

# The 10 Things You Absolutely Must Know...

## To Sell Your Home Without Leaving a Penny On The Table

### 1. NEUTRALIZE

Strong statements of wallpaper and paint may appeal to a select group, but most will see it as additional work if they buy the home. Paint, wallpaper, and carpet is usually matched with furniture that will change. Stay with neutral colors so all buyers can see their furniture in the home.

### 2. DEPERSONALIZE

The buyer must see the house as their new home. Too many personal family items, pictures, trophies, posters, etc. will hinder this process. A few personal items are fine, but if you find yourself looking in each room at your "things" and not at the room, it is time to edit the room down to the bare essentials.

### 3. DECLUTTER

Take everything off the floor that does not have to be there. More floor space makes the home seem larger. The same goes for counter tops. Clutter is worse than dirt. Too much stuff makes the house confusing, and the buyer's mind gets cluttered. Start packing! You are moving anyway.

### 4. ATTACK ODORS

People buy homes with all their senses. You may not be able to smell your pet but believe me, others can. Strong food odors also are a turn off. I use to buy the frozen cookie dough and cut it into small pieces and put a piece on a cookie sheet in the oven on 200 about 30 minutes prior to a showing.

### 5. GARAGE SALE

I have shown hundreds of properties and what people are most surprised by is a nice, clean and orderly garage. It speaks of the care that you take toward the rest of your house, and with a bit of effort, you can purge through the things you no longer use or need, and you can make room to pack your boxes.

### 6. HORIZONTAL SURFACES

The eye naturally scans a room from left to right. By clearing off tables, minimizing shelves and taking things off of your kitchen and bathroom counters, you are not only able to start packing, you will be making your home more visibly pleasing for the purchaser.

### 7. MENTALLY PREPARE

Having your home on the market is never convenient. Buyers are on the hunt, and having your home not just ready, being mentally prepared to adjust your schedule is extremely necessary in catering to the group of buyers.

### 8. FLEXIBILITY

If a buyer is at your front door, you should always open it. If they are in the yard, then they are excited and ready to see it. Leaving work on a moment's notice may be necessary to land the buyer, so be ready. Otherwise, something better may be just around the corner.

### 9. DON'T SHOW YOUR CARDS

As an agent, my job is to keep the buyer and seller apart. I ask my clients to not be home when the house is being shown. This of course is not possible as a FSBO, so make sure to not let on where you are going, or it will affect your bottom line.

### 10. ASK ME FOR HELP

I have helped hundreds of home sellers obtain top dollar. Some paid me a commission, other did not. I am happy to be your resource. Everybody needs a great Realtor. Even FSBOs.

**Every buyer opportunity is critically important.**

Smart Marketing. Because Your Home Sale Deserves It.