



## *Preparing Your Home for Sale*

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions. How do you maximize your home's appeal to maximize the price? From our experience the answer is simple. Here are some points to net you more money:

### Exterior and Curb Appeal

Many buyers make their decision at first sight! Make this first impression a good one!

### General Exterior

Prospective buyers will react well to signs your home has been meticulously maintained:

- Manicure landscaping: mow, edge and water lawn, trim hedges, weed and fertilize flowerbeds, and prune trees
- Walkways and driveways should be clear of debris. In the winter time, clear off snow and, if icy, apply salt.
- Keep driveway clean and free of parked cars, and keep garage door closed.
- Make sure the garage door opens easily. Repair if needed and paint it.
- Repair or replace loose or damaged roof shingles.
- Minimize cracks or crumbling on walkways, walls, or steps, and keep them clean and free of obstructions like toys or snow.
- Items such as RVs, waste cans, toys, bicycles, tools, unsightly patio furniture, and so on can contribute to a cluttered or busy appearance. Make sure that from the street; your property appears clear and tidy.
- Inspect the appearance of interior window coverings from the curb. Wash windows and ledges.
- Repair any peeling paint or loose caulking on windows or other areas.
- Take steps to eliminate insect or rodent pests.
- Pick up after your pets and neighborhood animals.

## Doorway

- While agents work the lockbox for a key, buyers have idle time to notice details.
- Apply a fresh coat of paint to the front door.
- Consider adding pots of flowering plants in the entryway if weather permits.
- Eliminate cobwebs and groom doorway area windows, porch light, or decorative glass.
- Fix the front doorbell.

## Warm and Homey

- Create a welcoming environment for buyers coming through your home.
- Subtle scents of potpourri in bedrooms or bathrooms and fresh baked cookies or cinnamon in the kitchen can make your home more inviting.
- Remove all smoke, pet, and hobby odors from the home.
- Open the draperies, pull the shades, and let the sunlight in. Rooms bathed in sunlight appear bigger and have a positive impact.
- Install higher wattage light bulbs to show your home brightly.
- Turn on all the lights.
- Keep pets out of the way, preferably out of the house.

## Interior Appeal - Clean, Clear, Light, and Bright

Remove your personality from the home. Pack away personal photos and memorabilia. Buyers need to see a "blank canvas" when they walk through your home so that they can imagine themselves living there

## General Items

- Give every room in the house a thorough cleaning and remove all clutter. Consider hiring a professional cleaning service.
- Clean and shine all metal accessories (door knobs, door knockers, mailboxes, street numbers etc.).
- Repaint dingy, soiled, or strongly colored walls with a light, neutral shade. Bright rooms look bigger, and neutral colors help buyers envision their own furnishings and décor.
- Clean all light bulbs, light fixtures, and chandeliers so that the home is brighter.
- Shampoo all carpets and vacuum them daily. Wax hardwood floors.
- Remove cobwebs from all corners (inside as well as outside).
- Repair or replace damaged or loose banisters and handrails.
- Repair cracks, holes, or damage to plaster, wallboard, wallpaper, and wall.
- Wash all windows – inside and out! Wash and press curtains.

## Living room / Family room / Den

- Clean all rubbish from fireplace.
- Consider placing furniture from crowded rooms in storage for a more spacious look.
- Put away all kids toys, large play items
- Tuck away cords for TV and Internet

## Kitchen

- Clear kitchen counters of everything except essential appliances.
- Remove all unnecessary items from the refrigerator (magnets, pictures, etc.)
- Remove all grease from the range hood, oven, stove top, walls, etc.
- Replace/clean burner pans.
- Put all dishes away.
- Keep trash cans covered, deodorized, and out of sight.
- Remove soiled items from fridge

## Bathrooms

- Replace the washers in the faucets and remove rust stains.
- Repair or replace broken tiles on walls, floors, or in showers.
- Clean all toilets and close all toilet lids.
- Replace shower curtains and keep them clean.
- Keep an attractive set of towels in each bathroom; put out only for showings.

## Bedrooms

- Closets will be opened! Keep closets, cupboards, and even your pantry orderly and neat.
- Place an air freshener inside closets.
- Make sure all beds are made with bedspreads smoothed out.
- Ensure linens are fresh and clean.