



## Preparing Your Home for Sale

**(DO NOT under-estimate the power if these suggestions)**

What more could you want than to get your home sold for top dollar in short order without any hassles? If you take the time and read through the following suggestions **before** you put the property on the market, you will be on your way to a successful sale.

Remember, a good painting contractor will spend almost as much time “prepping” (preparing) the home than actually painting it. You must do the same when preparing to sell your property.

***Our goal is to simplify, depersonalize, and de-clutter the home in order for it to show larger and brighter, giving a more spacious feeling to a wider range of potential buyers.***

The steps outlined below will provide you with an advantage over the competition. Many items will need to be donated, sold or packed for moving and removed to storage. This is **important** and must be considered as an inevitable chore that will give you a head start on the move to your new home while ensuring at the same time maximum, positive exposure.

You must keep the property “show” ready at all times. Retailers do not typically display worn, cluttered merchandise. Everything is placed or “staged” to make you visualize how the garment would look on you, for example. **Buyers also want to see themselves in their new home, not in your home.**

Therefore, the list of things below will help your home show larger and brighter and give a more spacious feeling to a wider range of potential buyers, giving you an added advantage over the competition.

Stop seeing yourself selling your home and start thinking instead that you are selling a house. Home is where you build memories and these last memories during the selling process, must be muted by the vision of building new memories at a new home address.

***Remember, the home you are selling is not longer the home you now live in.***

### General

- Start by changing your air conditioning filters and opening all windows for a day while running the air conditioning in order to “air out” the home and any odors in it. Most people are turned off by even the **smallest** odor. Odors **must** be eliminated, specially if you have dogs, cats, or young children in diapers or if you are a smoker. If possible, keep pets away from home during the selling process. We cannot stress enough how much **odors we are used to** from pets, smoke, dirty laundry (specially if family members are sports oriented and hang around the house sweaty after outdoor activity), or ethnic cooking distract and actually **turn off buyers**. Buyers do not want to think of the smells you leave behind. This takes away from them making their mark on their new home. Think how territorial odors are to most wild and domestic animals. This works very much the same with humans.
- Clean all A/C vents and intake grids.
- Keep A/C set **no** warmer than 78 degrees and heat no cooler than 70 degrees.
- Use an air freshener in each room (Glade “Plug-ins” or similar product work well, but try to avoid floral scents as they can be too strong or cause allergies to flair up).
- Clean and wipe down all stained woodwork including doors and cabinets with a wood maintenance product such as “Old English” or “Liquid Gold.”



- Keep home clean and tidy at all times since showings could happen at any time. This includes toys. Give away, or hold a garage sale to rid yourself of all excess. Pack & store the rest, leaving only a minimum to get by.
- Bare floors should be waxed or polished.
- Paint over any bright colors and remove wall paper, specially if out of date or need repainting. Paint with neutral earth tones instead.

## **Interior**

### **Lighting:**

- Upgrade the wattage in all light fixtures to the highest level safety will allow. Turn on all lights during showings, even during daylight. This will help give a bright look to home. Using energy efficient lighting is a plus.
- Dust/Wash all light fixtures and fans.

### **Window:**

- Dust blinds, windowsills, and plant ledges.
- Remove all cobwebs inside and outside.
- Clean interior and exterior of all windows, mirrors and glass doors.
- Take screens off before washing and leave off front of house. This helps bring light through and ads curb appeal.
- Keep all blinds/shades pulled up/open and draperies removed during showings to allow maximum light.

### **Carpet:**

- If it has been over a year since the carpets have been cleaned—or if they really need it—**now** is the time to clean them. Steam clean or replace. If the carpet is worn out, replace it. If replacing, we can help you make choices that will be most appealing to buyers.

### **Bathrooms:**

- Clean all tubs, toilets, and sinks. Then polish the sinks with lemon or vegetable oil.
- Polish all hardware to a shine or replace.
- Stow unused shampoos, soaps, scrubbing implements, razors, etc. under sink.
- Stow laundry hamper in closet. Keep up with laundry to avoid smells.
- Stow wastebasket under sink.
- Rugs/commode lid covers should be removed.
- Store cleansers under sink.
- Streamline countertop — leave 1 or 2 decorative items only.
- Get rid of old/worn linen in order to keep linen cabinets organized and items reduced.
- Use baskets to hold make-up and toiletries so that after use they can be stored under the counter.
- Bathtubs, showers, and sinks should be freshly caulked. The grout and tile should be clean and in good condition. There should be no leaks in the faucets or traps. Recondition or refinish accordingly.

