



# "The Serious Sellers' Quick-Sell" List

A home that shows exceptionally well arouses the prospects' emotional desire to buy more quickly and at a better price. Listed below are some market tested tips to help set the stage for a profitable and early sale. Builders' will spend 100's of dollars to "stage" a model home properly. They do this for good reason. Buyers will buy the perceived value of the property.... the image and feeling that they get from experiencing the property. It's been said often that *"Buyers buy on emotion"*.... IT'S TRUE!

**I URGE YOU TO REVIEW THESE SUGGESTIONS CAREFULLY WITH YOUR FAMILY.  
HIGHLIGHT ITEMS THAT MAY NEED ATTENTION.**

## *Getting Ready..... Start Outside!*

Stand across the street, and take a look at your home from a potential buyers viewpoint...

- Too many cars parked in front?
- Is the lawn trimmed & edged?
- Flower beds cultivated/ bark fresh?
- Remove all refuse, leaves or clutter from yards, sidewalks & porches.
- Street clean from a home in each direction
- Gates open & close easily/oil hinges



- Make sure the front door is fresh, clean and scrubbed looking....very important!
- Wash Screens and windows
- Hose down the outside of your home to eliminate dust & cobwebs
- Check paint....if needed, repaint.
- Check with me for market-wise colors prior to painting.
- Buy things that will enhance the house for showing that you can take with you... A new welcome mat, big potted plants for inside, pots of geraniums for patio or deck

## *freshen up the Inside....*

The emotions you're trying to stimulate are triggered by sensory experiences. Aim for the senses, especially touch, smell & sight. Clean, fresh smelling homes will sell faster!

- Badly faded walls or worn woodwork reduce appeal....selective painting will help to add a fresh look.
- Check all light bulbs
- Detail all light fixtures
- Oven ranges & appliances sparkling?
- Counters & sinks clear & neat?
- Colorful Curtains In harmony with counter tops & floors add warmth to kitchens.
- Take things out of closets & cabinets that are not essential to your life and pack them away.
- Remove unnecessary articles which have accumulated in basements/utility & storage areas.
- Clear stairways / hallways to open them up.
- Too much furniture??? Put it in the basement or garage or better yet...store it or sell it!
- Brighten dull basements & storage areas by painting the walls & using high watt bulbs.
- Bathrooms that sparkle, sells homes & the opposite is true....dirty baths can turn off a buyer.
- New towels are an excellent investment.

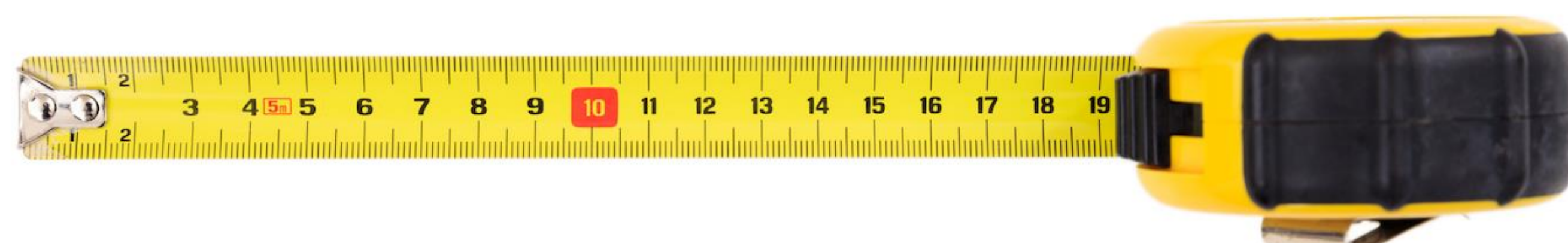
## *Minor Repairs Make Sense*

Correcting small items lets a critical prospect concentrate on major items...Don't make major changes, except for new carpeting if needed - in a neutral color. Many larger expenditures, though needed, may not be economically sound when selling your home...check with us.

- Dripping faucets lead buyers to question the plumbing system.
- Loose doorknobs, sticking drawers of doors?
- Fix caulking

- **In general, if it's busted...**

# *fix it!*



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