



# HOME SELLER

## market prep

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THERE ARE QUITE A FEW THINGS THAT YOU CAN DO TO PREPARE YOUR HOUSE FOR MARKET. MOST BUYERS LIKE TO SEE HOMES THAT THEY CAN PICTURE THEMSELVES IN. IT SOMETIMES HELPS TO HAVE FURNITURE AND DÉCOR ITEMS ARRANGED IN A SIMPLE AND PLEASING FASHION. BUT THAT'S NOT ALL!

### DE-CLUTTER!

MOST OF US HAVE ALTOGETHER **TOO MUCH STUFF!** WE AREN'T SAYING THAT YOU HAVE TO SELL OR DONATE EVERYTHING THAT YOU OWN, BUT LET'S PACK AWAY THE EXTRA THINGS THAT DETRACT ATTENTION FROM YOUR HOUSE AND LEAVE ONLY THE THINGS THAT DEFINE THE SPACE, ACCENT ITS FEATURES AND MAKE IT FEEL ATTRACTIVE AND HOMEY TO BUYERS.

### REPAIRS!

YOU KNOW ALL OF THOSE ANNOYING ECCENTRICITIES THAT YOU HAVE JUST LEARNED TO LIVE WITH OR JUST PLAIN IGNORE? WE'RE TALKING ABOUT THE 2<sup>ND</sup> STEP UP TO THE DECK OR FRONT DOOR THAT IS A LITTLE BIT ROTTEN ON THE LEFT; THE KITCHEN CABINETS THAT DON'T QUITE CLOSE ALL THE WAY; THE FRAYED CARPET. YOUR HOME MAY NOT BE PERFECT BUT WE NEED TO THINK ABOUT THE HOUSE FROM A BUYER'S PERSPECTIVE AND ANTICIPATE THEIR OBJECTIONS.

### CLEAN!

THERE IS ACTUALLY **NOTHING** MORE IMPORTANT THAN MAKING SURE THAT YOUR HOUSE IS CLEAN FROM TOP TO BOTTOM. BUYERS DON'T NECESSARILY NOTICE THAT YOUR HOUSE IS INCREDIBLY CLEAN, BUT BELIEVE IT WHEN WE SAY THAT THEY WILL **DEFINITELY** NOTICE THE THINGS THAT ARE DIRTY! WHEN THEY SEE MANY THINGS THAT ARE DIRTY, THEY WONDER WHAT ELSE HAS BEEN NEGLECTED AND THEIR THOUGHTS WANDER TO HOME MAINTENANCE AND THAT'S WHEN DOUBTS CREEP IN!