



Is My Home Ready to Sell?

Giving Your Home the On-the-Market Makeover

You work with a Certified Residential Specialist because they are best able to sell your home quickly and profitably. But remember: Your relationship with your Certified Residential Specialist is a partnership. While they market your property and screen potential buyers, it's up to you to give your home a simple, inexpensive sprucing up that can go a long way toward a speedy sale.

With that in mind, here are some helpful hints gathered from Certified Residential Specialists across the country.

Before the Showings Begin

Hint: First Impressions are Lasting Impressions

The exterior of your home often determines how buyers will view the interior, so:

- Make sure your front entrance is clean and inviting.
- Paint or replace your front door if it's faded or worn.
- Add some paint to shutters, trim and any other outside features showing signs of wear.

Hint: Beauty is More than Skin Deep

Buyers often see the surface condition of your home as a sign of what's underneath, so:

- Keep windows and floors clean.
- Replace faded wallpaper and glue any areas that have come away from the wall.
- Repair worn woodwork.
- Repaint scarred or dirty walls in a neutral color.

- Steam clean carpeting or replace it if necessary.
- Repair loose knobs, sticking doors and windows, warped cabinet drawers, broken light switches and other minor flaws.
- Check and repair caulking in bathtubs and showers.



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Hint: Accentuate the Positive

- Try to see your home with a fresh perspective and arrange each room to bring out its best attributes, including:
- Open draperies and curtains to let the light in during the showing.
- Remove all unnecessary clutter from your attic, basement and closets to better display spacious rooms (consider storage or a garage sale to dispose of extraneous items).
- Arrange all your rooms neatly and remove excess furniture.
- Keep fresh, clean towels in the bathroom.
- Use candles or air fresheners to make the room smell pleasant.

Hint: Put Your Home in the Best Light

Strategically lighting your home, even during the daytime showings, can create a cozy mood and highlight positive attributes of each room, so:

- Avoid the use of overhead lighting that makes rooms look washed out and lifeless.
 - Be creative and arrange lamps to help smaller rooms seem larger, and larger rooms seem more intimate.
 - Use lighting to highlight the “living areas” of your home, such as a pair of chairs near a fire place, or a table in a breakfast area.
1. Put the spotlight on the strengths and potential of your home.
 2. Create the right mood and atmosphere given the room’s function, color scheme, etc.
 3. Accent the aspects and unique features of each area of your home.
 4. Define the space.
 5. Bring the room to life.

After the Showings Begin

Hint: Leave the Selling to the Professional

Buyers often feel uncomfortable in the presence of a homeowner, so:

- Try not to be present during showings.
- If you are home, never apologize for the appearance of your house.
- Only your Certified Residential Specialist should discuss any objections and subjects like price, terms, possession and other factors with the buyers.

Hint: Keep the Disturbances Down

Potential homebuyers have a lot to take in, so minimize distractions.

- Pipe in classical, jazz or soft rock music, but keep the volume low.
- If possible, turn off the ringer on your phone during showings.
- Keep cats, dogs, litter boxes and feeding dishes out of the way, preferably out of the house.



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Hint: Create a Homey Atmosphere

A buyer tries to picture themselves and their family living in your home, so:

- Create a pleasant aroma by baking cookies or bread, or placing cornmeal in a pie plate in a warm oven on the day of the showing.
- Keep the heat or air conditioner at comfortable levels.
- If you have a fireplace, light it during winter-time showings.

Hint: Have Records Available

- Even if a buyer doesn't study them, having records available can make it clear you are conscientious and having nothing to hide.
- Have copies of your gas, electric and water bill from the last 12 months available.
- Be ready to show all home improvement and repair bills.

A Certified Residential Specialist Can Help You Price Right

With a mix of real world experience and advanced training, a Certified Residential Specialist has the tools necessary to compute the fair market value of your home based on both the marketplace and personal considerations, such as your must-sell date. Remember, the right price is the key to a successful sale. So work with a Certified Residential Specialist to price your home accurately the first time.



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