

# How to Help Buyers Fall in Love With Your Home

*Buying a home is usually an emotional experience. People make the decision to purchase based on their feelings. Get the competitive edge when you make the few improvements to generate a demand for your house. The subconscious appeal that you create may affect your sales price and help you sell more quickly.*

*The best way to sell your property quickly is to create an atmosphere that will charm buyers and make them want to own your house.*

*You won't get the chance to make a second impression on a potential buyer if he is put off by the appearance of your property the first time it's seen.*

*Follow these simple guidelines to increase your potential for a quick sale...you'll probably find the right buyer in a very short time.*

## **FRONT YARD, ENTRY AREA & BACK YARD**

**Landscape:** Keep lawn cut and edged. Trim bushes, hedges & trees. Remove any dead foliage and other debris. Accent corners and entry area with colorful flowers. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

**Exterior Doors:** Repair doors that close improperly or squeak. If doors are faded or dull, paint or stain for instant eye appeal.

**Fences, Walls:** Repair any damage and paint or stain for maximum attractiveness.

**Driveways, Walkways:** Clean all stains and mildew. Repair cracks.

**Exterior Structure:** If paint appears dull or faded, it's best to spend the extra dollars for new paint; the least, wash entire exterior with a high pressure hose.

**Rain Gutters:** Attach loose spots. Clean and touch up with paint if necessary.

**Roof:** Check all shingles and flashing; repair if necessary.

**Windows, Screens:** Replace all broken screens. Repair windows that stick or squeak. Thoroughly wash inside and out for sparkle and maximum light inside.

**Entry Light:** Clean thoroughly and replace bulb(s) if necessary.

**Pet Areas:** Be sure that hair and droppings are removed. Tidy up all toys.

**Patio Furniture:** Clean and arrange attractively.

## INTERIOR

**Kitchen, Baths:** Make them sparkle: Clean all appliances. Repair leaky plumbing and remove water stains from fixtures, basins and tubs. Clean and repair all tile grout and caulking. Clean off counters for spaciousness. Clean inside cabinets; remove clutter for roomy appearance. Display your best towels, mats and shower curtains.

**Windows, Mirrors:** Make them shine! Windows and mirrors reflect light and help to make rooms look bigger.

**Carpets, Window Coverings:** Clean or replace: if you replace carpets and window coverings, choose light colors.

**Paint:** Wash walls that appear dull or dirty if the paint is in good condition. If not, paint rooms white, or off-white so that they appear expansive. Paint trim in rooms that are wallpapered. Tack down any loose moldings and glue down wallpaper that has lifted.

**Furniture:** Too much furniture makes rooms appear small. Rearrange or remove some furniture to create wide open traffic flow areas.

**Lighting:** Bright lighting attracts and creates an airy feeling. Place high intensity bulbs throughout the house.

**Ventilate:** Air out all rooms to eliminate odors, especially kitchens, baths, and rooms that are not used frequently.

**Tighten** loose drawer pulls, cabinet handles, towel racks, doorknobs, switch plates and outlet covers.

**Clean** entire house carefully being sure to sweep the corners and dust away the cobwebs.

**Fumigate** if necessary, especially if you have pets.

**Create Dream Bedrooms.** Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

## Garage and All Closets

Now is the time for spring cleaning! Clean shelves and overhead storage. It's important to make your storage areas appear expansive so remove all clutter. Reduce volume by getting rid of those items that have collected dust for years. Clean & organize tools and work areas, too.

## LAST BUT NOT LEAST

**Let the sun shine in!** Pull back your curtains and drapes so prospects can see how bright and cheery your home is.

**Lighten up at Night:** Turn on the excitement by turning on all your lights, in & out, when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

**Avoid Crowd Scenes** Potential buyers often feel like intruders when they enter a home filled with people. They're likely to hurry through. Keep the company present to a minimum.

**Watch Your Pets** Dogs & cats are great companions, but not when you're home is shown. Pets have a talent for getting underfoot. Keep Kitty and Spot in a kennel, outside or out of the way.

**Think Volume:** When it's time to show your home, it's time to turn down the stereo or TV.

**Relax:** Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.

**Keep a Low Profile.** Nobody knows your home as well as you do, but RE/MAX Sales Associates know buyers-what they need & want. Your RE/MAX Associate will have an easier time articulating the virtues of your home if you stay in the background. If at all possible, it is best to leave for showings.

**Don't Apologize** no matter how humble home abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Associate handle the situation.

**Don't Turn Your Home into a Second-Hand Store** When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

**Defer to Experience.** When prospects want to talk price, terms, or other real estate matters, let them speak to an expert-your RE/MAX Sales Associate.

**Help Your Agent:** Your RE/MAX Associate will have an easier time selling your home if showings are scheduled through this office. You'll appreciate the results!



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