

Preparing Your Home For Sale

A few great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember that you'll never get another chance to make a first impression. And first impressions are what counts! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

Drive-up Appeal

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.

Absolute Basics

- Start by airing out the home. Most people are turned off by even the smallest odour. Flours must be eliminated; especially those caused by dogs and cats; soiled diapers and/or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright & cheery.
- Clean out closets, cabinets and drawers, Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure rooms are not overcrowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bath tubs showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.

A few more suggestions....

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.
- The pool needs to be sparkling and free of leaves.

For those willing to go the extra mile....

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing outdated wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.

Showing your home....

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Buyers are intimidated when Sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the Realtors do their job.

Selling your home is no different than preparing your car for sale. Remember when you sold your first car? Didn't you wash it, wax it, vacuum the inside, clean the carpet, clean the seats and the dash, touch up all the little scratch's, polish the tires and more just to get a few dollars more? Shouldn't you do the same for your largest investment, your home?

Now that your home is “ON THE MARKET”
Here are a few duties.....

John and his Team	YOU
<ul style="list-style-type: none"> • Install signs and submit to MLS 	<ul style="list-style-type: none"> • Complete all repairs and cleaning
<ul style="list-style-type: none"> • Arrange for office tour by Deerbrook 1st Realtors 	<ul style="list-style-type: none"> • “Stage” your home to be appealing
<ul style="list-style-type: none"> • Prepare marketing information and advertising 	<ul style="list-style-type: none"> • Keep home ready for showing
<ul style="list-style-type: none"> • Place marketing data in home for prospective buyers during open house 	<ul style="list-style-type: none"> • Hide valuables (also prescriptions)
<ul style="list-style-type: none"> • Distribute marketing information 	<ul style="list-style-type: none"> • Keep marketing information out for buyers
<ul style="list-style-type: none"> • Attempt to give ample notice to show 	<ul style="list-style-type: none"> • Call us if information is depleted
<ul style="list-style-type: none"> • Review market continuously 	<ul style="list-style-type: none"> • Leave premises for showings
<ul style="list-style-type: none"> • Follow up with other Realtors who show the home 	<ul style="list-style-type: none"> • Call us with any questions
<ul style="list-style-type: none"> • Communicate with you regularly 	<ul style="list-style-type: none"> • Market your home to friends and acquaintances
<ul style="list-style-type: none"> • Advise of possible solutions if home has not sold 	<ul style="list-style-type: none"> • Keep us advised where to reach you or give permission to show if you are unavailable
<ul style="list-style-type: none"> • Negotiate best contract for your needs 	<ul style="list-style-type: none"> • Refuse to discuss terms with buyers or their Realtor without us present