



Selling Your House?

Here are some Pre-Market Prep ideas to help get you started...

Start thinking like a Home Shopper: Take a look at homes for sale in your community (or where you would really like to live), and carefully take the time to look at the photos, or see them in person. Compare one house to another and consider which one you would buy, if you were buying. *Do you know what apps home shoppers are using right now?*

Put together a list of projects: Project lists are never final but you should be able to list 10 things that need changing, finishing, or well-cleaned. *If the house will be marketed vacant, this is especially critical.*

Plan for Curb Appeal: You will need to adjust for the season, so remember that first impressions are made quickly. If there are old newspapers in the driveway, pumpkins in February, or dead plants abound, know that you have one strike against you. *Did you know that on average, 33% of buyers drive past a home they wanted to see when the yard is not appealing? That's 1/3 of the buyer pool!*

The Big Purge: You are not alone in your accumulation of "stuff", but home shoppers don't want to see the stuff that you haven't used in the past six months. Box it up, sell it on Craigslist, have a garage sale, rent a storage space or donate it to charity – *but let it go.*

Walls and Carpets: Painting may be a priority because 99% of your target market will want to make the house *their* home. Don't go on and paint everything white, though! Pick up a catalog or magazine and look closely how those rooms are painted for current color ideas, and *please* call a professional painter. Wall-to-wall carpets may need to be professionally cleaned or replaced after painting has been done. *Buyers will see through an amateur paint job, trust me!*

Update your light fixtures: After you have done this project, you might kick yourself for not doing it a long time ago. Entry foyers, walk-in closets, hallways, bathrooms should all be considered. *Light plays a big role in a buyer's first impression of the property.*

Light Bulbs: Having the proper bulb in a fixture is essential, so you need to see what is working and replace with the appropriate bulb. Please know that recessed light fixtures need recessed light bulbs called indoor flood lights (*not the traditional 60W or CFL's*).

Clean Hardwood Floors: Some hardwood floors may need professional attention, but you should start with cleaning/restoring conditioner found at a big box store or hardware store. *If you have pets and/or small children, look for heavy scratching. This may call for professional refinishing. Well worth the time and expense.*



Go to the Bathroom: Okay, take a look at your bathrooms. These need to be spotless (free of your stuff) and ultimately feel spa-like with fresh towels, neutral candle, etc. Consider new faucets, shower heads, toilet seats and light fixtures. Be sure to inspect the grout and shower curtains for mold, and treat accordingly. *If you have installed fancy showerheads that you plan on taking with you, be sure to switch those out.*

Focus on your Kitchen: Clean off kitchen counters. You can't go wrong improving your kitchen and sometimes a remodel is the only option. Start with an in-depth look at your existing appliances, clean out the fridge, and eliminate items on the counters and in the cabinets. *Kitchens are the heart of the house and where most buyers make their buying decisions.*

Consult a Full-Time Professional Realtor®: It is best if you have already signed a listing agreement because the Realtor® will be able to give you suggestions based on expertise to best position your house to outshine the competition. The Realtor will also make vendor referrals, as well as work with the Home Stager to best leverage the space, capitalize on online presence (photos), and maximize salability. *Professionals agree that taking the time on the front end to prep a house for market saves time and makes 80% more money than not.*

Understanding how real estate is marketed to Today's home buyers is essential because they start their search online **100%** of the time. In fact, home buyers have probably been watching the market for the last three months and know more about it than you! 😊

Happy Selling!

This list is a service provided by Heineck & Company @ Keller Williams Realty First Atlanta.

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