

Important Tips When Selling Your Home

The home-selling process typically starts long before a property is made available for sale. It is necessary **to look at a home through the eyes of a prospective buyer** and determine what improvements need to be made in order to make an outstanding impression.

Ask yourself: If you were buying this home, what would you want to see? The goal is to show a home that is clean, welcoming, and space maximized. These factors are critical when trying to sell your home.

How do you improve your home's value?

The general rule in real estate, is that buyers seek the least expensive home in the best neighborhood they can afford.

Your home should compare to other homes in the neighborhood. For example, the number of bedrooms, bathrooms, total square footage, and amenities. Improvements should be made so that the property shows well and does not reflect the need for future cost and needed repairs.

Cosmetic improvements (paint, wallpaper and landscaping) help a "home show" more appealing and are often great investments. Mechanical, structural, and electrical repairs (to ensure that all house-hold systems and appliances are functioning and are in good condition) are highly recommended in order to get top price for your home.

When preparing to put your home up for sale, your first concern is the home's exterior. If the outside, or "curb appeal" looks goods, people will be more inclined to want to see what's inside. Landscaping and regular lawn care is a very important factor in your home's "curb appeal". Manicured shrubbery and flower beds will give the impression that the home is loved and cared for. Providing a "welcoming" outdoor environment can provide the best of first impressions.

Of all the rooms inside your home, your kitchen and your bathroom(s) should be paid the most attention. Modern fixtures, natural light, neutral colors, clean surfaces, and fresh odors are very important when selling your home. If there are any kind of leaks or abnormal sounds coming from your plumbing fixtures, be sure to call a plumber. If there are any 'dings' or damage to the walls, be sure to repair them yourself (if you are experienced) or have them repaired by a professional. A fresh coat of paint in these rooms will also go a long way.

Since you want your home to look as spacious as possible, remove any excess or overs-sized furniture. Make sure that all surfaces, dressers, and closets are free of clutter. If possible, avoid using your garage, attic, or basement to store these extra items, because these are also places that need to appear spacious to a potential home-buyer. Investing in a storage unit for any excess items is highly recommended when selling your home. Make sure doors, walls, and trimming are free from smudges and be sure to look for anything that might indicate a maintenance problem (such as cracked windows, holes in the walls or stained ceilings).

Finally, if your basement shows any signs of dampness or leakage, it is important to have these things inspected and repaired by a professional.

Quick tips for showings or open houses:

- Keep all surfaces clean and free from clutter
- Replace all light bulbs to promote more light
- Open all curtains and window blinds
- Make sure pets are crated or kenneled
- No dirty dishes in sink
- No laundry in the washer or dryer
- Rent carpet shampooer for dirty carpet
- Replace worn-out or damaged carpet
- Keep fireplace completely cleaned out
- Put on soft instrumental music
- Light (lightly scented) candles or spray (lightly scented) air freshener throughout home

Being able to view your home in the way a potential buyer will, is the most important key to selling your home. Always be objective and honest with both your realtor and all other parties involved.

**We thoroughly encourage and appreciate any and all feedback. Have anything to add?
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