

# SPECIAL REPORT

## Don't Try to Sell Before You Read This!

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help your RE/MAX Sales Associate sell your home faster, at the best possible price.

The easiest and most reliable way to improve the appeal of your home is to enlist a quality home service professional. The right professional can help you get everything in order - from repainting the kitchen to providing a thorough cleaning.

1. **Make the Most of That First Impression**

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted - or at least freshly scrubbed - front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

2. **Invest a Few Hours for Future Dividends**

Here's your chance to clean up in real estate. Tidy the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor touch-ups and redecorating. Updating the hardware on kitchen cabinets, adding new slipcovers to sofas and keeping a vase of fresh flowers in the entryway are some simple touches that can go a long way. If you're worried about time, hire professional cleaners or painters to help get your house ready. Remember, prospects would rather see how great your home really looks than hear how great it could look "with a little work."

3. **Check Faucets and Bulbs**

Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned-out bulbs or faulty wiring leave prospects in the dark. Don't let those problems detract from what's right with your home.

4. **Don't Shut Out a Sale**

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

5. **Think Safety**

Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low-hanging overhead lights. Make your residence as safe as possible for visitors.

6. **Make Room for Space**

Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.

7. **Consider Your Closets**

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8. **Make Your Bathroom Sparkle**

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.

9. **Create Dream Bedrooms**

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

10. **Open Up in the Daytime**

Let the sun shine in! Pull back your curtains and drapes so that prospects can see how bright and cheery your home is.

11. **Lighten Up at Night**

Turn on the excitement by turning on all your lights - both inside and outside - when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

12. **Avoid Crowded Scenes**

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.

13. **Watch Your Pets**

Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.

14. **Think Volume**

Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.

15. **Relax**

It's best if you're not there when your home is being shown. However if that's not possible, be friendly – but it's not necessary to force conversation. Prospects want to view your home with minimal distraction.

16. **Don't Apologize**

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Associate handle the situation.

17. **Keep a Low Profile**

Nobody knows your home as well as you do. But RE/MAX Sales Associates know buyers - what they need and what they want. Your RE/MAX Associate will have an easier time articulating the virtues of your home if you stay in the background.

18. **Don't Turn Your Home into a Second-Hand Store**

When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.

19. **Defer to Experience - It's the Experience®**

When prospect buyers want to talk price, terms or other real estate matters, let them speak to an expert - your RE/MAX Sales Associate.

20. **Help Your Agent**

Your RE/MAX Associate will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!

*Contact me today for a personal analysis of your situation..*



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