



# Preparing Your House for Sale

You've taken a big step and decided to sell your house. This pamphlet outlines a host of tips and suggestions that will help maximize its sale potential.

## ADD CURB APPEAL

The exterior of your home forms the first impression a prospective buyer will have. Stand in front of your house and view it as though you were the buyer. Then, ask yourself the following questions:

- Is the yard mowed, weeded, trimmed and watered?
- Does the home need painting or washing?
- Does any other building need to be painted or power washed?
- Is there a new welcome mat on the front porch?
- Can I read the house number clearly?
- Are the windows clean—inside and out?
- Are there damaged windows or missing screens?
- Are there extra vehicles in the driveway?
- Are fences and gates in good condition?
- Are the rain gutters and roof in good condition?
- *If you have a flag pole consider placing an American Flag. We have a marketing tactic behind this request.*

## CREATE NEUTRAL AND WELCOMING LIVING AREAS

Your house may satisfy the practical requirements a potential buyer is looking for –location, price, style and amenities – but does it inspire an emotional connection? Here's how to let prospective buyers imagine themselves living in your home:

- Create a clean, organized entry
- Remove clutter such as stray newspapers and magazines
- Clean all light fixtures and replace lightbulbs if necessary
- Repair wall and ceiling cracks
- Paint walls a neutral color (white never fails!)
- Our designer friend recommends Sherwin Williams Glorious Greige for a great neutral color and is in her own home! Let me know if you would like another recommendation.
- Scrub, wax or seal floors
- Make sure carpeting is clean. I have recommendations for cleaners if you need.
- Rearrange furniture in living room and family rooms to create more open space





## HIGHLIGHT THE KITCHEN AND BATHROOMS

Prospective buyers tend to focus on two key areas: the kitchen and the bathroom. Attention to details in these rooms can make a big difference:

- Put seldom-used small appliances in cupboards
- Clear countertops of clutter
- Give cabinets a good wiping and polish.
- Clean all mirrors and objects left on countertops
- Fix leaky faucets and caulk sinks and tubs
- Place soaps, bath oils and thick towels in bathrooms
- Scrub and polish all sinks and tubs
- Purchase new shower curtains and rugs if yours are old or do not match
- Repair missing grout and tiles
- Deodorize garbage disposer, dishwasher and trash cans

## FOCUS ON OTHER ROOMS, BASEMENT, GARAGE AND BACKYARD

Once you've reviewed the kitchen and bathroom areas, walk through your entire home:

- Vacuum under beds
- Be sure the bed is made with decorative pillows and matching blankets
- Wipe down the washer, dryer, furnace, water softener and other appliances
- Put tools in bins in the garage or workshop
- Powerwash the patio and give decks new life with a coat of stain
- Place lawn furniture in conversational groupings

## FOR VACANT HOMES

Additional items we have found important in homes that are vacant



- Have a broom, small trash can and trash bag for any last minute clean up.
- One roll of paper towels for the kitchen.
- Toilet paper and hand towel in the bathrooms.
- Please change batteries in the smoke detectors and the thermostats.
- Place lawn furniture in conversational groupings

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