



# THE SERIOUS SELLERS' ✓ "QUICK-SELL" LIST

A home that shows exceptionally well arouses the prospects' emotional desire to buy quickly and at a better price. Listed below are market-tested tips to help set the stage for a profitable and early sale. Builders will spend hundreds of dollars to stage a model home properly for good reason. Buyers will appreciate the perceived value of the property; the image and feel that they get from experiencing the property. It's often said "Buyers buy on emotion"... IT'S TRUE!

**I URGE YOU TO REVIEW THESE SUGGESTIONS CAREFULLY WITH YOUR FAMILY. HIGHLIGHT ITEMS THAT MAY NEED ATTENTION.**

## Getting Ready.....Start Outside!

Stand across the street and take a look at your home from a potential buyer's viewpoint...

- Too many cars parked in front?
- Is the lawn trimmed & edged?
- Flower beds cultivate, yards fresh?
- Remove all refuse, leaves, or clutter from yards, sidewalks & porches.
- Gates open & close easily/oil hinges.
- Make sure the front door is fresh, clean, and scrubbed... very important!
- Wash screens and windows.
- Hose down the outside of your home to eliminate dust and cobwebs.
- Check paint... if needed, repaint.
- Check with me for market-wise colors prior to painting.
- Buy things that will enhance the house for showing that you can take with you... a new welcome mat, big potted plants for inside, pots of flowers for patio or deck.

## Freshen Up The Inside

The emotions you're trying to stimulate are triggered by sensory experiences. Aim for the senses, especially touch, smell & sight. Clean, fresh-smelling homes will sell faster!

- Badly faded walls or worn woodwork reduce appeal ... selective painting will help to add a fresh look.
- Check all light bulbs.
- Detail all light fixtures.
- Clean oven ranges, appliances, counters, and sinks to a sparkle!
- Colorful curtains In harmony with countertops & floors add warmth to kitchens.
- Take things out of closets & cabinets that are not essential to your life and pack them away.
- Remove unnecessary articles which have accumulated in basements/utility & storage areas.
- Clear stairways/hallways to open them up.
- Too much furniture? Put it in the basement or garage or better yet...store it or sell it!

- Bathrooms that sparkle sell homes and the opposite is true.... dirty baths can turn off a buyer.
- New towels are an excellent investment.

## Minor Repairs Make Sense

Correcting small items lets a critical prospect concentrate on major items...Don't make major changes, except for new carpeting if needed - in a neutral color. Many larger expenditures, though needed, may not be economically sound when selling your home...check with me.




- Dripping faucets lead buyers to question the plumbing system.
- Loose doorknobs, sticking drawers of doors?
- Fix caulking.
- Brighten dull basements and storage areas by painting the walls & using high-watt bulbs.

**In general, if it's busted...**

**FIX IT.**



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