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PRE-MARKET TIP SHEET

...getting your home ready to sell

Clean A home for sale can never be too clean. Do a thorough cleaning before putting your house on the market. Sparkling windows and shiny surfaces show buyers you are a conscientious homeowner.

Freshen Make sure your home is fresh-smelling. Air it out as frequently as weather permits. Use lightly-scented candles, subtle potpourri, or fragrant bowls of citrus fruits to bring the outside in. But don't overdo-- too much fragrance can be a real turn off!

Declutter Pack up your knick-knacks, tchotchkes, collections, and put them in storage until you move. Clean up office/desk areas and anywhere else papers accumulate. Organize your closets, storing away unseasonable clothing and linens.

Depersonalize Remove family photo galleries, awards, and trophies. While these items are important to you and your family, potential buyers need to be able to visualize the home as their own.

Beautify Replace scratched and worn cabinet hardware with gleaming new knobs and pulls. Brighten up drab rooms with colorful pillows or a decorative throw. Keep extra-fresh flowers around the house in simple vases.

Redesign Rearrange any furnishings blocking the natural flow of movement in your home. Store any pieces that don't complement the space-- like that treadmill in the dining room-- to allow the positive features of your home shine through.

Say "Welcome!" Keep the front porch and walkway clean and swept. Plant blooming flowers near your entryway and cut back overgrowth. Store away toys, gardening equipment, and other outdoor clutter. This is the place of first impressions. Ensure that they're good ones!

Need extra help? Call a professional real estate staging expert!

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- * Redesign services to increase your home's marketability
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