

the
HomeOwner
network

PREPARING YOUR
HOME FOR SALE

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.

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.

