

First Impressions



Twenty great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember, you'll never get another chance to make a first impression. And first impressions are what counts! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

- **First impressions are lasting.** The front door greets the prospect. Make sure it is fresh and clean looking. Keep lawn trimmed and edged, and the yard free of refuse. Walks, steps, and driveways clear of all debris (including snow or ice in certain climates).
- **Decorate for a quick sale.** Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result.
- **Let the sun shine in!** Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal).
- **Fix the Faucet!** Dripping water discolors sinks and suggests faulty plumbing.
- **Repairs can make a big difference.** Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
- **From top to bottom.** Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull spaces by painting walls.
- **Safety first.** Keep stairways clear. Avoid cluttered appearances and possible injuries.
- **Make closets look bigger.** Neat, well-ordered closets show that the space is ample.
- **Bathrooms help sell homes.** Check and repair caulking in bathtubs and showers. Make these rooms sparkle.
- **Arrange bedrooms neatly.** Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.
- **Can you see the light?** Illumination is like a welcome sign. The potential buyer will feel a glowing warmth when you turn on all your lights for an evening inspection.
- **Three's a crowd.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.
- **Music is mellow.** Turn off the television and have only soft music on the radio or stereo.
- **Pets underfoot?** Keep them out of the way, preferably out of the house.
- **Silence is golden.** Be courteous but don't force conversation with the potential buyer. He wants to inspect your house, not pay a social call.
- **Be it ever so humble.** Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections.
- **In the background.** The salesperson knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. Just make sure you can be called if needed.
- **Why put the cart before the horse?** Trying to dispose of furniture and furnishing to the potential buyer before he/she has purchased the house often loses a sale.
- **A word to the wise:** Don't oversell. Your house will sell itself if it's what the buyer is looking for.
- **Remember the Golden Rule.** Treat your prospective buyer the way you would want to be treated if you were in their place. You will never go wrong.

You Come First.

First impressions are lasting.