

Selling your Home

Attention Sellers!

A Good First Impression Can Help Sell Your Home

You can assist your real estate agent or broker when you are showing your home to prospective buyers by remembering that first impressions are the most lasting and the most important to its sale.

Your major role as a seller will be to make your home as attractive as possible to potential buyers. The time, effort and limited financial investment involved can give you the competitive edge needed to sell your home when you want - at the price you want.



Step One:

Your Home's Exterior Creates the Prospective Buyer's First

Since the exterior of your home is the first thing a prospective buyer sees, a little time and effort can make a big difference in the impression your home creates and pay big dividends when the sale is made.

Use this checklist to make sure your home's exterior looks its best:

- Lawn is well cut and neatly trimmed around the walks and drive.
- Flower garden is weeded.
- Shrubs are trimmed and dead trees and branches eliminated.
- All debris is disposed of and toys and lawn equipment are neatly stored.
- Fences and gates are repaired and repainted, if necessary.



- The roof, gutters and downspouts are in good repair.

- Driveways and sidewalks are washed down and checked for cracking and crumbling.

- Cracked windows and torn screens are replaced.

- Screens, windows and windowsills are washed.

- Doorknobs are polished.

- Doorbell and front lights are in good working order.

- If you would have planned to paint the house within the coming year, consider painting the house before showing it. A new paint job, well done, will normally enhance the sale value a good deal more than the cost of the paint.

If your home's exterior looks clean, orderly and in good repair, that's the first impression your house will convey.

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Step Two

A Spotless Interior Will Reinforce Buyer's Impression

Interior dirt and clutter can obscure your home's good points, so start with a full house cleaning from top to bottom. Store unused or unnecessary items in closets and storage areas or hold a garage sale. Eliminate clutter and your home will look more spacious - an important selling point.

Take an inspection tour of your home, observing it as a potential buyer would.



Use the following checklist to make sure it's ready to show:

- Walls are clean and free of smudges, fingerprints and dents.
- Woodwork and wallpaper are inspected for problem areas; wallpaper is cleaned and woodwork is waxed.
- Badly worn furniture is temporarily stored in family's or neighbor's attic or basement.
- Curtains and drapes are freshly laundered or cleaned.
- Rugs and carpets are shampooed. Floors are waxed.
- Loose doorknobs, sticking doors, windows and warped drawers are repaired.
- Leaky faucets are fixed. Water discoloration in sink is eliminated. Loose stair banisters are tightened and steps are free of objects.

Take an inspection of your home, observing it as a potential buyer would!

Step Three

Your Home's Good First Impression



- Light fixtures are in good working order. Discolored or cracked switch plates are replaced.
- Closets, shelves and drawers are organized to display spaciousness.
- Clothing is hung neatly and shoes and other objects are neatly arranged.
- Bathrooms are sparkling clean. Tub and shower caulking is repaired.
- Bedrooms are neat. Bedspreads and curtains are attractive.
- The kitchen is clean and tidy, including cupboards, stove and oven.
- The basement, attic and garage are clean and well organized.
- Mirrors, picture frames and glasses covering pictures are clean.
- Mirrors are strategically placed to create an impression of added space in problem areas.
- Lampshades are in good condition.
- Electrical connections are plugged in.

Consider painting walls and replacing carpet if cleaning doesn't do the trick. It is also important to keep lighting in mind when you show your home. Good lighting will make your home seem more cheery and spacious.



Keep It Simple

Don't plan major improvements on your home. Most home buyers want to make their own major changes. You are usually wiser to sell them the potential - at a price they can afford. You can do a lot to help your real estate agent show your home. Showing your home is all important to its sale, and there are many ways you can help your real estate professional do his or her job successfully. Here are some last-minute details that will maximize your home's selling potential:



Over-Improving Doesn't Pay... Stick to the Basics!

-  The television and radio are turned off or low enough to allow the salesperson and buyer(s) to talk, free of disturbances.
-  Children and pets are sent outdoors to play or otherwise entertained to eliminate confusion and to keep the prospect's attention focused positively on your house.
-  Bad odors are eliminated. Air freshener is used before the potential buyer arrives, especially if YOU have pets or if the house has been closed up for some time.
-  The house has adequate lighting (during daytime drapes are open; at night plenty of lights are on, including the porch light).
-  Wood is stored next to the fireplace. In winter a fire is lit.
-  The kitchen sink is free of dishes.
-  Magazines and children's toys are in order.
-  Plants have been watered and look healthy. Fresh flowers are arranged tastefully around the house.

Step Four

What You Can Do While Your House is Being Shown:

- Be courteous, but don't force conversation with the potential buyer(s). Ask your real estate broker or agent if your presence is necessary.
- Never apologize for the appearance of your home. Let your real estate broker or agent answer any objections.
- Leave it to your real estate professional to emphasize the features of your home.
- Make sure your agent or broker knows where you are so you may answer questions, but don't tag along.
- Let your real estate professional discuss price, terms, possession and other factors with the buyer(s).

Remember, your real estate broker or agent has the experience and training necessary to bring negotiations to a successful conclusion. And, if you've followed the guidelines provided, you'll know you've already done your part by making sure your home creates a good first impression.

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