



HOME SELLER'S GUIDE



We'll help get you going...

12 Key Home Selling Tips.....

1. Find a great real estate agent (boy...you didn't see that one coming did you 😊)



It is tempting to believe you have the knowledge and the skill required to negotiate all of the requirements and the pitfalls involved in selling your home. Professional Realtors are trained to identify the challenges and navigate through them for your benefit. A "For Sale By Owner" that has sat for 7 months has lost its edge and may have missed the key buying season owing to a lack of marketing exposure and expertise.

Take the time to interview prospective agents. Don't just go with the one that has lots of signs around the community. Ask important questions, get a detailed marketing plan. Speak to home sellers who have used him. And, most importantly... ensure that he or she LISTENS.

A great Realtor can make the home selling journey pleasant and stress free.

2. Work on your curb appeal



Yes, for better or worse, buyers *do* tend to judge a book by its cover. You want to make sure potential buyers' first impression of your home is a good one and inspires them to stop by the open house or schedule a tour so they can see more.

By investing some effort in relatively easy fixes, like planting colorful flowers and repainting your front door, the outside of your house can beckon prospective buyers to come on in.

If you're not sure how to improve your home's curb appeal, ask your real estate agent for advice.

3. Declutter living areas



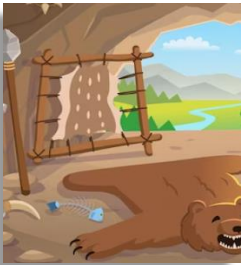
Less is definitely more when it comes to getting your house ready to show, notes Susan Wallis interior designer with Captivating Details . Stand in one spot...take a slow 360 degree turn ...is there something on every free horizontal surface? Make it go away.

You want your home to feel open and expansive. Your little knick knacks may have a place in your heart, but probably not in others. DE-CLUTTER. Is the toaster, blender, coffee pot on the counter? Find a home for them. The kitchen counter should have virtually nothing on it so it seems expansive.

3. Declutter contd.

Once you have rounded up your excess 'treasures' that don't need to be on display, pack them up or donate them. Clearing the clutter will help your house look more appealing to buyers and leave you much closer to moving into your new home.

4. Depersonalize your space



In combination with decluttering, sellers should remove personal items and family photos, as well as bold artwork and furniture that might make the home less appealing. Your house shouldn't feel like a shrine to your 7 grand children and 19 great grand children.

The goal is to create a blank canvas on which buyers can project their own visions. Lots of empty wall space will allow the prospective purchaser to imagine THEIR photos on the wall.

Now...hunting and displaying your dead trophies may be very important to you. But chances are slim that your prospective purchaser feels the same way. **THEY HAVE TO GO!**

5. Repaint walls to neutral tones



You might love that orange accent wall, but if it's your potential buyer's least favorite color, that could be a turnoff. You're pretty safe with a neutral color because it's rare that someone dislikes 'off-white'. The other benefit is that a light color allows buyers to envision what the walls would look like with the color of their choice.

Soon, it will no longer be YOUR home. Every effort must be made to make it a blank canvas upon which the buyer can paint their own picture.

6. Touch up any scuff marks



Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then touching up baseboards, walls, and doors to make the house sparkle and look cared-for.

Your house will sell. Its about selling for **TOP DOLLAR**. When buyers walk into an open house, or go on a home tour, they want to fall in love with the house, not add a bunch of small repairs to their to-do list.

In order to impress buyers (and sell your house quickly), fix up your house before putting it on the market.

7. Fix loose handles and burnt out bulbs



It's a small thing, sure, but you'd be surprised by the negative effect a loose handle or missing lightbulb can have on a buyer. It can make them stop and think 'What else is broken here?'

For a buyer, submitting an offer, and committing to the biggest purchase of their lives, is a big deal. When you're selling your home, you don't want to give buyers any doubt that your house will make a great home.

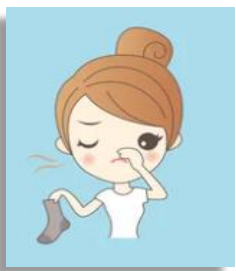
8. Add some plants



When staging your house, remember that green is good: Plants create a bright and more welcoming environment. You might also want to consider a bouquet of flowers or bowl of fruit on the kitchen counter or dining table.

Some plants and natural elements will impress buyers by bringing some extra color and life to your decor.

9. Conduct a smell test



Foul odors, even slight ones, can be a deal breaker, and the problem is that you might not even notice them

Susan recommends inviting an unbiased third party in to try to detect any pet smells or lingering odors from your home. If the smells are pervasive, prepare to do some deep cleaning as many buyers are on to seller's "masking techniques" such as candles or plug-in room deodorizers. Plus, covering up odors with a stronger scent might backfire if the buyer doesn't like the smell of lavender or artificial citrus.

10. Clean, Clean, Clean



Once you're finished cleaning your house, **clean some more**. Even if you're not worried about what buyers will think of your home's scent, you want your property to look spotless.

When selling your home, it's important to keep everything tidy for buyers, and you never know when a buyer is going to want to schedule a last-minute tour. Remember to take special care with the bathroom, making sure the tile, counters, shower, and floors shine.

11. Hide your valuables



From art to jewelry, ensure your treasures are out of sight, either locked up or stored off-site, recommends Wallis

It is very rare that theft occurs during open houses or visits by buyers. However, for peace of mind and to lessen temptation, take care to hide your valuables or move them to a safe space away from your home.

12. Consider staging



Does your house scream 1985? Nothing invigorates a house like some new furnishings or a perfectly chosen mirror. The key can be getting your home staged by a professional.

Home stagers will evaluate the current condition and belongings in your house and determine what elements might raise the bar. They might recommend you buy or rent some items, or they might just reorganize your knickknacks and bookshelves in a whole new, inviting way.

Stagers know the real estate market, and what sells, so it's important to take their advice and not take offense when they make big changes. Their job is to help drum up interest from potential buyers, which is always good news to the seller.



GOOD LUCK.

Susan and I are happy to help