



Selling Smart

THIS SUMMER



Helping you shine in the hottest market of the year

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Hello & Welcome!

Selling your home in the summer has its own energy — longer days, motivated buyers, and a market that moves fast.

This guide was designed to make the process easier, smoother, and more successful for you. Whether you've sold a home before or this is your first time, you'll find helpful checklists, staging ideas, and expert insights throughout these pages.

We'll cover what buyers are looking for this time of year, how to make your home stand out, and how we'll work together to price, prep, and promote your home the smart way.

And while the market may be hot — I'll make sure your experience feels calm, clear, and confident from start to finish.

Let's get your home sold — and make it a summer to celebrate.

Teresa Butter

MEET YOUR AGENT

Teresa Butler

Teresa Butler is not just a real estate agent; she's a dedicated guide who's passionate about helping you achieve your real estate goals. With years of experience in the industry, Teresa brings a wealth of knowledge and expertise to the table.

Teresa's approach to real estate is marked by attention to detail and a deep commitment to her clients. She understands that the journey of buying or selling a home can be both exciting and challenging, and she's here to navigate it with you every step of the way.

From helping you find your dream home to ensuring a smooth selling process, Teresa is your advocate, negotiator, and confidant. Her track record of successful transactions and satisfied clients speaks volumes about her dedication and professionalism.

When you choose Teresa as your real estate agent, you're not just getting a service; you're gaining a trusted partner in your real estate journey. Contact Teresa today to start your path to success in the real estate market!



Selling Your Home This Summer

Summer is one of the busiest seasons in real estate — and for good reason. Here's why listing your home now gives you a strong advantage in today's market:

Why the Summer Market Works in Your Favor

- **Highly Active Buyers:** Summer buyers are serious, motivated, and often working within a tight timeline — like moving before the new school year or starting a job relocation.
- **Outdoor Spaces Shine:** Longer days, blue skies, and greenery make it easier to showcase patios, decks, and yards — and help buyers envision relaxing in the space.
- **Peak Visibility:** Homes tend to get more exposure in summer due to increased showing activity, more open house traffic, and overall higher buyer movement.
- **Faster Moves:** Many buyers (and sellers) want to be fully settled by fall, so transactions often move quickly when a home is well-prepped and priced correctly.

With the right timing and presentation, your home can stand out and sell quickly in the summer market.



Summer Cleaning Checklist to Prep Your Home for Buyers

A sparkling clean home makes a lasting first impression. Use this checklist to refresh each space, eliminate distractions, and help summer buyers picture themselves living in your home.



Whole Home

- Declutter all surfaces and storage spaces
- Dust baseboards, vents, fans, and blinds
- Wash windows (inside + out)
- Shampoo carpets or mop floors
- Wipe light switches, door handles, and trim
- Touch up paint on walls, trim, and doors

Kitchen

- Clean out fridge and pantry
- Wipe down cabinets, and countertops
- Scrub sink and shine faucet
- Clean oven, microwave, and stovetop
- Take out trash before every showing

Bathrooms

- Scrub showers, tubs, sinks, and toilets
- Replace shower curtain/liner if needed
- Declutter counters and store personal products
- Put out fresh towels and neutral-scented soap

Bedrooms

- Make beds daily with fresh, neutral bedding
- Declutter closets
- Tidy nightstands and minimize decor
- Open blinds for natural light

Outside

- Sweep entry, walkways, and deck
- Clean windows, front door, and light fixtures
- Add fresh mulch and potted spring flowers
- Mow lawn and trim bushes



Pro Tip

Set a timer and tackle one zone at a time. Summer buyers love homes that feel light, fresh, and move-in ready — not perfect, just polished.

Home Maintenance Musts Before You List

Summer buyers notice everything — especially signs of wear. Completing these small but essential tasks ahead of time helps avoid red flags during showings and inspections, and shows that your home has been well cared for.

- Power wash siding, patios, decks, and driveway
- Touch up exterior paint
- Repair any cracked concrete or loose steps
- Clean out gutters and check for proper drainage
- Inspect roof for loose shingles or storm debris
- Replace burnt-out exterior lightbulbs
- Swap out HVAC filters (huge for inspections!)
- Clean out air returns and ceiling vents
- Schedule a seasonal HVAC service
- Check water heater for any leaks or corrosion
- Test smoke and carbon monoxide detectors
- Patch any wall scuffs or holes
- Tighten loose handles, knobs, and hinges
- Update outdated or damaged light fixtures
- Fix dripping faucets and toilets that run
- Lubricate sticky windows and sliding doors
- Test and confirm all locks function smoothly

A little maintenance now saves a lot of stress later. You don't need a full renovation — just a fresh, functional space that feels move-in ready.



