

What to Expect & How to Prepare Your Home for Showings and Open Houses

The Charlotte Life Team at Real Broker LLC

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Contents

- 01** Utility Providers & Yard Sign

- 02** Photography & Videography

- 03** Professional Measure & Floor Plan

- 04** How ShowingTime Works

- 05** Preparing for Showings

- 06** Preparing for Open Houses

01 Utility Providers & Yard Sign

What to expect and what we need from you.

Utility Provider Information

Buyers want to know what to expect when it comes to monthly utility costs. As part of preparing your listing, we collect the names of your utility providers so we can include this information directly in your listing. This makes your home more attractive to buyers and reduces back-and-forth during the process.

We will send you a short form to complete online. It takes just a few minutes and covers electric, gas, water, trash, and any HOA information.

Utility Info Form: <https://form.jotform.com/MillerCarin/sellers-utility-providers>

Yard Sign Installation

We use a professional sign installation service to place your listing sign in the yard. You do not need to be present for the installation — the installer will work in your yard and does not require access to the interior of your home.

Our transaction coordinator will notify you in advance of the scheduled installation date so you know when to expect someone at your property. The sign will go up as part of the pre-listing preparation and will come down after closing.

PRO TIP

If you have an HOA, check whether there are any restrictions on sign placement before we schedule the installation. Let us know if you have any concerns and we will coordinate accordingly.

02 Photography & Videography

How to get your home ready for the shoot.

Professional photography and videography are one of the most important investments we make in marketing your home. Photos are the first thing buyers see online, and great images drive more showings, more interest, and stronger offers. We hire professional photographers to capture your home at its best.

Use the checklist below to prepare. Take care of the **ahead of time** items in the days leading up to the shoot, and run through the **day of** items right before the photographer arrives.

THINGS TO DO AHEAD OF TIME

Inside

- Clear off all flat surfaces — less is more. Place items in a designated area.
- Depersonalize: take down family photos and remove personal items.
- Replace burnt out light bulbs and dust all light fixtures.
- Clear off the refrigerator: remove all magnets and notes.
- Deep clean the entire house.
- Touch up paint on walls, trim, and doors.

Outside

- Increase curb appeal: remove all yard clutter.
- Trim bushes and clean up flower beds.
- Pressure wash walkways and driveway.
- Add a welcome mat to the front door.

PRO TIP

Don't be tempted to shove things inside closets! Curious buyers look in there too.

ON THE DAY OF PHOTOGRAPHY

Kitchen

- Clear off countertops, removing as many items as possible.
- Put dishes away and place sponges and cloths in a designated area.
- Hang dish towels neatly and remove rugs, mats, and shoes.

Bathroom

- Remove personal items from counters, shelves, and the floor.
- Move cleaning items, plungers, and trash can to a designated area.
- Close toilet lids, remove rugs, and hang towels neatly.

In General

- House should be very clean and looking its best.
- Lawn should be freshly mowed and edged.
- Move pet dishes, toys, and kennels out of sight.
- Make beds and put away clothing, toys, and valuables.
- Turn on all lights and turn ceiling fans off.
- Plan to be out of the home — including pets — for the entire shoot.

PRO TIP

Before the shoot, make sure there are no lingering cooking aromas, pet odors, or other strong smells. This can be a deal breaker for some buyers.

03 Professional Measure & Floor Plan

What this is and what to expect.

As part of preparing your listing, we hire a professional measurement company to come to your home and produce accurate square footage measurements and a detailed floor plan. This information is included directly in your listing and gives buyers a clear picture of your home's layout — something that sets your listing apart from others that don't include this.

WHAT THE TECHNICIAN DOES

The technician will walk through every room of your home using specialized measuring equipment. They will measure each space and produce a to-scale floor plan that buyers can view online alongside your listing photos. The process typically takes 30 to 60 minutes depending on the size of the home.

WHAT WE NEED FROM YOU

All areas of the home need to be accessible — including closets, the garage, any finished basement or attic space, and any locked rooms or outbuildings. Please ensure pets are secured during the visit. You are welcome to be home, but the technician will work independently and won't need much from you.

