

# 1<sup>st</sup> Impressions Can Make the Sale!

People usually decide within two minutes whether they like your house. The first impression is the lasting impression. This opinion is being formed before they ever enter your home!

Take a good look at your home, imagining yourself as the prospective buyer. You've probably been looking at other homes, so approach your present home the way you look at other houses.

Your REALTOR® will do everything necessary to bring in prospective buyers, but most importantly: **YOUR HOUSE HAS TO SELL ITSELF!**

Here are some tips to help your home sell quicker and at a higher price.



Good rules to follow are:

1. CLEAN UP!
2. Invest in cosmetic changes that make your home look good.
3. Avoid major changes unless they increase your home's value by more than the cost of the improvement!

The Baker Firm



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Home Ready  
to

**\$ell!**



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## Giving attention to the Details around your house will make a HUGE difference to Potential Buyers!

### OUTSIDE

1. Landscaping is a great investment! A well manicured lawn, neatly trimmed shrubbery, cleanly swept walks and blooming plants create a wonderful first impression.
2. Make sure nothing looks overgrown or neglected.
3. Paint if necessary. This can do more for sales appeal than anything. If you don't need to paint, be sure to touch up the front door, front shutters and window frames.
4. Inspect the roof and gutters. Any missing shingles to replace? Are all the gutters and downspouts in place? Need paint or repair?
5. Potted plants by the front door are very inviting. Consider painting the front door. Shades of red, blue and green appeal to most and look great next to neutral shades and brick.
6. Shine all door hardware, clean the glass and consider a pretty, weather-proof wreath.



### ATTIC & GARAGE:

7. Clean out the attic and garage and dispose of anything you don't need. Box everything you don't use regularly and consider a storage unit to store the boxes until you get in your new home.
8. Clean and degrease the garage floor.



### KITCHEN

9. The kitchen is the most important room in the house. Make it bright & attractive!
10. Clean the ventilating hood, as well as the oven.
11. Replace loose tiles and clean grout.
12. Keep counter tops uncluttered.



### BATHROOM

13. Repair dripping faucets.
14. Keep fresh towels out.
15. Remove stains from toilets, bathtubs, sinks and showers.
16. Try to create a restful, spa-like atmosphere with candles and/or potpourri.



### LIVING AREAS

17. Check ceilings for leak stains. Fix the cause of the damage, repair and paint.
18. When painting, avoid offbeat colors. Neutrals are always in style.
19. Clean the fireplace and stack logs in it. A scented freshener is easily hidden here. In warm weather, consider placing a pretty green plant in the fireplace.
20. Clean windows.
21. Replace broken glass and torn screens.
22. Replace burned-out light bulbs.
23. Make sure light switches work and consider replacing switchplates.
24. Clean and polish floors to make them shine!

### LIVING AREAS (cont.)

25. Straighten closets, and get rid of excess items. Use air freshener to eliminate musty odors.
26. For doors that stick slightly, rub a block of paraffin or soap on the worn surface.
27. Rub tracks of sliding doors with paraffin, candle wax or soap to prevent sticking.

### WHEN YOUR HOUSE IS BEING SHOWN

28. A well-lit house is more welcoming.
29. Avoid clutter to make rooms look bigger.
30. Leave your house furnished, if possible.
31. Keep toys in kids' rooms. Bikes, wagons and skateboards should be inconspicuous.
32. Keep radio and TV off or leave intercom system tuned to soft, soothing music.
33. Take your family away if your broker is holding an open house. Take pets, too.
34. Always put pets outdoors when the house is being shown.



### THE NOSE KNOWS

35. Don't forget the powerful sense of smell! No one wants to buy a house that smells bad. Do whatever you have to do to ensure your home smells clean and fresh at all times!