



SETTING THE STAGE TO SELL

YOU HAVE ABOUT 10 SECONDS TO MAKE A FIRST IMPRESSION. And when you stage your home for resale, you are preparing it to make the best “first” impression. It is vital to show your property in it’s best light, because second to price, decisions to purchase a home are based on emotional appeal.

You don’t have to sell the farm to get your home ready to sell. Some outlay is necessary for cleaning, painting, replacing worn woodwork, carpeting, cabinet doors, or replacing broken fixtures or appliances. There are many fix-ups that cost nothing except a little elbow grease and time. Whatever you can do to present your home at its best will help it sell faster and stand out from the competition.

For those of you that have the money but not the time, there are several professional staging services available. Here are a few tips for getting your home ready to debut on the marketing stage and becoming the star that buyers want to see and own.

1. Spruce up all around the home. Keep the lawn and shrubbery trimmed and free of clutter.
2. Fill in potholes and cracks in your driveway and tidy up walkways. Empty your garage of everything but cars.
3. Clean off or paint outdoor furniture, remove any rust, get rid of unsightly pieces.
4. Straighten rain gutters, fences, awning supports, anything that sags.
5. Fix doorbells, tighten loose doorknobs, and oil hinges.
6. Repair broken windows and screens.
7. Clean everything in and out of sight. Shampoo rugs and wax floors. Wash or brush walls. Wash windows and clean blinds and drapes.
8. Weed clutter out of closets and cupboards.
9. Create more space by storing extra furniture. Traffic must flow easily from room to room.
10. Scale down personal art work and family photos. Create a feeling of spaciousness.
11. Open shades and drapes to admit as much light as possible, but screen out a bad view.
12. Kitchen clean and shiny, walls and ceilings freshly painted or cleaned. Sink shiny and free of dishes. Cupboards neat and uncluttered, counter tops clear but not empty (as if unused).
13. Remove debris from and clean all light fixtures.
14. Keep bathroom scrubbed, tidy, and equipped with fresh soap, and neatly hung clean matching towels.
15. Repair all leaking faucets and clean up all stains.
16. Light up the whole house, especially dark corners. Have your home smell nice and fresh.
17. Hang mirrors where they will reflect outdoor light - as well as make a room look larger.

If you can afford it have your home tented. It will get rid of all embarrassing critters and you will probably have to get it done anyway when your home is sold. Don’t volunteer information. Answer questions only when asked. Let the sales agent present your home. Remain in the background. Do all of these things and you will probably fall in love with your house all over again and decide to keep it. Offer your listing agent a little something for his time.