

# Is My Home Ready to Sell?



Certified  
Residential  
Specialist

## Giving Your Home the On-the-Market Makeover



You work with a Certified Residential Specialist because he or she is best able to sell your home quickly and profitably. But remember: Your relationship with your Certified Residential Specialist is a partnership. While he or she markets your property and screens 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



### **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 a spacious rooms (consider storage or a garage sale to dispose of extraneous item)
- 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 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 large rooms seem more intimate.
- Use lighting to highlight the "living areas" of your home, such as a pair of chairs near a fireplace, or a table in the breakfast area.

1. Put the spotlight on the strength and potential of your home.
2. Create the right mood and atmosphere given the rooms function, color scheme, etc.
3. Accent the positive aspects and the unique features as 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 home owner, so:

- Try not to be present during inspections.
- 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 the 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

## 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 wintertime showings



## hint: Have Records Available

Even if a buyer doesn't study them, having records available can make it clear you are conscientious and have 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



  
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