



## TRANSFORM A HOUSE FOR SALE INTO A HOUSE **SOLD!**

You can subtly influence potential buyers' attitudes toward your house by making them feel welcome and comfortable.

### **I'M HERE FOR YOU!**

I'd like to be your strategic source for support and strategy during the sale of your house. I can also help you find your new home.

Don't hesitate to contact me:



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## PREPARING YOUR HOUSE FOR SALE

You've taken a big step and decided to sell your house. This pamphlet outlines a host of tips and suggestions that will help maximize its sale potential.



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## ADD CURB APPEAL

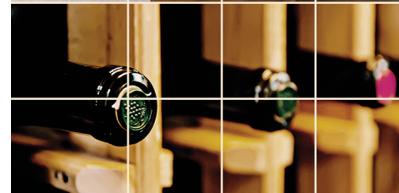
The exterior of your home forms the first impression a prospective buyer will have. Stand in front of your house and view it as though you were the buyer. Then, ask yourself the following questions:

- Is the yard mowed, weeded, trimmed and watered?
- Does the structure need painting or washing?
- Is there a new welcome mat on the front porch?
- Can I read the house number clearly?
- Are the windows clean—inside and out?
- Are there damaged windows or missing screens?
- Are there extra vehicles in the driveway?
- Are fences and gates in good condition?
- Are the rain gutters and roof in good condition?

## CREATE NEUTRAL AND WELCOMING LIVING AREAS

Your house may satisfy the practical requirements a potential buyer is looking for – location, price, style and amenities – but does it inspire an emotional connection? Here's how to let prospective buyers imagine themselves living in your home:

- Create a clean, organized entry
- Remove clutter such as stray newspapers and magazines
- Clean all light fixtures and replace dull lightbulbs
- Repair wall and ceiling cracks
- Paint walls a neutral color (white never fails!)
- Scrub, wax or seal floors
- Make sure carpeting is clean
- Rearrange furniture in living room and family rooms to create more open space



## HIGHLIGHT THE KITCHEN AND BATHROOMS

Prospective buyers tend to focus on two key areas: the kitchen and the bathroom. Attention to details in these rooms can make a big difference:

- Place a bowl of fresh fruit in the kitchen
- Put seldom-used small appliances in cupboards
- Inspect cabinets and clear countertops of clutter
- Clean all mirrors and objects left on countertops
- Fix leaky faucets and caulk sinks and tubs
- Be sure to have coffee, tea and treats for guests
- Place soaps, bath oils and thick towels in bathrooms
- Scrub and polish all sinks and tubs
- Purchase new shower curtains and rugs
- Repair missing grout and tiles
- Deodorize garbage disposer, dishwasher and trash cans

## FOCUS ON OTHER ROOMS, BASEMENT, GARAGE AND BACKYARD

Once you've reviewed the kitchen and bathroom areas, walk through your entire home:

- Vacuum under beds
- Be sure the bed is made with decorative pillows and matching blankets
- Place a scented candle on the nightstand and scented paper or sachets in closets
- Add a few books, art and pottery to your entertainment center
- Drape a textured throw over the corner of a sofa or chair
- Wipe down the washer, dryer, furnace, water softener and other appliances
- Put tools in bins in the garage or workshop
- Powerwash the patio and give decks new life with a coat of stain
- Place lawn furniture in conversational groupings and add miniature lights on trees or shrubs