



BRICK & QUILL

REALTY

A Guide For Selling Your Home



Meet The Founders

In 2024, Jojo Olaseha and Craig Powell Jr. embarked on a significant career advancement by co-founding Brick and Quill Realty together. This new venture marked a pivotal moment following their combined 16 years of experience and being recognized as top producers Realtors.

Their passion for real estate, coupled with their dedication to excellence and commitment to knowledge, drives them. They strive to not only meet but exceed their clients' expectations while delivering stellar service.

Brick and Quill Realty serves clients across DC, Maryland, Virginia, and Pennsylvania.

Procuring a home represents one of the most substantial investments individuals undertake in their lifetimes. Recognizing this, Jojo and Craig underscore the importance of forging a strong relationship with a real estate professional. Such a partnership isn't merely about property transactions—it's an investment of time, trust, and faith.



PREPARING A HOME FOR SALE

STEP 1 DECLUTTER

Removing excess items, furniture, and personal belongings is one of the most important steps in preparing a home for sale. The goal is to create a spacious and inviting environment that allows potential buyers to easily visualize themselves living in the space. Decluttering also helps showcase the home's features and highlights its best qualities. Consider storing items off-site or donating them to charity to help simplify the process.

STEP 2 DEEP CLEAN

A clean home is more appealing to potential buyers and can make a big difference in how the home is perceived. Make sure every surface is cleaned, including floors, walls, windows, and appliances. A professional cleaning service can be helpful to ensure a thorough job. Pay special attention to areas that are often overlooked, such as baseboards, light fixtures, and air vents.

STEP 3 MAKE REPAIRS

Repairing any broken items, such as leaky faucets, cracked tiles, or holes in walls, is important to ensure the home is in top condition. These repairs can be minor, but they can make a big difference in the overall presentation of the home. Consider hiring a handyman or contractor if there are larger repairs that need to be made.



STEP 4 CHECK OTHER PARTS OF THE HOUSE

Removing excess items, furniture, and personal belongings is one of the most important steps in preparing a home for sale. The goal is to create a spacious and inviting environment that allows potential buyers to easily visualize themselves living in the space. Decluttering also helps showcase the home's features and highlights its best qualities. Consider storing items off-site or donating them to charity to help simplify the process.

STEP 5 FRESH COAT OF PAINT

A fresh coat of paint can help brighten up a room and make it look more inviting. Consider using neutral colors, such as beige or gray, which are more appealing to a wider range of buyers. This is also a good opportunity to touch up any scuffs or scratches on walls.

STEP 6 CURB APPEAL

The exterior of the home is the first thing potential buyers will see, so it's important to make a good first impression. This can include adding new plants or flowers, painting the front door, or cleaning the driveway and sidewalks. Consider hiring a landscaper or professional cleaner to help spruce up the outside of the home.

STEP 7 STAGE THE HOME

Home staging is the process of arranging furniture and decor to showcase the best features of the home and create an inviting atmosphere. This can involve rearranging furniture, adding decorative accents, and creating a cohesive color scheme. A professional home stager can be helpful in creating a cohesive and visually appealing space that appeals to potential buyers.



STEP 8 HIRE AN EXPERT REALTOR

A professional real estate agent can be a valuable asset when preparing your home for sale. They have experience in the local market and can provide insight into what buyers are looking for in a home.

An experienced real estate agent can help create a comprehensive marketing plan that reaches a wide audience. They can help create professional listings, schedule open houses, and advertise your home both online and offline. They can also provide advice on pricing your home competitively.

By hiring an expert realtor, you can increase your chances of a successful sale and ensure that the process runs smoothly from start to finish. They can also provide valuable advice and guidance throughout the process, helping you achieve your goals and maximize your return on investment.

STEP 9 PRICE COMPETITIVELY

Pricing the home competitively is essential in today's real estate market. Research comparable homes in the area to determine a fair price point. As mentioned, an experienced real estate agent can be helpful in determining the best pricing strategy for your home.

STEP 10 BE FLEXIBLE

Being flexible and accommodating to potential buyers is important in ensuring a quick and successful sale. This can involve scheduling showings at convenient times, being open to negotiation, and being available to answer any questions that may arise. By being responsive and attentive, you can help create a positive experience for potential buyers and increase the likelihood of a successful sale.



PRICING STRATEGIES FOR SELLERS



COMPETITIVE PRICING

This strategy involves pricing the home at or slightly below market value in order to attract more potential buyers and potentially

PREMIUM PRICING

This strategy involves pricing the home above market value in order to capitalize on its unique features or location, and to target buyers who are willing to pay a premium.

VALUE-BASED PRICING

This strategy involves pricing the home based on its perceived value to the buyer, taking into account factors such as location, size, condition, and amenities.

PSYCHOLOGICAL PRICING

This strategy involves pricing the home just below a round number, such as \$499,000 instead of \$500,000, in order to create the perception of a bargain.

DYNAMIC PRICING

This strategy involves regularly adjusting the price of the home based on market conditions, buyer interest, and other factors.



AUCTION PRICING

This strategy involves setting a low initial price and allowing buyers to bid on the home, potentially driving up the price through competition.

NEGOTIATED PRICING

This strategy involves setting a flexible asking price and allowing buyers to negotiate with the seller directly.

TIPS FOR STAGING

DEPERSONALIZE

While it's important to showcase the home's best features, it's also important to make the space feel neutral and welcoming to potential buyers. This means removing any overly personalized or eclectic items that may not appeal to a wide range of buyers.

FURNITURE PLACEMENT

Furniture placement is a key aspect of home staging and can greatly impact the overall feel and flow of a space. The goal is to create an inviting and functional layout that highlights the best features of the home and allows potential buyers to easily envision themselves living in the space.

Rearrange furniture to create an open and inviting space that allows for easy flow from room to room. Avoid blocking windows or doorways, and make sure there is ample space to move around.



LIGHTING

Proper lighting is an essential component of home staging. The right lighting can make a space feel warm and inviting, highlight the home's best features, and create a welcoming atmosphere for potential buyers.

Consider adding additional lighting fixtures, such as table lamps, floor lamps, or pendant lights, to brighten up darker areas of the home. Natural light is also important and can be emphasized by opening up blinds or curtains and letting sunlight flood into the space. Additionally, ensure that all light bulbs are working and replaced with bulbs that emit a warm, inviting light.

COLOR SCHEME

A cohesive color scheme can help tie the space together and create a visually appealing environment. Consider using neutral colors on walls and furniture, and add pops of color with accessories and accent pieces.



ACCESSORIZE

Adding decorative accents and accessories can help create a welcoming atmosphere and highlight the home's best features. This can include artwork, throw pillows, and area rugs.

HIRE A HOME STAGING EXPERT

This can be a valuable investment in preparing a home for sale. These professionals have a trained eye for design and can help create a cohesive and visually appealing space that appeals to potential buyers.

By hiring a home staging expert, sellers can increase the value of their home and potentially sell it more quickly. Staged homes typically sell faster and for more money than unstaged homes, making it a worthwhile investment for sellers.



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410-699-6239

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