

18 Steps to Help You Sell Your Home for the Highest Price in the Shortest Time

- 1. MAKE THE MOST OF THAT FIRST IMPRESSION – CURB APPEAL MATTERS**
A well-manicured lawn and shrubs, and a clutter free porch welcome prospects. So does a freshly painted or scrubbed front door. I suggest you put a container with brightly colored flowers on the porch or a wreath on the door.
- 2. INVESTING A FEW HOURS TO IMPROVE THE CONDITION PAYS OFF**
Here's your chance to make your home shine. Pay close attention to kitchen and bathrooms. If your woodwork is scuffed or the paint is fading, you need to paint it. This holds true for the walls. Things like fresh paint, new carpet and new wallpaper add charm and value to your property. Remember, buyers buy exactly what you show them. Or they don't buy what you show them. Buyers would rather see how great your home looks than hear how great it could look with a little work.
- 3. CHECK FAUCETS**
Dripping water rattles nerves, discolors sinks and suggests faulty, worn-out plumbing. Repair all leaky faucets and toilets. Don't let little problems detract from your home.
- 4. DON'T SHUT OUT A SALE**
If windows, doors or cabinet doors stick or don't work properly, you can be sure they will also stick in the buyer's mind. All doors, closets and windows need to be in normal working condition. A little effort can smooth the way towards a closing.
- 5. THINK SAFETY**
Homeowners learn to live with all kinds of self-set booby-traps: stuff on the stairs, festooned extension cords, lamp cords across the floor, slippery throw rugs and low-hanging overhead lights. Make your residence as non-perilous as possible for visitors.
- 6. BUYERS BUY SPACE AND LIGHT**
Remember potential buyers are looking for more than comfortable living space. They almost always want a home that is light and bright with enough storage space for their "stuff." Now is the time to get rid of those items you aren't using. Donate them to charity or have a garage sale. Make sure your home and garage are clean, neat and free of unnecessary items.
- 7. BUYERS ALWAYS CONSIDER THE CLOSET SPACE**
The more room and the better organized a closet, the larger it appears. Now's the time to sort those unwanted clothes and get rid of them.
- 8. MAKE YOUR BATHROOMS SPARKLE**
Bathrooms sell homes so let them shine. Check and repair leaky faucets, damaged or unsightly caulking in the tubs and showers. For added allure, use your best towels, mats and shower curtains.
- 9. CREATE DREAM BEDROOMS**
Wake up prospects to the cozy comforts of your bedroom. For a spacious look, get rid of excess furniture. Use colorful bedspreads and matching accessories to decorate it.
- 10. OPEN UP IN THE DAYTIME**
Let the sun in. Pull back blinds, curtains and drapes so prospects can see how bright and cheery your home really is. Be sure your windows are sparkling clean too.

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11. LIGHTEN UP YOUR HOME

Turn on all your lights when showing your home. Lights add color, warmth, and make prospects feel welcome. Burned-out bulbs leave prospects in the dark. Make sure there are bulbs in all lights.

12. AVOID CROWD SCENES

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they'll likely hurry through. Keep the company present to a minimum; leave the home prior when you can.

13. WATCH YOUR PETS

Dogs and cats are great companions, but they are not when you're showing your home. Pets have a talent for getting in the way. Do everybody a favor: keep your dog or cat outside if you can, or at least out of the way. Also, be sure your home does not have any pet odor that could make the buyer feel uncomfortable.

14. THINK VOLUME

Rock 'n roll will never die, but it might kill a real estate transaction. When it's time to show your home, it's time to lower the volume. Put on soft music and turn off the TV.

15. RELAX AND KEEP A LOW PROFILE

It is important to leave the house when it is being shown. No one knows your home as well as you do, but the showing agent knows the buyers. **The agent** will know the likes and dislikes of their buyers. If you are not present during the showing then the buyers feel free to look and the agent will have an easier time articulating the virtues of your home. If you do happen to be home during the showing, be friendly but don't try to force conversation.

16. DON'T TURN YOUR HOME INTO A SECOND-HAND STORE

When a buyer comes to view your home, don't offer to sell them your furnishings. They may not be interested in the furniture and you'll distract them from looking at your home. If they want to buy your home and are interested in the furniture, they will let the agent know. Then we will alert you. Remember, the object is to sell your home, not the furniture.

17. DEFER TO EXPERIENCE

If buyers want to engage you in conversation about price, terms and conditions, or other real estate matters, let them speak to their agent or your agent. That's when a good agent earns his or her pay by putting highly effective negotiating and training techniques to use.

18. HELP US TO HELP YOU SELL YOUR HOME

We have an easier time selling your home if you make it easier for agents to show it. So if an agent calls to show the home, please get their name, company, phone number, date and time of showing, then call our office and leave that information. We will then follow up on the showing and get some feedback. By working this way, you'll also appreciate the results.