

HOME MARKETING TIPS

BEFORE YOU LIST YOUR HOME FOR SALE, BE SURE IT SHOWS VERY WELL.

- ___ 1. The EXTERIOR of your property is the first thing a prospective buyers sees. Be sure the lawns are well trimmed, the garden is neat, etc. Put away toys/bicycles and keep the garage door closed.
- ___ 2. WINDOWS - Sparkling windows framed by colorful hangings makes a house cheerful.
- ___ 3. REDECORATE any part of your house that needs it.
- ___ 4. The ENTRANCE is the introduction to your home and should be freshly painted/uncluttered.
- ___ 5. A BASEMENT that is clean and orderly allows the buyer to visualize the extra space.
- ___ 6. STAIRWAYS should be clear. Objects on any stairs present a crowded appearance.
- ___ 7. BEDROOMS should be neat. Use your best bedspreads and arrange dressers and table tops neatly.
- ___ 8. CLOSETS look larger when they are well organized. Clean them out and store extra clothes.
- ___ 9. LIGHT is important. Bright rooms are cheerful to a prospective buyer. Lighten up a dark room.
- ___ 10. BATHROOMS should sparkle (including the tile around the tub).
- ___ 11. Have as few PEOPLE in the house as possible when it is being shown.
- ___ 12. PETS should be kept out of the way, preferably out of the house.
- ___ 13. The AGENT should do all the talking to highlight the advantages of your property.
- ___ 14. NEVER APOLOGIZE for the appearance of your home - it will only call attention to it.
- ___ 15. OBJECTIONS about your property should be addressed by the Agent. Do not get involved.
- ___ 16. SELL the house first before trying to sell any appliances, furniture or drapes. .
- ___ 17. For NIGHT appointments, turn on the porch lights and have the house well-lit.
- ___ 18. The KITCHEN should be especially clean. This is the focal point for the family.
- ___ 19. Unpleasant ODORS should be prevented in the kitchen, bathroom, closets and basements.
- ___ 20. FIX dripping faucets and running toilets.