

## LISTING TIPS

### WAYS YOU CAN HELP ME SELL YOUR HOUSE MORE PROFITABLY

Nobody loved the ugly duckling until he became a beautiful swan. It's much the same with houses. Just about the only thing we can't do is wave a magic wand and change an ugly duckling of a house into a showplace. So, here are quick tips to help you show your house to its very best advantage. Many of them are the little things that often get overlooked. But, we can assure you that they make a big difference in selling your house at the best price.

### PREPARATION FOR SHOWING

**Don't be a drip.** Dripping water may be due only to a valve seal – but your prospect may worry about faulty plumbing. Fix those leaky faucets.

**First impressions are lasting.** Your front door is the first to greet the prospect. Make sure it is inviting. Keep lawn trimmed and edged and the yard free of refuse. Be sure snow and ice are removed from walks and steps.

**Let the sun shine in.** Open draperies and curtains and let the prospect see how cheerful your home can be.

**From top to bottom.** Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls.

**Storage is an asset.** Neat, well-ordered closets show that the space is ample.

**Lights on!** Illumination is like a welcome sign. The potential buyer will feel a flowing warmth when you turn on all your lights for an evening inspection.

**Scrub!** Clean, bright windows and spotless rooms will help. Arrange your furniture carefully. Don't start disposing of it beforehand; empty rooms can be depressing. Keep kitchen counters clean and cleared off.

**Decorate for a quick sale.** Faded walls and worn woodwork reduce appeal. Why try to sell the prospect on how your home could look when you can show them by redecorating? A quicker sale at a higher price will result. An investment in new kitchen wallpaper or fresh paint will pay dividends.

**Repairs can make a big difference.** Sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.

**Safety first.** Keep stairways clear. Avoid cluttered appearances and possible injuries.

**Bathrooms help sell homes.** Check and repair caulking in bathtubs and showers. Make this room sparkle.



## SHOWING THE HOUSE

**Three's a crowd.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.

**Silence is golden.** Be courteous but don't force conversation with the potential buyer. They are there to inspect your house, not to visit.

**Pets.** Keep them out of the way, preferably out of the house.

**Let the REALTOR® do his/her job!** The salesperson knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called later if needed.

**A word to the wise.** Let your Broker discuss price, terms, possession and other factors with the customer. He/she is eminently qualified to bring negotiations to a favorable conclusion.

**Let us do our job.** Your home will be shown to prospective customers by appointment only. Never let a buyer in your home without proper representation – give them your agent's business card or ask them to call their REALTOR®.