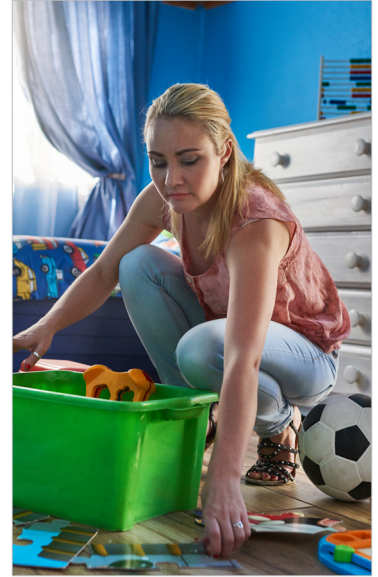


Showcasing Your Home



The Big Picture:

Seven ways to make your home seem larger, more appealing and, therefore, more valuable.

1. Keep it uncluttered.

It will be neater and look larger. You want to convey a spacious feeling.

2. Keep it clean.

This creates the impression that your home has been well cared for. Fresh paint makes rooms look clean and new.

3. Keep it repaired.

Fix it before the buyer inquires about it. The need for repairs can make or break a sale.

4. Keep it neutral.

Get rid of distracting colors and personal accessories. Neutral colors and simple decor help someone visualize their own belongings in a room.

5. Keep it inviting.

Make your home memorable! Fresh flowers and fresh clean smells make your house more attractive.

6. Keep it light and bright.

Open curtains and drapes to let the sunshine in. Turn on the lights so your rooms come to life.

7. Showtime!

Make a final check of every room. Put away any toys, clothes, food or other “left out” items.

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The Small Details:

With the key steps in mind, take a specific inventory of your home.

Outside

- Trim, weed and tidy up lawn and garden
- Clean up pet areas; resod or seed
- Repair screens, windows and doors
- Add fresh mulch under shrubs
- Add potted or hanging flowers to deck or porch

In The Kitchen

- Clear away extra small appliances
- Remove stains and items from sink
- Straighten memo areas and remove papers
- Clean and deodorize vent or exhaust hood

In The Bathroom

- Clean counters of extra toiletries. Store them out of sight
- Remove stains and mold from sink, tub or shower
- Patch, caulk and grout as needed
- Put out attractive “for-show-only” towels

In The Living and Family Rooms

- Rearrange furniture for a more spacious feel
- Remove any extra pieces and store
- Spot clean carpets or rugs
- Have neutral paint or wallpaper
- Accent with fresh flowers
- Open the shades and drapes to let in light

In The Bedroom

- Straighten up closets. Box and store clothing, shoes, etc., as necessary
- Arrange toys to look appealing
- Add curtains or valances to rooms without them
- Remove attention-getting posters

In The Basement or Garage

- Thoroughly clean and deodorize areas where pets sleep or spend time
- Straighten tools and laundry area
- Sweep floors; clean up grease spots
- Get rid of any items you won't be taking with you

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Home appearance checklist

Everything you can do to present your home at its absolute best.

Once you've decided to put your home on the market, it's important to take a close look at it from the viewpoint of a prospective buyer. Objectively evaluating each area and then making your home "show ready" can have a major pay-off in terms of the offers it will attract and how soon those offers come in.

Prepare For Each and Every Showing

- Make your home as appealing as possible.
- Remove dogs or cats to the yard or confine in one area.
- Open draperies and curtains, turn on all lights.
- Play quiet, low-keyed soft music.
- Arrange fresh flowers whenever possible; if it's winter, display a color photo of your yard in full bloom.
- Turn off television sets.
- If winter, light a fire in the fireplace.
- Try to stay in one area of the house when it's being shown or try not to be home.
- Let the Sales Associate who is showing your home answer any questions or objections.

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