate smart and make it a smooth a transaction. We cannot guarantee a price, but given the location of the property, its' desirability, and the fact that there is so little inventory of this potential on the market works in your favor.

B. How we work for you to SELL your property:

- Local Agent Representation with a SUCCESSFUL proven track record for results
- The Rivetti Team Offers Full Support from Start to Finish – European Full-Service Realtor
- Professional Digital Photographs provided of your property at no expense to you
- Complimentary Staging Consultation prior to photographs and marketing
- A Lock Box Program provides extra security and makes available for out-of-town buyers
- Provide Status Reports and Updates on potential buyer showings/agent comments
- Petaluma Area Home Selling Specialist – over 30 homes per year SOLD for 20 Years!
- Top Producer for 24+ years running/Repeat Platinum and 2021 Diamond Award Recipient
- 96% Repeat Business from Timo's Referrals and Past Clients

C. We will market your home in the following areas:

- Add to the BAREIS Multiple Listing Service (MLS) for hundreds of agents to access in Bay Area
- List Property on 250+ Internet sites where 90% of buyers begin searching ... RE/MAX.com, Zillow, Trulia, Redfin, Realtor.com, GreatHomes.com, RivettiRealEstate.com and more.
- Create color brochure/flyers of property detailing quality, details, heritage and location
- Install a Large For Sale Sign on property to attract potential buyers and their agents
- Featured Property on Timo's home-page and web site – www.RivettiRealEstate.com
- Utilize & Promote your home through Social Media Platform; Facebook, Instagram and LinkedIn
- Designate Virtual Tour/Web-site for your property to promote on Internet, MLS, Web, etc.
- Promote to Timo's Database of potential Buyers, Bay area agents and Top Agent Network
- Petaluma Brokers Wednesday Caravan – Inviting Agents and potential buyers to view home
- Hold Open House inviting potential buyers to view home, while we highlight property features
- Local blog feature at <http://www.southernsonomacountrylife.com/>
- Article/History Piece on the property if historical by Frances Rivetti – Argus Columnist (my wife)

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PREPARING YOUR HOME FOR SHOWINGS

A. Exterior Preparations

- Keep the grass freshly cut & remove all dead plants/weeds, yard debris, clutter, tools, toys, etc.
- Weed, add plants if needed & apply fresh mulch to garden beds.
- Apply fresh paint to wooden fences & exterior trim work.
- Paint the front door, clean siding dirt/cobwebs & wash or paint the exterior as needed.
- Clean windows inside & out, including trim
- Add colorful potted plant & newer welcome mat to front porch.
- Tighten & clean or replace all door handles as needed.
- Finish any repairs &/or unfinished projects as needed.
- Ensure gutters & downspouts are firmly attached & cleaned.
- Find an area to discreetly put outside waste cans.

B. Interior Preparations

- Remove excessive wall hangings /family photo walls, furniture & knick-knacks.
- Consider a temporary storage unit for excessive amounts of home & garage items.
- Patch, clean &/or paint walls, baseboards, doors, ceilings.
- Finish any repairs &/or unfinished interior projects as needed.
- Shampoo carpets &/or polish floors as needed.
- Clean & organize exterior/interior of cabinets, closets & garage
- Repair all plumbing leaks, including faucets & drain traps.
- Clean all light fixtures (& change bulbs), ceilings fans & cobwebs in high spaces.

C. For Showings

- Turn on all the lights & open drapes/blinds in the daytime.
- Keep pets secured outdoors & put away pet beds/supplies/cages in discreet place or garage.
- Pick up clutter from floors, kitchen counters, bathroom counters & tables in all rooms.
- Make beds with newer linens, accent pillows & throws
- Add flowers or a plant to communal areas (living/family rooms, kitchen, bathrooms).
- Light the fireplace (if seasonally appropriate & you will be returning after showing).
- Play quiet background music & infuse home with comforting scent like spice or vanilla.
- Vacate the property while it is being shown.

Timo has referrals for services, landscaper & a handyman for repairs, etc. if needed.

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