

20 Tips To Help Sell Your Home



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. It's all about curb appeal!



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.

2. Invest a Few Hours for Future Dividends

If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh paint adds charm and value to your property. Prospects would rather see how great your home really looks than hear how great it could look “with a little work”.



12. Avoid Crowd 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 during a showing to a minimum.



3. Check Faucets and Bulbs

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



13. Watch Your Pets

Dogs and cats are fantastic, but not when you're showing your home. Pets have a talent for getting underfoot, making noise, scaring your prospects and leaving not-so-pleasant odors. If you can, schedule for your pet to be out of the house during a showing.

4. Don't Shut Out a Sale

If cabinets or closed 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 fix them. A little effort on your part can smooth the way toward a closing.



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 (or off) the stereo or TV.



5. Think Safety

Homeowners learn to live with all kinds of self-set booby traps: skateboards on the stairs, extension cords across the floor, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for potential buyers.



15. Relax

Be friendly, but don't try to force conversation or follow the potential buyers around the house. Restrain from giving them “the tour”. Prospects want to view your home with a minimum of distraction.

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.



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 Bruce & Tanya or one of their experienced associates handle the situation.



7. Consider Your Closets

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



17. Keep a Low Profile

Nobody knows your home as well as you do, but Bruce & Tanya know buyers—what they need and what they want. Bruce & Tanya will have an easier time articulating the virtues of your home if you stay in the background.

8. Make Your Bathrooms 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.



18. Don't Turn Your Home into a Garage Sale

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.



9. Create Dream Bedrooms

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



19. Defer to Experience

When prospects want to talk price, terms, or other real estate matters, let them speak to an expert—Bruce & Tanya or one of their experienced real estate agents.

10. Open up in the Daytime

Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is. Natural light is such a plus when it comes to real estate.



20. Help Your Agent

Bruce & Tanya will have an easier time marketing and selling your house if you fill out the homework packet they provide to you. Keep them in the loop. When other agents show your home, call Bruce & Tanya to let them know so they can get feedback.

