

### **\_\_\_ Make the Most of that First Impression**

A well-manicured lawn, neatly trimmed shrubs, and a clutter-free porch welcome prospects. So does a freshly painted – or at least freshly scrubbed – front door. If it's autumn, rake leaves. If it's wintertime, shovel the walkways. Create a welcoming, open curb appeal.

### **\_\_\_ Invest a Few Hours for Future Dividends.**

Here's your chance to clean up in real estate. Clean up in the living room, bedroom, and kitchen. If woodwork is scuffed or paint is fading, consider some minor redecoration. Prospects would rather see how great your home really looks than how great it *could* look.

### **\_\_\_ Check the Faucets and Light Bulbs**

Dripping water rattles the nerves, discolors sinks, and suggests faulty or worn-out plumbing. Burned out light bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.

### **\_\_\_ Don't Shut Out a Sale**

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. We can help you! A little effort can smooth a closing.

### **\_\_\_ Think Safety**

Homeowners learn to live with all kinds of booby traps. Make sure roller-skates on the stairs, loose extension cords, slippery throw rugs, and low hanging overhead lights don't pose a peril for visitors.

### **\_\_\_ Make Space for Storage**

Remember, potential buyers are looking for more than just comfortable living space. They're looking for ample storage space as well. Make sure the attic and basement are clean and free of unnecessary items.

### **\_\_\_ Consider Your Closets**

The more organized a closet, the larger it appears. Box up non-essential items and store them for your move.

### **\_\_\_ Make Your Bathroom Sparkle**

Bathrooms sell homes so let them shine. Check and repair damaged or unsightly caulking in bathtubs and showers. For added allure, display your best towels, mats and shower curtains.

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### **\_\_\_ Create Dream Bedrooms**

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, eliminate excess furniture. Colorful bedspreads and fresh curtains are a must.

### **\_\_\_ Open Up in Daytime**

Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.

### **\_\_\_ Light up at Night**

Turn on the excitement by turning on all your lights both inside and outside when showing your home in the evening. Lights add warmth.

### **\_\_\_ Avoid Crowd Scenes**

Potential buyers often feel like intruders when they enter when the homeowner is there. Rather than giving your house the attention it deserves, they're likely to hurry through. If you can't leave when prospective buyers walk through, quietly retreat to the back yard or a spare bedroom to allow prospects to view your home with minimal distraction. Be friendly and warm, but don't try to force conversation.

### **\_\_\_ Watch Your Pets**

Dogs and Cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: keep Kitty and Spot outside, or at least out of the way during showings. Keep litter boxes and back yards scrupulously clean!

### **\_\_\_ Think Volume**

Rock and roll will never die, but it might kill a real estate transaction. When it's time to show your home, turn down the stereo and turn off the TV.

### **\_\_\_ Don't Apologize**

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced realtor handle the situation.

**\_\_\_ Don't Turn Your Home into a Second-Hand Store** When prospects come to your home, don't distract them with offers to sell furnishings. You may lose the biggest sale of all.

### **\_\_\_ Defer to Experience**

When prospects want to talk price, terms, or other real estate matters, respectfully refer them to them to your realtor.

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