



## Ways to Sell Your House Faster AND for More Money

The following will guide you step by step through the process of preparing your home for sale to achieve the highest possible sale price in the least amount of time. Our concentration will be in six main areas:

**Repairs**  
**Cleaning**  
**Neutralizing**  
**Space Management**  
**Atmosphere**  
**Staging**

### Repairs

1. The rule of thumb is, if something needs repair, fix it! Needed small repairs and perceived owner neglect will either lower the purchase price or lengthen the time required to sell.
2. Check all walls for peeling paint and loose wall paper.
3. Large repairs: In today's climate of open disclosure and vigilant professional home inspections, the rule is ...**“Treat a Buyer as you would yourself.”** Repair any problems with major systems or offer an allowance for the Buyer to make repairs after closing.

### Cleaning

1. Every area of the home must sparkle and shine!
2. Clean all windows, inside and out.
3. Clean all wall-to-wall carpeting and area rugs.
4. Clean and polish all woodwork.
5. Clean and polish all light fixtures.
6. Ensure that the kitchen, “the most important room in the home”, sparkles (stove, ventilating hood, cabinets, etc.).

### Neutralizing

1. Be cautious about selecting colors when painting or replacing carpeting. Your objective here is to make your home appeal to the largest possible buying segment.
2. Forget your personal taste . . . the “market” is always demand driven! Consider

replacing unusual or bold colors with neutral tones. Two coats of white paint may be the best investment you ever made.

## **Space Management**

### **Creating the illusion of more space.**

1. Arrange furniture to give the rooms as spacious a feeling as possible. Consider removing furniture from the house and getting a storage unit, if necessary.
2. Pack up personal items now. Do you want Buyers looking at your house or at your personal items?
3. Remove clutter and keep the home “picked up”.
4. Use light to create a sense of space. All drapes should be kept open.
5. Cleaning out the garage and packing or disposing of anything you don’t need prior to selling will make the garage appear more spacious.

## **Atmosphere**

**When placing yourself in the potential Buyer’s shoes, you will want to consider the overall atmosphere of your home. Create the atmosphere of your home as a shelter, a place that is safe and warm, and in good condition.**

1. A clean smelling house creates a positive image in the Buyer’s mind. Cigarette and pet odors may have adverse effects on potential buyers.
2. Mildew odors are another no-no. Don’t allow wet towels to accumulate in hampers or dirty laundry to pile up in closets.
3. Once offensive odors are removed, consider adding delightful ones . . . cinnamon, fresh flowers, breads/cookies baking!

## **Staging**

**This part of preparing your home for sale is the most fun and involves the use of color, lighting, and accessories to emphasize the best features of your home.**

1. Study magazine ads or furniture showrooms to see how small details can make rooms more attractive and appealing.
2. Consult a Feng Shui (the Ancient Chinese “Art of Placement”) expert. Call me for referrals.
3. Take advantage of natural light as much as possible by cleaning windows and opening window coverings; add lamps and lighting as necessary.

4. Keep kitchen and bathroom counters as clutter-free as possible (including appliances, knick-knacks and personal care products) to maximize the appearance of work space.
5. Set the dining room table with attractive place settings.
6. Remove/pack up any items that are not currently in use to make both living and storage areas appear more spacious.

## **The Exterior**

**Check your home for any needed maintenance just as a Buyer would. Repaint or touch up, as necessary. You can't make a better investment when you are selling your house! Don't let the outside turn Buyers off before the inside turns them on.**

1. Check to see that all doors and windows are in good working order. Give special attention to your home's exterior doors and front entry. Clean and paint doors if necessary. Remember, first impressions are likely to color the remainder of the house tour.
2. Replace any windows with broken seals or cracks.
3. Screens should be free of any tears or holes.
4. Inspect all locks to ensure that they are functioning properly.
5. Check for loose or missing roof shingles OR tighten metal roof screws.
6. Make sure the yard is neatly mowed and shrubs are trimmed.
7. Seasonal flowers/plants provide a cheerful oasis of color in your yard.
8. Clean and sweep driveway/walkways and keep free of clutter.
9. Repair and patch any driveway cracks; a "resealing" will make a great first impression.
10. Invest in a new doormat that says "Welcome".