

First Impressions

Make a Difference



EXPERIENCE SHOWS THAT taking time to prepare your home

- *increases desirability*
- *provides a marketing "edge" and*
- *results in shorter market time while assuring the highest return*



Before Presenting Your Home to Buyers

- Remove clutter from the yard
- Cut and edge grass
- Trim hedges and weed gardens
- Paint, fix or wash railings, steps, storm windows, screens and doors
- Clean gutters
- Wash windows
- Straighten up garage
- Paint, wash and fix garage doors and windows
- Repair dripping faucets and leaky toilets
- Replace burned out light bulbs
- Repair faulty light switches
- Remove clutter from rooms, halls and stairs
- Oil door hinges, tighten door knobs
- Give home an overall and thorough cleaning

Before Buyers Come to Your Home

- Turn on all inside lights, even during the day. In winter, lamp light is especially nice
- At night, turn on outside lights
- Turn on soft music.
- Keep heat at 68 degrees
- Keep pets in separate area; change litter boxes daily
- Put money and other valuables away and out of sight
- Keep draperies and shades open
- Open all doors inside the home except closets

When an Agent Shows Your Home

A buyer will likely spend more time previewing your home if you are not in the home. Buyers feel more comfortable looking at a home and asking questions if they don't feel they are intrusive.

- If you can't leave the home, group children around the television with the volume on low, or have them play in a specially designated area
- Don't precede or follow the buyer through your home
- Let the sales associate show and sell your home