

Marketing your Home

Here are a few things you can do to help us make your home look the best it can for potential buyers:

- **Curb Appeal- the all-important first impression!**
 - Your front door and entrance area should be clean and fresh.
 - Lawn and landscaping should be well-manicured.
 - In winter, ice and snow should be cleared from walkways and driveway.
 - In fall, lawn should be clear of leaves and debris.
- **Redecorating is sometimes a worthy investment**
 - Faded walls, worn woodwork and peeling wallpaper will take focus away from your home's best attributes.
 - Kitchens and baths offer the best return on investment when it comes to renovations.
- **Natural light is free!**
 - Open the drapes and curtains all the way.
 - Clean windows so buyers can see how bright and cheerful your home can be.
 - Dark and dreary never makes the sale!
- **Attention to detail**
 - Take a minute to walk around your house and see things from a buyer's point of view.
 - Do any doors stick or have loose knobs?
 - Are the windows and cabinet doors working correctly?
 - Are there any tight spots caused by furniture placement that could change the flow?
 - Can you see scratches in the floors or walls that could easily be buffed out?
- **Safety First!**
 - People will be walking around your house!
 - Keep stairways and hallways clean and uncluttered.
 - Think of any other ways that visitors could trip or slip as they walk around your home.
- **Showcase your storage**
 - Show how much storage your home has by removing all unnecessary articles.
 - Attics, closets, basements and garages look much bigger and more useful when buyers can see how much space there is!
 - Sometimes just organizing is all you need- some shelves or containers.
 - If the basement is dark, give it a coat of paint!
- **Your bathroom could sell your house**
 - Take some extra time to make sure your surfaces, towels and mats are clean and bright.
 - Check if the tub, shower stall or sink need caulking. Remember to clean before you caulk.
 - Make it sparkle!
- **Bedrooms are sanctuaries**
 - Don't you want to walk into your bedroom and feel relaxed? Your buyers want that too!
 - Remove excess furniture and clutter from surfaces.
 - Refresh or replace bed linens and curtains to make it feel light and bright.
- **Sell the house, not the people**
 - Keep the buyer focusing on your home, not your family portraits and children's artwork.
 - If you can bear it, begin packing up personal items first- photos, collectibles, religious items, anything that might start the wrong conversation for someone entering your home.
 - Help protect your privacy by removing items pertaining to your career, hobbies or social life.