

REAL ESTATE/CONSTRUCTION

HOME SELLING TIPS TO SELL IT FASTER CHECKLIST

- Take a driving tour of homes in your area. Which homes would you get out of the car to see? When you look at your home from the curb, do you see the same things?
- Attend open houses in your area. This is a great way to see what the competition looks like. Does your home stand out?
- Walk from the curb to your front door with a critical eye and make a list of the things that need improvement and repair (cracked concrete, weeds in beds, scuffed front door, chair on porch that blocks doorway). Your buyers will see the same things. Repair or remove.
- Open your front door and walk in. You have ten seconds to make an observation. That's how long it takes the average buyer to form an impression of your home.
- What did your home smell like when you walked in the front door? Last night's dinner? The litter box? Unpleasant odors and smells may send the buyer on to the next home.
- How do you feel when you walk through your home? Is it a feeling of calm and relaxation or one of agitation and chaos. (This is especially true for the master bedroom; is it a sanctuary?) View a professionally decorated model home.
- Walk through every room with a critical eye and make a list of the things that need improvement and repair (outdated light fixture in bathroom you've been meaning to update, knobs missing from cabinet doors from a project gone awry, worn or soiled carpeting, walls in need of paint). Your buyers will see the same things. Repair or remove.
- Remember reading real estate ads that state, "Mrs. Clean lives here." Can you advertise the same thing with your home? Location, location, location may be the real estate mantra, but clean, clean, clean isn't far behind.
- Make a list of your home's assets (fireplace, granite countertops, walk-in closets, stone vanities in the bathrooms). Now make sure that NOTHING is covering them up.
- Every room has one purpose when selling a home. A junk room is not a purpose for a room. A guest room/office/weight room/hobby room is not one purpose. When in doubt, stick with the purpose originally intended for that room.
- Update rooms to the standard for your price range. Are kitchens with granite counter tops and stainless appliances customary? Do bathrooms typically have tile floors and shower enclosures?