

Preparing your home to sell

That first impression is so important; make sure your home is model home ready to maximize the opportunity of those first showings. Those first three to four weeks of the listing will yield the most showings. Buyers that are out looking have seen everything available, and for one reason or another haven't bought. They're just waiting for something new to come on the market. When that new property does hit the market, agents want to get their buyers into that "hot new listing", and its common knowledge that the least amount of time on the market will yield the highest sale price. After the initial surge of interest, we're then at the mercy of those buyers new to the market. It is so important, especially in these uncertain economic times to be the "best of show". We may not get many opportunities.

- 1) Make your home look and feel like a builder's model home. Everything should look like it belongs even if it means storing items until your home is sold. Personal family pictures should be packed or stored as buyers will spend time looking at your photos wondering if they know the people in the photo rather than concentrating on your home.
- 2) Do not wait and see if the house sells first before necessary repairs are complete. Remember, we may not get many chances to make a good first impression, so each showing is so important.
- 3) Your home needs to look good from the street to the attic. We want to give the impression of a well cared for home.
- 4) You want the buyer to feel that this home is of high quality all the way through, not just on the surface.
- 5) You are competing with every other home that is currently for sale, new, pre-owned, bank owned, those listed with a Realtor, those trying to sell on their own.
- 6) Typical buyers put all their savings or equity into the down payment and closing costs, leaving little left over to improve or repair a property once they move in.
- 7) If buyers have a choice between two comparable properties they will choose the home in the best overall condition.
- 8) Clean windows inside and out; don't forget to wipe down the sills, and dust the blinds. Now might be the time to replace a valance or wash a drape.
- 9) If carpets are soiled or if it's been over a year since you've had them cleaned, now is the time to do it.
- 10) Air out your home. You are the last person to notice any odor, clean dog beds, kitty litter boxes, fish tanks or other critter homes, as you've become accustom to those smells.
- 11) Clean closets, cabinets, pantries and organize kitchen drawers. It might be a good time to pack up some of those items you haven't used in awhile. Our goal is to show there's plenty of space in your home for storage, and a cluttered closet will not accomplish that.
- 12) Tile and wood floors need to be cleaned and polished.
- 13) Go over the kitchen like a health inspector. Clean the oven and stove top and keep it that way. Clear counters and only have the very minimum on them. Clear items off your refrigerator.
- 14) Bath rooms should be very clean. Clean the tub/shower caulk and tile grout needs to be clean and in good condition. Bath towels should be neatly stored and those mirrors need to be tooth paste free. Now might be the time to replace an older shower curtain.
- 15) In our warmer months, yards should be mowed, weeds kept to a minimum, trees and bushes trimmed, side walks and front steps swept, and a fresh coat of paint on the front door if need be. Door bells need to work, and place a rug at the front door for buyers to remove their shoes.
- 16) In the winter months it's important to keep snow and ice removed from your walk to reduce the risk of slips or falls.
- 17) Garages should be free of too much clutter and kept swept out on a weekly basis.

Becky specializes in staging homes and will be glad to help you decide which changes will be the most beneficial and the least costly to fully maximize your homes marketability.