

## **Increase Your Home's Value and Appeal**

When you're preparing your house for sale, remember the importance of first impressions. The market isn't the only factor that influences whether you get your asking price. Appearance and overall condition play a major role. Here are some easy things you can do to make your home more appealing to buyers.

### **Outside – Enhance Your Home's Curb Appeal**

It's estimated more than 1/2 of all houses are sold before buyers get out of their cars. Stand across the street from your house and review its curb appeal.

- Trim the shrubs.
- Sweep front walk.
- Keep pet areas clean.
- Keep pets out of the way.
- Apply fresh, clean paint throughout.
- Keep pet areas clean and odor-free.
- Remove newspapers, bikes, and toys.
- Park extra cars away from the property.
- Mow the lawn more frequently and plant flowers.
- Clean windows and window coverings throughout.
- Keep plumbing and all appliances in working order.
- Make sure roof and gutters are in good condition; no repairs needed.
- Make sure all sealants are in good condition - window, tub, shower, sink, and so on.

### **Inside – Help Potential Buyers Envision Your Home as Their Home**

- Put toys away.
- Turn off television.
- Straighten closets.
- Keep pets out of the way.
- Play soft music without lyrics.
- Make beds and put clothes away.
- Kitchen and bathroom must shine.
- Vacuum and ensure clean carpets.
- Keep pet areas clean and odor-free.
- Place fresh flowers in the main rooms.
- Open drapes and turn on lights for a bright feel.
- Put dishes away, unless you're setting a formal display for decoration.
- Secure jewelry, cash, prescription medication, and other valuables.
- Enhance spaciousness of each room. Pack collectibles allow buyers to envision their furnishings.

### **Important Reminders**

- Typically, potential buyers feel more comfortable if the owners are not present when they tour a home.
- If people unaccompanied by a sales professional request to see your property, refer them to your real estate professional for an appointment.
- Leave a number with your sales professional where you can be reached if you are leaving town, even for a weekend.