

WHAT YOU CAN DO...to help us sell your home

People usually decide within two minutes whether they like a home or not. The first impression is often the lasting impression. And they start forming their opinion before they even walk in the front door!

So..it is smart to ask yourself if your home is as presentable as it can be. The best way to find out is to imagine you are a perspective buyer. You've probably looked at other homes, so approach your home as you would other houses.

If you are a seller.....think like a buyer!

KEEP IT COOL! On a warm day, make sure your air conditioner is turned down enough to make the house pleasantly cool, so it's obvious that your home has air conditioning. The prospective buyer may be uncomfortably warm and walking into your nice cool house may be just the thing that tips the scale in your favor.

ATMOSPHERE COUNTS! Aroma of cookies, bread or apple pie being baked adds to a pleasant atmosphere...as does a nice fire glowing in the fireplace on a chilly day. Try burning scented candles strategically placed in the kitchen, bathrooms, and living room several hours before and during the scheduled showing period. Spray carpet fresh (the spray kind that does not require vacuuming) before a scheduled showing so your home smells as inviting as possible.

FIRST IMPRESSIONS ARE LASTING IMPRESSIONS. An inviting exterior insures inspection of the interior. Keep your lawn trimmed and edged – the flowerbed cultivated – the yard free and clear of refuse. Remove snow and ice from the walks and porch stoop in the wintertime.

DECORATE YOUR HOME – A STEP TOWARD A SALE. Does any part of your house need painting? Faded walls and worn woodwork reduce buyer interest. It's sometimes difficult for a prospective buyer to perceive how a place can be made to look. Show them the redecorating first. A quicker sale at a higher price may result.

SPARKLING CLEAN! A bright tidy home greatly appeals to buyers. Does your carpeting need to be cleaned or replaced? Clean walls, windows, and bathrooms will brighten things up. Keep the bathrooms and bedrooms tidy. The attic, basement, and garage need to be as neat and clean as possible. If you remove all unnecessary articles, the full value of your storage and utility space will be displayed.

****REMEMBER, IT'S THAT FIRST IMPRESSION THAT COUNTS!****

FIX THAT FAUCET. Dripping water discolors the enamel and calls attention to faulty plumbing. Needed little repairs detract from a home's value and the few hours you spend as a handyman can pay you large benefits?

A DAY WITH THE CARPENTER. Loose doorknobs, sticking drawers, and warped cabinet doors are noticed by prospects! Have them fixed. Are your screens in good shape? What about the windows? Do they work well, or do they need attention?

CLOSET ILLUSIONS. Clothes properly hung, shoes, hats, and other articles neatly placed will make your closets appear adequate. Remove some clothing, if necessary, to make them look roomier.

THE HEART OF THE HOME IS THE KITCHEN. Colorful curtains in harmony with the floor and countertops add appeal. Clear countertops help give a feeling of spaciousness. Keep the kitchen clean and the countertops as clutter free as possible

CAN YOU SEE THE LIGHT? Illumination is a welcome sign. Turn on all the lights from the front door to the back...from top to bottom...and the prospect will feel a glowing warmth otherwise hard to attain. Keep the draperies, shades and blinds open during the day. The more light the better!

"THREE'S A CROWD". Avoid having too many people present during showings. The prospect will feel like an intruder and will hurry through the house. It is always best to leave the house for the scheduled showing period; this allows the prospect to view the home without feeling as though they are imposing upon you. We want the prospect's attention focused on your home, in an unhurried way. If you do happen to be home during the showing, fade into the woodwork. Showings are most effective if the sales person and prospect tour your home unaccompanied. The salesperson knows the buyer's requirements and can better emphasize those features. Please don't follow the agent around.

SOFT BACKGROUND MUSIC...very soft...makes a home feel comfortable to a buyer. But turn off the Television – it's too distracting. Let the buyer and agent talk free of disturbances.

LOVE ME, LOVE MY DOG does not apply in home selling! Keep pets out of the way, under control, and preferably out of the house. A little air freshener is sometimes advisable, particularly if the house has been closed up for some time. Also, please empty the litter boxes.

PUTTING THE CART BEFORE THE HORSE. Trying to dispose of furniture to the prospect before they have purchased the house often loses the sale. Proper timing is important and those matters are best dealt with *after* an offer is negotiated.

A WORD TO THE WISE. Do not discuss price, terms, possession, or other factors with prospective buyers. Refer them to us, the agents. We are better able to bring the negotiation to a favorable conclusion as intermediate third parties.

AND LAST BUT NOT LEAST...we ask that your home is shown to prospective buyers only by appointment through our office. Refer any inquiries, including anyone who may call you or come to your door, to your sales associate. Your cooperation will be appreciated and will help effect a sale more quickly