

Preparing Your Home for Selling

The first thing a potential buyer sees when coming to view your home is the front and perhaps side yards and the exterior of the house. A mowed and trimmed lawn and weeded garden can create a good first impression. Shutters, windows, front door, steps and garage doors should be in good condition. If the house needs painting it would be good to have it painted before putting it on the market. All this will give your home "Curb Appeal" which contributes to creating a good first impression and is an essential element in selling your home.

Rooms should be neat and clean and free of clutter. Get rid of items you don't need or use. Remove unnecessary furniture to help make each room appear more spacious. Buyers will open closets and cupboards, so make sure they are as tidy as possible.

Make repairs to broken items that are easily fixable such as loose doorknobs, dripping faucets and squeaky doors. These items can get the buyer's attention and detract from your property's true value. Making needed repairs now can eliminate a buyer's objections later.

Consider a home inspection. A pre-listing inspection can help prepare you for issues you may not even know exist; they then can be addressed long before they become a roadblock to the closing. It can also help you obtain the asking price. In a buyers' market, it helps to eliminate any item that might be considered a negotiable point.

Make sure your home doesn't have any strong odors that can send potential buyers running out the door. Pets would be one major source of these type odors. Since we get accustomed to odors we are subjected to over time, have a friend give you an honest evaluation and remove or reduce any pet odors by shampooing carpets, or removing soiled furniture. A musty or moldy smell could lead a buyer to think there is a water problem. If you move prior to selling your home and it is going to be vacant for a period of time, leave the heat or air conditioning set to minimize these types of odors. Saving on the utility bill by shutting down the heat and A/C could cost you a sale.

You may have heard the advise of baking some bread or cookies just before an open house or buyer walk through. Well this really does work and is much more effective than an overly strong scent of air freshener.

REFRESHING YOUR HOME –

Buyers look at a lot of homes. So how do you make sure a home is memorable to a buyer? Having a well-staged home is now the rule rather than the exception for a faster sell and a better price. Try to think beyond the obvious for ways to make the entire home feel updated and inspired.

A fresh coat of paint on worn walls provides a “wow” factor without excessive cost or effort. While this isn’t new news, something that tends to get overlooked (and can have just as much impact) is painting the trim and other accents that may have gotten scuffed or dingy over the years. Freshly painted trim work is cleaner and a healthy home environment is very appealing to buyers.

Hardware is a quick fix as well. Switching out knobs and pulls in the kitchen or bath will catch the eye and revive an entire room. Taking it a step further to update faucets, light fixtures and even switch plates can take a space from ordinary to inspiring. Area rugs, lamps and plants are also quick ways to add life and warmth to a room with the convenience of portability. Because they are easily changeable, updating “unattached” items can instantly modernize a space with a fresh style.

And don’t forget first impressions-exactly how fast are prospective buyers driving past the home? No brake lights? A quick tap and then accelerate? Or do they come to a full stop to get a better look? That fresh, new interior will never be revealed if the curb appeal of the exterior is blasé. Everything from container gardening and clean welcome mats to new storm doors and shutters can pull that buyer into your drive.

Artistic staging can showcase the best features in a home. But in today’s market, take a refreshing approach-go that extra mile and look for ways to make the home memorable to a potential buyer.

When we visit your home to provide a Home Value Analysis or prepare a listing, we take a walk-through to provide you with suggestions and tips that will make your home stand out and appeal to potential buyers.

So call today and let’s get started. 205-612-8496