PRO TIP

The more accessible your home is during this appointment, the faster and more accurate the results. Our transaction coordinator will let you know in advance when the technician is scheduled to arrive.

04 How ShowingTime Works

Understanding the showing request process before your home goes live.

All showing requests for your home are managed through a platform called **ShowingTime**. This system allows buyer's agents to request showings, and notifies you so you can plan accordingly. It is important to get set up in ShowingTime before your home goes live so you don't miss any requests.

STEP 1 — REPLY TO THE FIRST TEXT FROM SHOWINGTIME

Shortly after your home is entered into the system, you will receive a text message from ShowingTime. This first text is not a showing request — it is asking for your consent to receive text notifications. You must reply YES to opt in. If you do not reply, you will not receive future showing notifications.

ACTION REQUIRED

Watch for this first text and reply YES right away. Missing it means missing showing requests, and buyers who can't get in quickly often move on to other homes.

STEP 2 — YOUR HOME IS SET TO GO & SHOW

We list your home under a Go & Show status, which means showings are automatically approved without requiring you to confirm each request individually. You will receive a notification when a showing is scheduled so you know when to plan to be out of the home.

STEP 3 — DOWNLOAD THE SHOWINGTIME APP (OPTIONAL)

The free ShowingTime app lets you view all upcoming showings, receive notifications, and read agent feedback after each visit. Search ShowingTime in the App Store or Google Play to download it.

05 Preparing for Showings

What to do each time a buyer schedules a visit.

Every showing is an opportunity to make a great impression on a potential buyer. The goal is to make your home feel as welcoming, clean, and move-in ready as possible. Use this checklist before each showing to make sure your home is presenting at its best.

BEFORE EVERY SHOWING

Leave the home

- Plan to leave before the showing starts and arrive at the office on time.
- Take pets with you or make arrangements to have them cared for.
- Buyers are much more comfortable and spend more time in homes that are clean and well-maintained.

Lights & air

- Turn on every light in the home including ceiling lights, table lamps, and sconces.
- Open all blinds and curtains to maximize natural light.
- Air out the home if weather allows — avoid strong odors.

Quick tidy

- Make all beds and pick up clutter throughout the home.
- Clear kitchen counters and put away any dishes.
- Wipe down bathroom surfaces and close toilet lids.
- Move pet dishes, toys, and kennels out of sight.

Secure valuables

- Put away jewelry, cash, and any other valuables.
- Secure or put away all medications.
- Store away any sensitive personal documents.

PRO TIP

Make sure there are no lingering cooking aromas, pet odors, or other strong smells before a showing. This can be a deal breaker for some buyers. A quick reset goes a long way!

06 Preparing for Open Houses

How to get your home ready when we open the doors to the public.

Open houses are a powerful marketing tool that bring multiple buyers through your home in a single event. They create energy, competition, and urgency — all things that work in your favor as a seller. To make the most of an open house, your home needs to be in top condition inside and out.

THINGS TO DO AHEAD OF TIME

Inside

- Deep clean the entire home including baseboards.
- Declutter every room — clear surfaces, floors, and closets.
- Depersonalize: remove family photos and personal items.
- Tidy closets — buyers will open them.

Outside

- Mow, edge, and clean up the lawn and flower beds.
- Sweep the driveway, walkways, and front porch.
- Remove vehicles from the driveway and street.
- Add a fresh doormat or potted plant at the entrance.

DAY OF THE OPEN HOUSE

Lights & air

- Turn on every light in the home including ceiling fans.
- Open all blinds and curtains to let in natural light.
- Air out the home — avoid heavy candles or incense.

Final tidy

- Make all beds and do a final sweep of every room.
- Move pet dishes, toys, and kennels completely out of sight.
- Take out trash and replace liners in all trash cans.

Secure before you leave

- Lock away or remove all firearms and weapons — these must be secured and out of sight at all times during an open house.
- Secure all prescription medications and put them completely out of sight.
- Put away jewelry, cash, and any other valuables.
- Store away any sensitive personal documents or financial statements.

DAY OF REMINDER

Plan to be completely out of the home — including pets — for the entire open house window plus about 30 minutes on either side to allow for setup and breakdown. We handle everything on our end and will follow up with you on traffic, feedback, and any leads generated.