

STAGE YOUR HOME FOR SALE

Its all about DOLLARS and SENSE!

If you were selling your car you would clean it, remove garbage, personal items and make any necessary repairs. A home is a marketable commodity it only makes sense that the same principle should apply when it goes on the market for sale. This will ensure it sells quickly and for top dollar.

The home should be objectively assessed and staged so it will appeal to the widest range of buyer's tastes and preferences and show to its utmost potential. This could be as little as de-personalizing and de-cluttering to minor renovations.

Objectively assess your home, make notes of all necessary updates, repairs, cleaning, and landscaping for you to complete prior to showing your home.

To ensure a complete exterior assessment, first, stand outside and face the entrance to your home. Secondly, approach the home in a vehicle from all directions a potential buyer may approach. Lastly, walk around the perimeter.

Curb Appeal is very important, if the exterior appears un-cared for, potential buyers may refuse to view the interior.

Others may enter but will not give your home serious consideration when viewing.



Exterior Staging Tips

- House numbers should be in clear view.
- Seasonal decorations removed.
- Family names removed.
- Extra vehicles, RV's, boats etc. should be stored off-site.
- Open carports clear of items.
- Yards should be clear of all clutter, garbage cans, toys, garden tools, hoses etc.
- Necessary repairs and painting should be completed to doors, trim, roofs, gutters, fences, gates, decks etc.

- Landscaping should be well maintained.
- Windows treatments should be symmetrical.
- Yards should be clear of fallen leaves.
- Driveways and walkways should be clear of ice and snow.
- The purchase of a new door mat, mail box, door handle and lock can jazz up an entrance.
- Invest in colorful seasonal plants.

A complete exterior checklist is available online at www.designamove.com.

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