Boosting Spring Curb Appeal

First impressions matter — and your home's exterior is the first thing buyers will see. Summer is the perfect season to make your home feel clean, vibrant, and welcoming from the very first glance.



Quick Wins for a Fresh First Look

- Power wash siding, porch, walkway, and driveway
- Paint or refresh your front door with a bold or coastal-neutral color
- Swap out your doormat for something bright and seasonal
- Install a fresh set of bold, easy-to-read house numbers
- Add solar lights along the path or porch for nighttime charm

Simple Landscaping Touches

- Mow and edge the lawn twice a week to keep it crisp
- Trim hedges, trees, and overgrowth for a clean look
- Use planters with red, white, and blue annuals or tropicals
- Refresh mulch and remove any dead greenery
- Clean and stage outdoor furniture (perfect for summer showings!)



Wash exterior windows, sweep porches, wipe patio furniture, and remove cobwebs and debris from corners, siding, and eaves. A polished exterior tells buyers: this home is cared for.

Staging for the Season: Let Summer Sell Your Home

Staging your home for summer means creating a light, cool, and open atmosphere that helps buyers imagine enjoying the space all season long. A few intentional adjustments can spark faster offers and stronger emotional connections.



Let in the Light

- Open curtains and blinds to let in as much daylight as possible
- Swap heavy drapes for sheer or linen panels
- Use mirrors to reflect natural light and visually expand the room
- Turn on soft, warm lighting before every showing

Incorporate Seasonal Touches

- Add a pitcher of iced lemonade or a small flag to your kitchen counter
- Use greenery or potted herbs to bring summer life inside
- Replace dark or wintery accents with light throws, white flowers, or woven textures
- Use lightly scented candles or diffusers in fresh scents





Go Light and Neutral

- Swap out dark pillows or throws for pastels, creams, or soft greens
- Use light bedding and remove any bulky layers
- Clear clutter and keep decor minimal to let the space shine

Remove Personal Items

- Take down family photos, monogrammed items, or bold art
- Store away kids' toys, pet items, and personal care products
- Create a clean slate that buyers can project themselves onto



Create Cozy, Purposeful Spaces

- Style a coffee nook, reading corner, or entry bench
- Set the dining table with simple seasonal place settings
- Add soft lighting (lamps or candles) to make rooms feel warm in the evening

Pro Tip: Buyers want to feel relaxed and welcomed. Your goal is to create a space that feels easy to imagine living in — like a breath of fresh summer air.

Pricing Strategy in a Competitive Summer Market

*Summer brings more buyers — and often, more listings too. The key to selling your home quickly and for top dollar is setting the **right price from the very start**.*

Overpricing can lead to extended time on the market and multiple price drops. Underpricing may leave money on the table. The most effective strategy is a data-driven, competitive price that sparks immediate interest.

How We Will Help You Price Strategically

1

Comparative Market Analysis (CMA): Your agent will analyze recent sales of similar homes in your neighborhood to determine the most accurate price range.

2

Local Market Trends: Spring trends shift fast. Your agent monitors buyer activity, days on market, and seasonal pricing patterns.

3

Your Home's Unique Features: Upgrades, condition, location, and presentation all play a role in your home's value.

4

Buyer Psychology: A well-priced home often attracts multiple offers, creating leverage that can drive the price up.



What Happens When You Price Right

- More online views and showings
- Faster offers from serious buyers
- Less room for negotiation
- Higher likelihood of a smooth closing process

Signs You May Need a Price Adjustment

- Little activity within the first 1–2 weeks
- Lots of views, but no offers
- Feedback indicating the home is priced too high compared to others on the market



Marketing Your Home to Stand Out This Summer

01

Professional Photography: Bright, clean, high-resolution images are essential. We capture your home's best features, including curb appeal, natural light, and outdoor living areas. Interior, exterior, and key rooms (kitchen, primary suite, etc.) all included.

02

Optional Enhancements: Video walkthroughs or reels for mobile and social media buyers. Drone photography to showcase your yard, pool, lot size, and neighborhood. Virtual tours available for long-distance or busy buyers.

03

Online Listing Exposure: Your home will appear on the MLS and top platforms like Zillow, Redfin, and Realtor.com. Promoted through your agent's website, social channels, and email list — plus targeted digital ads to reach ideal buyers in your area.

04

Print + Local Marketing: Just listed flyers and postcards delivered to your neighborhood. High-quality for-sale signage and branded open house materials. Everything designed to spark curiosity and confidence in potential buyers.

05

Networking & Buyer Outreach: Your home is introduced through your agent's local network — shared with buyer agents at office meetings and events, and sent to qualified buyers in our database actively searching this summer.

