

Ensure That Your Property Shows at Its Very Best!

Your house is being “interviewed” by the potential buyer. Use these tips to ensure that your home’s best features are displayed.

- ◆ Open the draperies, pull up the shades, and let in the sunlight. Rooms bathed in sunlight appear bigger and make a positive impact on buyers.
- ◆ Install higher wattage light bulbs to show your property brightly—in its best light. Turn on all lights.
- ◆ Remove all “clutter” from each room. Remove things such as coats, shoes, clothing, pet toys, pet-food bowls, trash cans, toys, child-safety barriers, playpens, and the like. Keep all nonessential items off the floor so that the room doesn’t appear cluttered. Uncluttered rooms appear bigger.
- ◆ Make sure that beds are made with bedspreads smoothed out. Also, linens and curtains should be fresh and clean. Keep laundry out of sight.
- ◆ Organize closets. Remove unnecessary items and put them in storage. Large closets sell houses and a well-organized closet looks much bigger than one crammed with clutter.
- ◆ Dust and vacuum floors often. Don’t leave soiled towels lying around. Wipe showers after each use. Re-caulk the shower or bathtub if the current caulk is not spotless.
- ◆ Create a positive mood. Turn on all lights—day or night. Open the curtains during the day. If it is cold outside, keep a comfortable level of heat. If it’s summertime, keep your property cool.
- ◆ Open doors to areas you want the buyer to see, such as walk-in closets, pantries, etc. Make sure that those areas are neat and clean. Place a subtle air freshener inside closets. Close all other closet doors and cabinets.
- ◆ Water and prune indoor plants. Less hearty ones should be kept out of sight.
- ◆ Remove excess extension cords, especially those in walkways.
- ◆ Keep pets out of the way—preferably out of the house. Ask a friend to watch your pet while the property is on the market. Some people do not like animals or their odors, and buyers may raise undue concerns about the condition of carpeting.
- ◆ Keep in mind, we have worked closely with countless buyers and know how to present your property in the best light, skillfully answering questions. Please arrange to be absent during the showing of your property. Buyers are more comfortable and candid if the owners are not present.
- ◆ If you must be present, be courteous and do not engage in conversation with the buyer. Never apologize for the condition of your property. Let the trained salesperson answer any objections about the condition of your property.
- ◆ Avoid having guests over during a showing. The buyer will feel like an intruder in your house and will hurry through the tour.
- ◆ Finally, play soft music during the showing of the property. Turn off television sets.



This report is compliments of:

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