

GET IT READY CHECKLIST

Let your home “smile a welcome” to potential buyers.

- ❑ **First impressions are lasting.**
The front door greets the prospective buyer. Make sure it is clean looking. Keep lawn trimmed, edged, and free of refuse.
- ❑ **Decorate for a quick sale.**
Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how the home could look when you can show him by cleaning and oiling? A quicker sale at a higher price will result. An investment in fresh paint and “elbow grease” will pay dividends, and you can’t find a better investment when you’re selling a house.
- ❑ **Let the sun shine in.**
Open draperies and blinds. Let the prospect see how cheerful your home can be. Dark rooms are not appealing!
- ❑ **Fix that faucet.**
Dripping water discolors sinks and suggests faulty plumbing.
- ❑ **Small repairs can make a big difference.**
Loose knobs, sticking/squeaking doors and windows, and other minor flaws detract from a home’s value. Have them fixed. Many buyers believe there are 10 problems they haven’t noticed for everyone they do see.
- ❑ **Show your home from top to bottom.**
Display the full value of your attic, basement, and other utility space by removing all unnecessary articles. Short term, off-site storage areas are relatively inexpensive. Ebay can get rid of that treasure trove, too!
- ❑ **Think safety first.**
Keep stairways clear. Avoid cluttered appearances and possible injuries.
- ❑ **Make closets look bigger.**
Neat, well-ordered closets show that space is ample. A little money spent on closet organizers will reap large returns.

- Bathrooms help sell homes.**
Check and repair caulking in bathtubs and showers. Make this room sparkle!
- Arrange bedrooms neatly.**
Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.
- Harmonize the elements.**
Turn the radio on a soft music station or put on a soft music CD. Turn the TV off. Keep all lights on, day or night. Keep the drapes open in the daytime, closed at night. If it's hot, cool it; if it's cold, light a fire...only if there's a fireplace!
- You can sell pride of ownership faster and for more money.**
It's called cleanliness, and cleanliness has more buyers than "used dirt." Put sparkle in your bathrooms and kitchen, and you'll take lots more "silver" out.
- When any agent shows your home, remember that three's a crowd.**
Avoid having too many people during inspections. The potential buyer will feel like an intruder and will hurry through the house. Objections that can be overcome by a professional will not be forthcoming when the seller is present.
- Music is mellow...**
But not when showing a house. Turn off the blaring radio or television. Let the salesperson and buyer talk, free of disturbances. Background "soft playing" music is okay.
- Are the pets underfoot?**
Keep pets out of the way - preferably out of the house. Many people are acutely uncomfortable around some animals. Better yet, will Aunt Alma take care of "Muffin" for you?
- Silence is golden.**
Be courteous but don't force conversation with the potential buyer. He wants to inspect your house, not pay a social call.
- Be it ever so humble.**
Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is their job.

