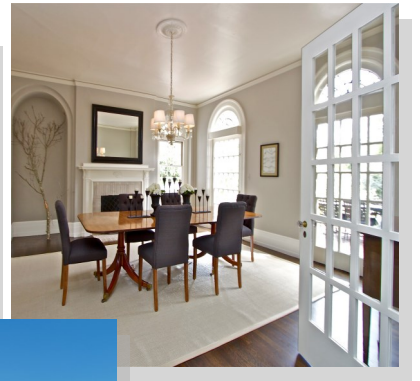


Lindy



“DRESS YOUR HOME FOR SUCCESS”

You only have one chance to make a first impression...

Decker
Bullock

Sotheby's
INTERNATIONAL REALTY



Compliments of Lindy Emrich

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“Dress Your Home For Success”

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Here are some very simple ideas that promise to help you get the highest and quickest sale for your home. Before you begin, take a careful look at your home through “buyers’ eyes.” That is the way an objective outsider would view your home, not the familiar way to which we have grown accustomed. You want your home to say, “Welcome Home” from the curb and feel like it when you walk through the front door.

1. Curb Appeal – The entrance sets the tone for the rest of the home.

- Manicure lawns and gardens
- If need be put in new sod
- Plant fresh flowers and plants (colorful)
- Mulch beds (shredded bark)
- Clean pathways – is front of house visible?
- Paint or stain gates – easy to open?
- Repair cracks in all walks and driveways
- Clean and repair gutters
- Remove or store garbage cans and firewood
- Clear patios and decks
- Use colorful potted plants to draw the eye outward to deck, patio or around pool
- Repaint where necessary
- Paint/stain front door, clean cobwebs, dead leaves and dirt. Clean and polish front door hardware and light fixtures
- Repair steps as needed
- Make sure entrance is clear (potted plants, welcome mat, etc.)
- Make sure entrance light is up to date.
- Make sure door bell works.

2. Interior General – Most homes are filled with the “stuff” of our lives. Now is the time to eliminate clutter. (You are trying to sell the space in your home and buyers must be able to see it)

- Fresh paint, carpeting and/or shining wood flooring will return the greatest profit per dollar invested. Your home will look and smell new.
- Touch up holes and cracks
- Remove old wallpaper. Light colored walls with white trim make a room appear larger and brighter.
- Almost every buyer I meet asks for a “light and bright” home. Make sure every room has window coverings pulled back or removed to allow sunlight in. Add lamps or light fixtures & upgrade bulbs to higher wattage where necessary.
- Make sure all lights work
- Mirrors are great for reflecting light & views

3. Windows

- Repair failed windows and seals
- Clean windows
- Replace or remove torn screens

4. Living Room

- Create a spacious and gracious living room
- Arrange furniture in an inviting manner

5. Dining Room

- Usually more formal
- Provide a lovely centerpiece for the table – focal point

6. Kitchen and Bathrooms – These are the two major areas of every home and can make or break the sale.

- Clear counters
- Remove anything not essential – especially large appliances
- Create a feeling of open work space
- Make sure knobs and pulls are tastefully updated
- Clean, stain, or paint cabinets
- Accessorize to give gourmet feeling
- Open and light feeling throughout bathrooms
- Nice (new) towels
- Good up-to-date lighting
- Repair or replace leaking or corroded faucets

7. Family Room

- Create a more relaxed feeling
- Create an inviting furniture arrangement
- Keep passages open to kitchen and/or outdoors

8. Bedrooms – The master bedroom is the second most important room after the kitchen.

- Create an elegant/romantic master bedroom
- Create a well-lighted and inviting guest room
- Create cheerful children's rooms

9. Minor Repairs

- Fix all leaks
- Fix or remove torn screens
- Repair broken glass

10. Odors

- Eliminate offensive odors, especially from pets
- When necessary use pot-pourri, carpet freshener or even plug-in
- Clean and/or replace or remove carpeting, pads, draperies, and flooring.
- Open windows

11. Pets

- Keep out of the way or remove from premises during showings

12. Order Termite Report

- Know if there are any problems that need to be addressed
- Get bids for repair
- All problems must be disclosed

My job usually starts long before a property is listed. With my background in interior design and marketing I am available and qualified to lead you throughout the preparation stage. It can be overwhelming by yourself, however together and with the help of selected professionals your home will shine and you will be able to maximize your return on what is your largest investment – **YOUR HOME**.

Call for a FREE, no obligation personal analysis of your home today!

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“We can’t say enough good things about Lindy. Her professionalism, high business ethic and hard work make her a rare find. She represented us in the sale of one house as well as in the purchase of another during one of the busiest times in the Real Estate industry. We felt we were Lindy’s only clients but knew otherwise. Her quick responses to telephone calls and availability on short notice were remarkable. Lindy’s warm and positive personality made working with her easy. She’s just amazing. Our whole family misses her, even our young son. She is so great with kids. She knows people and she knows the market!”

Nancy and Michael Heckman
San Rafael

“Thank you for all your help in representing me in both buying and selling. In all my real estate transactions throughout the world you are far and away the most professional agent I’ve ever dealt with and the nicest as well.”

Pat Mitchell
Santa Barbara