



## Tips That Help Your House Sell

A home that presents well will sell faster and for a better price. This holds true regardless of whether the local real estate market is hot or cold.

### 1. Optimize curb appeal

Buyer decisions are highly influenced by first impressions. If the front of your house looks great you've done your job here. The condition of your front yard (lawn & beds), house paint, driveways, entry pathways, front door and even your front doormat all contribute to this important first impression.

### 2. True "move-in-condition" sells

Buyers flock to "move-in ready" homes because most folks don't want to take on major clean up projects before they can settle in to a new place. Fresh paint & carpet are relatively inexpensive and go a long way to refresh the look of a home.

### 3. Make your place look big

Nothing makes a house appear smaller than a lot of clutter and this holds true for rooms, closets, and storage areas (garages, attics, & basements). Reducing the objects in your home by 1/3 is a common rule of thumb as guidance for achieving an uncluttered look. Temporary storage is cheap relative to the benefit you will gain from getting your stuff out of sight.

### 4. Take care of small repairs

Prospective buyers will quickly spot items needing repair such as holes in walls, loose/missing knobs, sticky doors, dripping faucets and broken/cracked windows. Such obvious flaws convey how well you've maintained your home and will lead the buyer to believe there are likely other unseen (and perhaps more serious) flaws.

### 5. Depersonalize your place

People don't buy logically. They buy emotionally and then justify their purchase logically. As such, it is important that the buyer sees themselves and their family (not you) in, hopefully, their future home. Take yourself out of the equation by removing/hiding family photos and any other highly personal items or mementos.

### 6. Keep the place spic & span

Keeping your home in a condition that looks like you are just about to host an elegant party is the look you want. Everything picked up, spotless kitchen & bathrooms, fresh flowers, setting your dining room table...all impress and give off welcoming vibes.

### 7. The power of staging

The "perfect" home has no kids, pets, worn furniture, dirty dishes or dirty laundry (as if no one lived there). Having your key rooms (entry, living, dining, family, master bedroom & bath, kitchen and guest bath) nicely furnished and decorated sells – especially if the furniture & decorations have a "wow" factor. Staging will cost some dough but it works – just ask any major homebuilder.

### 8. Farm out Fido

Dogs may be man's best friend but they don't help sell houses. The more you can keep Fido away from the house for any showings the better.

### 9. Don't forget to leave the lights (& heat) on

Dark rooms don't present well so it's best to leave lights on (even mid-day) and open up curtains for any showings. And, nothing cuts short a showing quicker than wandering through a cold house. Heat and light will be your friends when selling your house – so use them.

### 10. Make yourself scarce

While not always possible – especially if young children are involved – it really helps to let a buyer have unfettered access to your place. The agent representing the buyer will be along to help sell your place so, as much as you know your place better than anyone, it's best you clear out.

### 11. De-odorize

Exotic spices, pets, and smoking all emit significant odors. You may be used to (and like) what your house smells like but buyers like clean, fresh smelling places. Consider temporarily changing some habits, getting odor-absorbing carpets & drapes cleaned and using odor-neutralizing air fresheners.