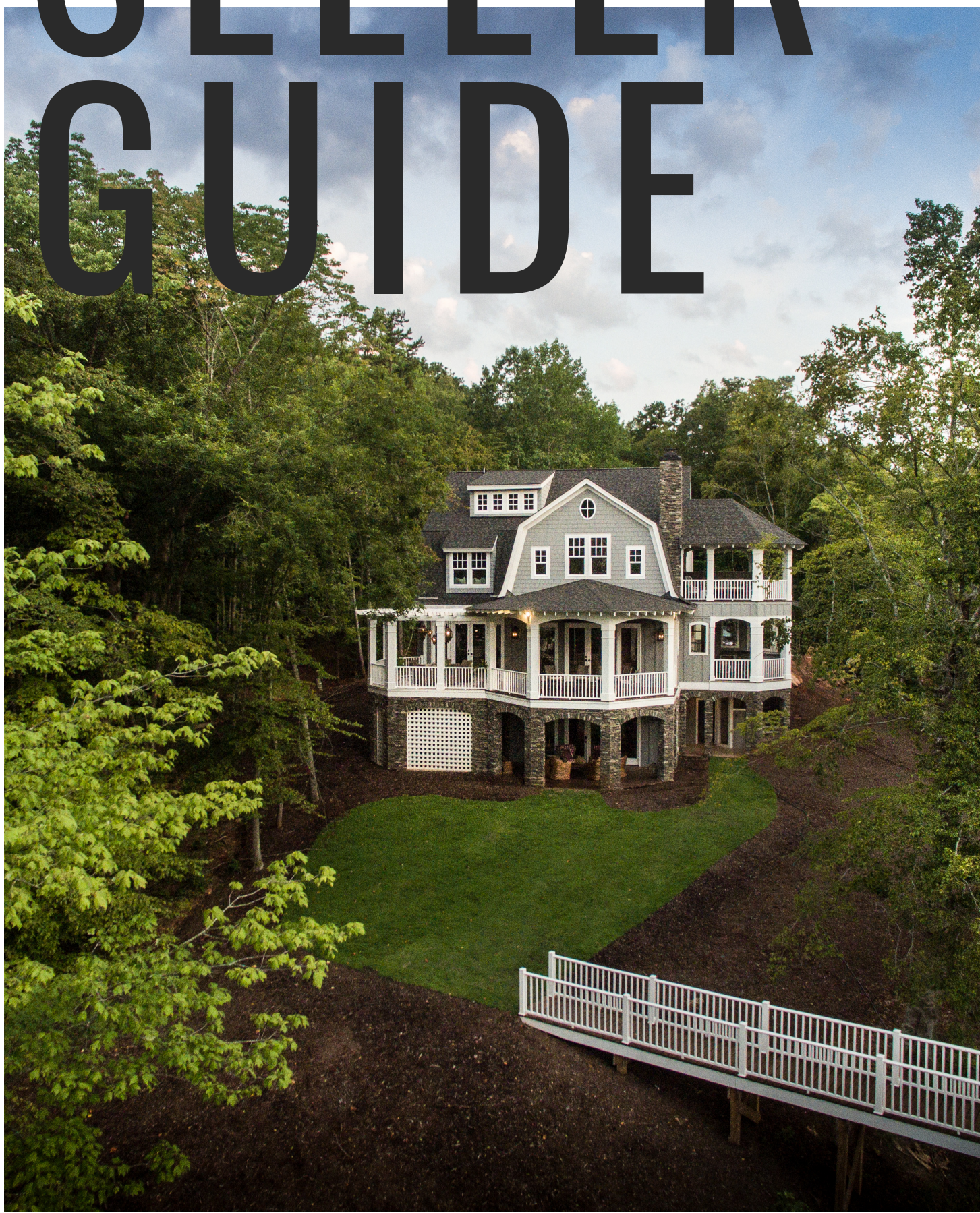


SELLER GUIDE



I HELP MY CLIENTS USE A
CONSISTENT AND PROVEN
METHOD TO PREPARE
THEIR HOMES FOR SALE,
LIST THEIR HOMES FOR
THE RIGHT PRICE, AND
GET THE WORD OUT TO
AS MANY PROSPECTIVE
BUYERS AS POSSIBLE.





TIP #1 PAINT THE WALLS

NEUTRALIZE YOUR HOME FOR BUYERS

Buyers have a tough time visualizing themselves living in a home that has a different design scheme than they're used to. So make it easy for buyers by giving them a neutral color palette to work with. Fresh paint will also brighten the home, make it appear new, and mask any offensive smells.



TIP #2 CREATE MORE SPACE

OPEN FLOOR PLANS ARE IN

Anything that opens the space and creates a sense of flow in the house is generating a response from buyers right now. Just by rearranging or removing furniture pieces, you can really modernize the look and feel of your home.



TIP #3

DEFINE THE ROOMS

REMOVE ALL QUESTION MARKS

Undefined spaces create doubt in the mind of a buyer. And doubt can kill a sale before it even starts. Instead, make sure that all spaces are clearly defined. Remove the treadmill from the living room, convert the office back into a bedroom, and hide the toys that have been playing in the dining room.



TIP #4 CLEAN THE BATHROOMS

BATHROOMS CAN BE DEAL BREAKERS

It may not be economical to do a full bathroom renovation. However, it is possible to spend a few hundred dollars on a bathroom refresh. Some ideas are to replace frosted glass with clear glass, clean the grout, remove rust stains, apply fresh caulk, update doorknobs, replace faucets, and install a low-flush toilet.



TIP #5

FINISH ANY REPAIRS

BASIC MAINTENANCE GOES FAR

Repair leaks, replace rusty rain gutters, inspect the furnace, caulk the corners, replace the drawer pulls, and weed the flower beds. These kinds of repairs go a long way toward value.



TIP #6 SPRUCE UP THE YARD

CURB APPEAL COUNTS

Mow the lawn, trim the shrubs, and cut the trees. Unsightly curb appeal can easily lower the perceived value of your home. A \$400-\$500 investment in landscaping can yield four times that!



TIP #7

LIST FOR THE RIGHT PRICE

ENTER THE MARKET CORRECTLY

The most important step in selling your home is pricing it correctly from the onset. It's a well-known fact that overpriced homes take longer to sell and usually sell for a lower price. Since the majority of your showings will occur in the first 30 days on the market, it is crucial that your initial list price matches buyer expectations.



TIP #8

ADVERTISE WELL

REACH AS MANY PEOPLE AS POSSIBLE

Work with your real estate agent to make sure the market reach of your home is significant. Are they doing all they can to get the word out about your home? Look at social reach, flyers, open houses, and reviews — just to name a few. Find a real estate agent who is going above and beyond to sell your home.

SELL

WITH SUCCESS



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