



Preparing Your Home to Place on the Market

Let's get your home ready for the world to see! Put yourself in a buyer mindset. Imagine seeing your home as if it was the very first time. What are your impressions?

1. Create a Clean, Clutter-free Environment

- ◆ Declutter, donate and minimize. Less is always more. Go through closets, cabinets, countertops and store or donate anything no longer in use. Depersonalize the house (remove family photos) so that the Buyers can imagine their family living in this place. Place bold décor items and consider putting extra furniture and unnecessary items into storage. Scrub your space from top to bottom. Clean those carpets, ceiling fan blades and cobwebs too! Remove the magnets and artwork off your refrigerator! Pay keen attention to pet smells and avoid heavily fragranced candle and room fresheners. Some people may have allergies.



2. Offer a Neutral Color Palette and Touch Up

- ◆ Photography is everything in the marketing of a home. If your pictures aren't professional...the buyers are going to "swipe right". Bright, custom colors, patterned or wall paper are your vision. You're looking to attract other people to envision themselves in your home. Neutral colors are always best. Grab that gallon of paint and make your house shine by touching up all those scuff marks you've been meaning to get to! This is a perfect time to install bright, new light bulbs & replace mis-matched ones.



3. Emphasize Curb Appeal

- ◆ Once buyers find your home online, what's the next thing they're going to do? Drive by your home! Time to spruce up the landscaping, add new mulch and refresh the flower beds. Get rid of that beat up mailbox and install a shiny, new one. Power washing is always a huge plus! Yes, for better or worse, buyers *do* tend to judge a book by it's cover. Make sure the potential buyers first impression is a *great* one!



4. Prep Yourself and Your Family (Pets too!)

- ◆ What's your exit strategy? Showing times vary and can be requested at random and inconvenient times. Be sure to discuss this with your listing agent and your family to develop a plan to leave on short notice to allow potential buyers to view your home. Leave the lights on and the blinds/curtains open. Natural light is your friend! It's always wise to properly lock up or put away fine jewelry, guns and prescription medications. Don't forget your furry loved ones! Take them for a drive or walk with you, secure them or consider leaving a note on the front door to advise the buyers agent about your precious family members inside.



5. Tackle that Honey-do list

- ◆ Make any obvious or large-scale repairs that are necessary. Think roof repairs, problems with the flooring, doors and windows. Fix that dripping faucet and tighten up loose handles. Repair that torn screen. Freshly seal the driveway. Replace those dated brass light fixtures with inexpensive new ones. Put a fresh coat of stain on the rear deck and slap some fresh paint on the front door! Different colored kitchen appliances date a home. Is it time for an upgrade on countertops? When in doubt...be sure to ask your real estate professional for some recommendations! Can't bear to part with the cash? Think of it as an investment in your eventual sales profits!



6. Add the Final Touches...

- ◆ Finally, it's time for the little details: A new wreath or welcome mat at the front door, fresh potted flowers on the front stoop, stage the home with your favorite dinner ware and cloth napkins on the dining room table, an American flag hanging proudly from the porch, add some new plants—green is good and adds warmth!, an inviting armchair and a tray with a coffee cup and book can turn an empty corner into a reading nook, pretty soaps in a decorative tray in the bathrooms, a bowl of fresh fruit on the counter in the kitchen...let your HGTV skills come to life!

