

HOME MARKETING TIPS

BEFORE YOU LIST YOUR HOME FOR SALE, BE SURE IT SHOWS TO YOUR BEST ADVANTAGE THE FOLLOWING CHECKLIST SHOULD HELP YOU TO ENSURE YOUR HOME MAKES A GOOD IMPRESSION ON BUYERS

- ___ 1. The EXTERIOR of your property is the first thing a prospective buyers sees. Be sure the lawns are well trimmed, the garden is neat and the house projects a well-cared-for appearance. Put away toys and bicycles and keep the garage door closed.
- ___ 2. WINDOWS should be cleaned and trimmed with your best curtains and drapes. Sparkling windows framed by colorful hangings makes a house cheerful.
- ___ 3. REDECORATE any part of your house that needs it.
- ___ 4. The ENTRANCE into me house, whether an entry hall or a living room, is the initial introduction to your home and should be freshly painted and uncluttered.
- ___ 5. A BASEMENT that is clean, dry and orderly allows the buyer to visualize how much space there actually is.
- ___ 6. STAIRWAYS should be clear. Objects on any stairs are dangerous and present a crowded appearance.
- ___ 7. BEDROOMS that are neat help sales. Use your best bedspreads and arrange dressers and table tops neatly.
- ___ 8. CLOSETS look larger when they are well organized. If closets are overcrowded, the buyer may feel that they are too small. Clean them out and store the out-of-season clothes in the attic or storage room.
- ___ 9. LIGHT is important. Bright rooms are cheerful rooms to a perspective buyer. Lighten up a dark room with right lamps and light-colored curtains.
- ___ 10. BATHROOMS should sparkle (including the tile around the tub).
- ___ 11. Have as few PEOPLE in the house as possible when it is being shown. This puts buyers at ease and gives them a chance to take in the advantages of the home without distractions.
- ___ 12. PETS should be kept out of the way, preferably out of the house. Most people like animals but some are afraid of them.
- ___ 13. The SALES AGENT should do all the talking to keep the buyers attention and highlight the advantages of your property. Be polite but don't strike up conversation with the buyer.
- ___ 14. NEVER APOLOGIZE for the appearance or condition of your home - it will only call attention to something that the buyer never would have noticed.
- ___ 15. Any OBJECTIONS or remarks made about your property can be more easily overcome by the sales agent. Do not get involved.
- ___ 16. SELL the house first before trying to sell any appliances, furniture or drapes. This detracts from the interest created in the house. If an item is desired by a customer, the sales agent will ask you about it.
- ___ 17. For NIGHT appointments, turn on the porch lights and have whole house well lit throughout when the buyers arrive.
- ___ 18. The KITCHEN should be especially clean and well maintained. In many households, this is the focal point for the family.
- ___ 19. Unpleasant ODORS should be prevented in the kitchen, bathroom, closets and basements.
- ___ 20. FIX dripping faucets and running toilets.