



Maximizing Your Home's Sale Potential

Simple cosmetic changes can have a dramatic and decisive impact on how quickly, and at what price your property sells! Minimal time and investment may stand between your desired price and timeframe... and buyers' definite interest in your property.

This sheet offers practical tips to help your property stand out above competing properties. So, let's start...

Cut the clutter!

Clutter distracts buyers and makes it harder for them to picture themselves living in the home. As your goal is to make your property look and feel as spacious and as bright as possible, removing clutter is a vitally important step. Remove any excess or large furniture; free your table tops, dressers, and closets of daily clutter.



Clean!

Homeowners rank dirty houses at the top of their turn-off lists! A clean home is a sign of a well-maintained, healthful, and treasured home. Pay special attention to the kitchen and bathrooms. They should look as bright and fresh as possible --it is essential for them to be clean and odor-free. A fresh coat of paint, doors free of smudges, and a freshly caulked bathtub just may do the trick.



Repair!

Making minor repairs will present your property in a more positive light, not to mention add to its value. If you think something is too much trouble to fix, chances are buyers will too. Essentially, look for anything that might indicate a maintenance problem, such as a cracked window, a hole in the wall or a stained ceiling.





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Curb Appeal and How to Enhance It:

First impressions are lasting ones, and shabby planting beds make the kind of statement you want to avoid. A little time and money spent on curb appeal will go a long way. Trimming the grass, washing the windows and planting a few flowers may be all it takes. This detailed list may help you present a perfectly buyable home:

- Mow the lawn. Get rid of weeds. Rake and dispose of leaves.
- Keep the steps swept.
- Stow away unnecessary garden tools and hoses.
- Pressure wash dirty siding and dingy decks.
- Clean windows and gutters.
- Kill any mold and mildew on sidewalks, roof, driveway.
- Make sure sprinklers don't water walkways.
- Repair gates, fences, sidewalks and driveways.
- Remove or replace dead or dying plants.
- Cut back any shrubs that obscure windows.
- Add color with blooming flowers.
- Clear yard of all debris.
- Apply fresh paint as needed.
- Replace damaged bricks or wood siding.
- Repair any cracked or broken windows.
- Make sure the faucets or sprinkler systems are in good working order.
- If you have a pool, be sure it sparkles.
- Trim any tree limbs that are near, or touching the roof.
- Keep the patio area neat and yard furniture in good repair.
- For evening showings, improve curb appeal with addition of low voltage lighting.



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Interior Appeal and How to Enhance It:

- Dust all surfaces.
- Wash windows.
- Replace cracked windowpanes, base moldings, and other woodwork.
- Repaint dingy, soiled or strongly colored walls with neutral color/s.
- Touch-up paint scuffs.
- Be sure all electrical systems and plumbing are in working order.
- Repair any dripping faucets and showerheads.
- Clean drapes and window treatments.
- Clear out all excess items.
- Mop floors, shampoo carpets, clean fireplaces.
- Make sure lights and the doorbell work.

Kitchen

- Clean appliances, cabinetry and floors.
- Clean and de-clutter countertops.
- Repair faucets and appliances.
- Budget-permitting, invest in new cabinet knobs, curtains, or a coat of neutral paint.

Bathroom

- Polish the floor, mirrors and fixtures.
- Repair grout and caulking.
- Repair running toilet or faulty plumbing.
- Replace shower curtain.

Closets

- Replace burned out light bulbs.
- Hang clothes neatly.
- Store shoes in boxes neatly on shelves.



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Just Before the Showing:

Outdoors

- Make sure the entrance and walkways to your home are clean and odor-free.
- Store hoses neatly and be sure sprinklers don't water the walkways.
- Remove newspapers, bikes and toys.
- Park extra cars away from the property.

Inside

- Open all drapes and window blinds and turn on lights.
- Quick once over with the vacuum.
- Place fresh flowers in the main rooms.
- Keep counter tops cleared. No dirty dishes in the sink.
- No laundry in the washer/dryer or vicinity.
- Make beds and put all clothes away.
- Straighten closets and open doors slightly.
- Kitchen and bathrooms should shine, trash should be emptied and personal items should be put away.
- Turn off television. Play soft music on the radio/stereo.
- Replace any burned out lightbulbs.
- Keep pets out of the way and pet areas clean and odor-free.
- Secure jewelry, cash, prescription medication and other valuables.
- Keep the temperature comfortable.

Important Reminders:

- Potential buyers usually feel more comfortable if the owners are not present.
- If individuals unaccompanied by an agent request to see your property, please refer them to your agent, so that he/she may prequalify them. We are only a phone call away!