

THE  
HOMEOWNER  

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NETWORK

PREPARING YOUR  
HOME FOR SALE

# MAXIMIZE YOUR HOME'S SELLING POTENTIAL

If your home's exterior looks clean, orderly and in good repair, that's the impression your house will first convey.

## SPOTLESS INTERIOR WILL REINFORCE YOUR HOME'S GOOD FIRST IMPRESSION

Interior dirt and clutter can obscure your home's good points, so start with a full house cleaning from top to bottom. Store unused or unnecessary items in closets and storage areas, or hold a garage sale. Eliminate clutter and your home will look more spacious – an important selling point.

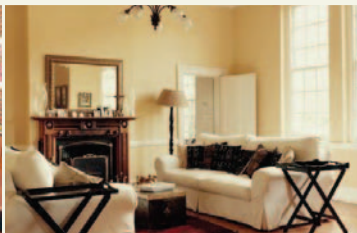
Take an inspection tour of your home, observing it as a potential buyer would.

**Use the following checklist to make sure your home is ready to show:**

- Walls are clean and free of smudges, fingerprints and dents.
- Woodwork and wallpaper are inspected for problem areas; wallpaper is cleaned and woodwork is waxed.
- Badly worn furniture is temporarily stored in family's or neighbor's attic or basement.
- Curtains and drapes are freshly laundered or cleaned.
- Rugs and carpets are shampooed. Floors are waxed.
- Loose doorknobs, sticking doors, windows and warped drawers are repaired.
- Leaky faucets are fixed. Water discoloration in sink is eliminated.
- Loose stair banisters are tightened and steps are free of objects.
- Light fixtures are in good working order.
- Discolored or cracking switch plates are replaced.
- Closets, shelves and drawers are organized to display spaciousness.
- Clothing is hung neatly and shoes and other objects are neatly arranged.
- Bathrooms are sparkling clean. Tubs and shower caulking are repaired.
- Bedrooms are neat. Bedspreads and curtains are attractive.
- The kitchen is clean and tidy, including cupboards, stove and oven.
- The basement, attic and garage are clean and well organized.
- Mirrors, picture frames and glass-covered pictures are clean.
- Mirrors are strategically placed to create an impression of added space in problem areas.
- Lampshades are in good condition.
- Electrical connections are plugged in.

Consider painting walls and replacing carpeting if cleaning doesn't do the trick.

It is also important to keep lighting in mind when you show your home. Good lighting will make your home seem more cheery and spacious.



# SUPERIOR PREPARATION YIELDS SUPERIOR RESULTS



A little time, money and energy spent preparing your home to be shown can make a significant difference in the final selling price.

## YOUR HOME'S EXTERIOR CREATES THE PROSPECTIVE BUYER'S FIRST IMPRESSION

Since the exterior of your home is the first thing a prospective buyer sees, a little time and effort can make a big difference in the impression your home creates and pay big dividends when the sale is made.

**Use this checklist to make sure your home's exterior looks its best:**

- Lawn is well cut and neatly trimmed around the walks and drive.
- Flower Garden is weeded.
- Shrubs are trimmed and dead trees and branches eliminated.
- All debris is disposed of and toys and lawn equipment are neatly stored.

- Fences and gates are repaired and repainted, if necessary.
- The roof, gutters and down spouts are in good repair.
- Driveways and sidewalks are washed down and checked for cracking and crumbling.
- Cracked windows and torn screens are replaced. Screens, windows and windowsills are washed. Doorknobs are polished.
- Doorbell and front lights are in good working order.

If you would have planned to paint the house, consider painting the house before showing it. A new paint job, well done, will normally enhance the sale value a good deal more than the cost of the paint.

# SHOWING YOUR HOME



## OVER-IMPROVING DOESN'T PAY

Don't plan major improvements on your home. Most home buyers want to make their own major changes. You are usually wiser to sell them the potential – at a price they can afford.

## MAXIMIZE YOUR HOME'S SELLING POTENTIAL

Showing your home is all important to its sale, and there are many ways you can help the Agent do their job successfully. Here are some last-minute details to maximize your home's selling potential.

- ❑ The television and radio are turned off or low enough to allow the agent and buyer to talk, free of disturbances.
- ❑ Children and pets are sent outdoors to play, or otherwise entertained to eliminate confusion and to keep the prospect's attention focused positively on your house.

- ❑ Bad odors are eliminated. Air freshener is used before the potential buyer arrives, especially if you have pets or if the house has been closed up for some time.
- ❑ The house has adequate lighting (during daytime drapes are open; at night plenty of lights are on, including the porch light).
- ❑ Wood is stored next to the fireplace. In winter a fire is lit.
- ❑ The kitchen sink is free of dishes.
- ❑ Magazines and children's toys are in order.
- ❑ Plants have been watered and look healthy.
- ❑ Fresh flowers are arranged tastefully around the house.

Remember, your agent has the experience and training necessary to bring negotiations to a successful conclusion. If you followed the guidelines provided, you'll know you've already done your part by making sure your home creates a good first impression.