### **Kitchen:**

- Keep all flat surfaces (countertops, appliance tops, and furniture) cleared off as much as possible. Kitchen counters should have very little on them to show that there is plenty of available workspace. Keep small appliances stored when not in use.
- Go over the kitchen as if you were a health inspector. Clean the oven, range (new drip pans) and the seal of the dishwasher door.
- Stow trashcan in pantry.
- Remove **all** magnets, notes, pictures, etc. from front and sides of refrigerator.
- Keep refrigerator clean and fresh. Make sure to clean inside, door seals, under, behind and on top of refrigerator. If the top is exposed and it is filthy, tall people will notice it and will wonder what else may be dirty.
- Throw away expired food.



### Utility Room:

- Organize shelves and put away non-cleanser items.
- Keep area clear of clothes and clutter.

### Pantry/Closet:

- Thin all closets *dramatically* and organize remaining items neatly on shelves and be sure to allow space between hanging items. At one very visible spot, leave space, so the rear wall of the closet/pantry will show when the door is opened. Leave a small empty space on each shelf to show potential storage space.
- Throw away all expired items. Make sure to watch your stock and keep it to a minimum. Don't over purchase.

### Bedrooms and Living Areas:

- Make sure that there is not too much furniture in a room. Select pieces that look best and put other pieces you intend to keep in the garage or storage. Sell or donate any excess.
- Depersonalize your home by storing personal photos and religious figures so that potential buyers may visualize their personal items in the home. **Next to odors, this is probably one of the most important things to a potential buyer!**

## Exterior

### House:

- Thoroughly sweep down all exterior sides of house and eaves to clean cobwebs and wasp nests.
- Pressure clean roof (careful here), sidewalks, driveways as needed. Resurface driveway as needed for a clean look.
- Make sure house number (address) is clearly visible from curbside.
- Add a fresh coat of neutral color paint if possible. Remember, this is not about you anymore. It is about making the house appealing to the widest number of potential buyers so, choose your color pallet carefully.

### Yard:

- Keep lawn mowed, weed-eated, green and well-edged.
- Trim trees and shrubs.
- Clean out flowerbeds and invest in fresh colorful flowers.
- Keep any BBQ area clean.
- If pets/dogs are kept outside, keep area free of waste.

### Front Entry Porch:

- Be sure front door area is clean and free of dirt, dust, cobwebs.
- Repaint door and trim if not pristine.
- Add **new**. thick "Welcome" mat and keep it clean.
- Make sure doorbell is working properly

### Garage:

- Drastically** clean and re-organize
- Sweep and clean—remove all cobwebs and any oil or grease from floor. Paint floor with special paint if needed.
- Avoid storage of gasoline or gasoline operated vehicles like watercrafts or motorbikes to reduce or eliminate odor

### Pool and/or Hot-tub/Jacuzzi:

- Keep water **clean** and balanced to avoid green algae from developing or accumulating.
- Sweep and clean—remove any suntan oil, grease or fungi.
- Keep supplies during rainy season for proper maintenance.
- Keep equipment, filters clean and tidy.



As you can see, there are a lot of things to consider when selling real estate. I always think of the times we may want to sell our automobile and how careful we typically are in keeping it showroom clean until it sells. We must think of doing the same when selling our real property.

Think of big name department stores we may consider as expensive and those which are typically for bargain hunters. Now, think of the way merchandize is shown in each and how we may be inclined to pay accordingly. This same though process is guiding buyers as it will guide you when you begin shopping for your next home.

In fact, I strongly recommend you begin scouting your building/neighborhood for Open Houses and see as many as you possibly can before you put your house for sale. Remember to also visit For Sale By Owner homes. As you see NO LESS than 5 to 10 of your nearby competitor homes and you return to yours, begin to notice how your home compares to those you've just seen.

In this market, we are faced with a price and beauty contest the likes of which we have not seen for a very long time. Your house must be among the best priced homes and among the nicest in order to illicit enough interest for buyers to want to make an offer. Otherwise, if you are showing your home but no offers are being made, you are probably overpriced for the condition of your home. Either make the fastest, cheapest improvements you can, or lower your price accordingly. In fact, after being on the market for a while, you may have to do both.

In short, **properly staging could accelerate the sale of your home and increase your net.** My team can provide more specific affordable staging and feng-shui advise to help you **prepare your home for sale.** Do not ignore this affordable service. It typically pays for itself many times fold. Watch home programming on HGTV, A&E or any other similar channel for more ideas as well.

It is my most sincere hope that you found the above information timely and informative. My goal is to meet or exceed your expectations as I serve your needs and so, I appreciate the opportunity.

Contact me at once so we may begin implementing these and other marketing techniques immediately.