

Marketing your listing

A REALTOR® can offer you many suggestions to prepare your home so it looks its best when being shown to a buyer. Use the following checklist as a guide when preparing and showing your home for sale.

- Do everything you can -- inside and outside --to make your home as attractive as possible in the eyes of the buyer. First impressions last. Homes that look their best tend to sell faster and command every dollar they're worth.
- A fresh coat of paint for home, garage, even fences-may be the one improvement that creates the most positive first impression.
- Lawn trimmed, clear of debris.
- Gutters sealed and downspout clean.
- Tidy front entrance. Door brass polished, worn trim or rusty mail box painted.
- Storms and screens cleaned. New doormat put out. If possible, keep curbside free of parked cars.
- Painting inside walls can pay dividends far beyond the time, effort and expense involved.
- Tend to "little things"-oil squeaking doors, tighten loose cabinet knobs, take out removable stains, replace damaged floor tiles.
- All windows, doors and drawers should open and close easily. Fasten loose tread plates, clean soiled carpeting.
- The kitchen is one place in the home that buyers look at closely. Tighten leaky faucets, repair or replace faulty wall switches, outlets, light fixtures and any appliances that will "go with the home."
- The bathroom gets close scrutiny, too. Keep it spotless. Tiles scrubbed and grouted, faucets polished, toiletries and medicines in their chest. Laundry items in closed hamper.
- Cleaned windows and clear, uncluttered closets and basement contribute to a more attractive home.
- Clear out accumulated items from closets, cabinets and under counters-also from the garage. Consider holding a garage sale prior to showing your home.
- Make home as light, airy and spacious as possible. Draw back drapes. Turn on a few extra lights.
- Keep pets out of the way. Soft background music can contribute to a relaxed mood, but a loud radio or TV, like pets, will tend to be distracting.
- Fresh bread or cookies baking in the oven help create a "homey" atmosphere.
- Let your REALTOR® work for you. This real estate professional can answer questions on price, terms, possession, etc., and maintain objectivity in responding to buyer objections.