



PREPARING YOUR HOME

— TO SELL —

/ IMPRESS BUYERS & MAXIMIZE YOUR SALE PRICE /



MIKE BROWN GROUP
REAL ESTATE



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Selling your home is one of the largest and most emotional transactions in which you'll be involved. Your home has just one chance to make a great impact on a potential buyer. And it can! The following list of home improvements will help your home look like a new model home. The whole idea is to present a clean, spacious, clutter free home. Accomplish a few tasks every day, and before long your home will be ready to make the impression that can make the sale.

A great first impression is the key to selling your house. Prospective buyers want to see your home in "showcase" condition. Most buyers select their home based on emotion and then justify the decision with facts, so it is important to make the house look great. Remember, you have just a few seconds to create a winning first impression. This list of ways to spruce up your home will have you confidently placing the "For Sale" sign in the yard and welcome buyers to tour your lovely property.

CURB APPEAL

- Mow lawn
- Trim Shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter and toys
- Add color and fill in bare spots with plants
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Remove stains from your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not good condition
- Make sure pool and spa sparkle
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken window and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off or power wash exterior wood and trim, replace damaged bricks, siding or wood
- Touch up exterior rain spouts, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Touch up the paint on the front door and mailbox
- Add a new front door mat and consider a seasonal door or porch decoration
- Polish and clean hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

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GENERAL INTERIOR

- Add a fresh coat of interior paint in light neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean kitchen and bathroom floors
- Wash all windows, vacuum blinds, clean windowsills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until you've moved
- Remove extra furniture, worn rugs and items you don't use; keep papers, toys, etc. picked up- especially on stairways
- Repair problems such as loose doorknobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables



LIVING ROOM

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs
- Consider packing away personal photos
- Remove as much clutter as possible

PRIMARY SUITE

- Organize furniture to create a spacious look with well-defined sitting, sleeping and dressing areas
- Organize and minimize walk-in closet

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KITCHEN

- Make sure appliances are spotless
- Make sure appliances are in working order
- Clean often forgotten spots on top of refrigerator and under the sink
- Deep clean floors and clean baseboards
- Organize items inside cabinets
- Keep counters as clean and empty as possible

BATHROOMS

- Remove all rust and mildew
- Make sure tile, fixtures and shower doors are immaculate and shining
- Make sure all fixtures are in good shape
- Replace loose caulking or grout
- Make sure lighting is bright, but soft



GARAGE, ATTIC & BASEMENT

- Sell or give away unnecessary items
- Organize and create more space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floors and walls
- Provide strong overhead lighting
- Tidy up by discarding or pre-packing belongings
- Exposed insulation should be visible and in good condition
- Make sure air vent is in working order

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WHEN IT'S TIME TO SHOW

- Make sure all marketing materials are readily available
- Open all draperies and shades
- Turn on all lights
- Pick up toys and other clutter
- Check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom window for fresh air if weather allows
- Pop a dessert or just a pan of cinnamon in the oven for the freshly-baked aroma
- Turn off the TV and play some light soothing music at a low volume
- Make a fire in the fireplace (seasonal)
- Put pets in the backyard or arrange for them to be kept outside of the house
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of