4-Week Listing Prep Timeline

Let's break your prep into bite-sized weekly goals. Follow this simple plan to stay on track and reduce stress as you get ready to sell.

✓	4 Weeks Before Listing
	<ul style="list-style-type: none">• Meet with your agent• Pick your listing date• Start decluttering and donating• Schedule repairs and updates• Begin deep cleaning
✓	3 Weeks Before Listing
	<ul style="list-style-type: none">• Finish repairs and painting• Clean and organize every room• Work on curb appeal (lawn, flowers, porch)• Start staging with neutral decor
✓	2 Weeks Before Listing
	<ul style="list-style-type: none">• Take down personal photos and items• Book your listing photos• Start packing things you won't use• Create a plan for pets/kids during showings
✓	1 Week Before Listing
	<ul style="list-style-type: none">• Final clean: floors, windows, bathrooms• Add fresh flowers or summer touches• Review your listing details• Get ready for showings — your home is live!

Pro Tip: Tackle one small task each day — and ask your agent for help when you need it!





Showing Tips

BEFORE EVERY SHOWING

- Make beds and straighten pillows
- Wipe down kitchen and bathroom counters
- Take out the trash
- Hide personal items
- Open all blinds and turn on lights
- Add a soft scent (diffuser, candle, or fresh flowers)

SHOWING READY

- Leave the home during showings
- Set the temperature comfortably
- Put away valuables and prescription medications
- Leave lights on throughout the house

PETS & KIDS

- Take pets with you or arrange for them to be out of sight
- Tuck away pet bowls, beds, and litter boxes
- Store toys and personal items to reduce clutter

SHOWING SCHEDULE TIPS

- Be as flexible as possible with showing times
- Keep your home "show-ready" while it's on the market
- Keep a laundry basket nearby to do a quick clean sweep before you leave



What You Should Know About the NAR Settlement



*You may have heard about a recent legal settlement involving the **National Association of REALTORS® (NAR)**. Here's what it means for you as a home seller — in simple terms.*

What Is the NAR Settlement About?	How Does This Affect You as a Seller?	Will Buyers Still Have Agents?	What's Important for You to Do?
<p>The settlement is about how real estate agents get paid — especially buyer agents. In the past, it was common for the seller to pay both their own agent and the buyer's agent. That's now changing.</p>	<ul style="list-style-type: none"> • You're no longer required to offer payment to the buyer's agent. • You can still choose to offer compensation, but it's not automatic. • If you do offer it, it must be clearly stated in writing between you and your agent. • Your home will still be marketed on the MLS and major real estate websites. 	<p>Yes — buyers can still work with agents, but now buyers may be responsible for paying their own agent's fee.</p> <p>This could change how buyers approach offers.</p>	<ul style="list-style-type: none"> • Discuss your options with your listing agent. • Understand how this may impact your pricing and negotiation strategy. • Make sure all agreements about agent compensation are in writing and fully explained.

Bottom Line: You have more flexibility and control than ever before when it comes to agent compensation. Your agent will guide you through the changes so you feel confident every step of the way.

Should You Offer Buyer Agent Compensation?

WHY SOME SELLERS STILL OFFER IT

Offering buyer agent compensation can help attract more potential buyers. Many buyers work with an agent, but not all can afford to pay their agent out of pocket. When you offer to cover the buyer's agent fee, it can make your home more appealing — and help it sell faster. It can also lead to smoother deals. When buyers know their agent is being compensated, they may feel more comfortable moving forward. And agents may be more motivated to show your home to their clients. In a competitive market, offering compensation can help your listing stand out — especially if other sellers aren't offering it.



WHY SOME SELLERS CHOOSE NOT TO

Offering compensation means paying an extra fee — usually 2% to 3% of the sale price — and that comes out of your profits. If you're trying to save on costs, this might not make sense for you.

Also, the new rules say you don't have to do it. Some sellers prefer to let the buyer and their agent work out their own agreement, without getting involved. More buyers are starting to understand these changes. Some are now expecting to pay their own agent directly, so offering compensation isn't always necessary.

Thank You and Best of Luck with Your Summer Home Sale!

If You Need Any Further Assistance, I'm Here to Help!

Remember, selling a home during the summer presents unique opportunities, and with the right strategies in place, you can achieve a successful sale. If you need any further assistance or have questions, don't hesitate to reach out—I'm here to help make your home-selling journey as smooth as possible.

Ready For More Help?

Whether you're looking for help selling your home, buying your next property, or simply have questions, I'm here to provide expert guidance. Contact me today, and let's make your real estate experience as stress-free as possible!



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