

HELPFUL TIPS ON PREPARING YOUR HOME FOR SALE

1st IMPRESSIONS COUNT... MAKE IT A GREAT ONE!



Tips

One of the strongest reasons that a home sells is its **EMOTIONAL APPEAL**. Most buyers in today's market buy on emotion. Putting yourself in the buyer's perspective can help you prepare your home to sell for the best price, in the least amount of time.

When you begin preparing your home, start outside and work your way inside. Make a **"TO DO"** list as you go, keeping in mind the importance of first impressions.



Exterior Tips:

It's estimated that half of all houses are sold before buyers even get out of the car. Get a sense of your "Curb Appeal" by standing across the street from your home. Ask yourself what can you do to improve the very first impression?

- Keep sidewalks, walkways and porches clear and clean.
- Hose down house siding to remove cobwebs and dirt.
- A garage can be an important selling point, so a good spray with a garden hose and cleaner can make a big difference.
- Avoid having too many vehicles in front of the house.
- Repair fences or gates.
- Clean windows inside and out.
- Mow, trim, weed, and water lawns and gardens.
- Adding a few potted flowers can bring in some much needed color.
- The front door is often the first detail a buyer sees, so fresh paint, a stain or good cleaning goes a long way.
- Make sure the doorbell and porch lights work.
- Buy a new welcome mat.
- Ensure gutters and downspouts are firmly attached and functioning.

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Interior Tips:

When showing your home to prospective buyers, you want to make sure the buyer can picture themselves making your home, their home. Declutter, organize and consider a full house cleaning from top to bottom. Storing personal items, including photographs, can help the buyer feel more at home.

- Ensure the walls are clean of dirt and grime...a fresh coat of paint is always a strong selling point.
- Clean all windows and sills.
- Make minor repairs from typical wear and tear.
- Replace burned out light bulbs.
- Replace or remove any dying house plants.
- Arrange or remove furniture to create a spacious and attractive environment.
- Consider carpet cleaning for that fresh look and smell.
- Make sure that drapes and curtains are clean and hung properly to optimize windows and views.
- Choose neutral colors whenever possible.

Kitchen & Bath Tips:

The kitchen and bathrooms are major focal points for the buyer making decisions on emotions. These rooms can truly express a feeling of pride of ownership, so keep these rooms clean and clutter free to increase confidence in a buyer.

- Clear extra appliances, accessories, etc. from counters.
- Clean appliances inside and out.
- Straighten up and organize the kitchen memo areas.
- Polish sinks and remove stains.
- Consider new cabinet hardware or fresh paint to update the cabinetry.
- Consider buying new shower curtains and hand towels to freshen the space.

Uncluttering Tips:

Eliminating clutter will give your home a more spacious look and feel. Create an inviting environment by removing or storing items you don't use often. Remember, when in doubt... move it out!

- Make sure clothes are hung neatly and shoes are arranged.
- Straighten bookshelves and magazines.
- Straighten up toys and games.
- Consider a storage unit for excess furniture and items or have a garage sale!
- If you have an empty spare room, give it a purpose. A craft or meditation room can offer the buyer some inspiration for the space.

Repairing Tips:

Making small and simple repairs can make a big impact. Concentrating on cosmetic repairs that cost relatively little can yield a big return!

- Repair loose doorknobs.
- Patch and paint wall and ceiling cracks.
- Repair leaking faucets, running toilets, grout and caulking if needed.
- Replace cracked windows and screens.

Don't Over Improve:

Preparing your home does not need to be expensive or stressful. Most likely, you are already checking off many of the items mentioned during normal maintenance. Remember, all you need to do is think like a buyer!
