

PREPARING TO MARKET READY YOUR HOME

Marketing plays a huge part in everything a buyer sees as to how home is presented and or cared for. As every home has unique features, staging specific areas correctly can highlight certain qualities in a home that will attract more buyers. Home staging can be done with the help of your Realtor or by hiring a professional stager or interior designer who can bring that WOW factor! Below are a few tips to ensure that your house will look its best when it goes on the market for all potential home buyers to see whether in person or online.

MAKE A LIST

The first thing to do is as simple as it sounds. Make a list. To make things go smoothly, write things down and check them off as you go.

CURB APPEAL

The outside of your home is the first impression a potential buyer will see. Assess what needs to be done to make your home more attractive from the outside. You may need to buy some plants, flowers, or hire a reasonably priced landscaper. This can be a big help in speeding the home selling process along.

CLEANLINESS IS KEY

Professional cleaning is recommended to get that model home look. It is important that your house is spick and span. This can include carpet cleaning, upholstery cleaning, window cleaning, or move-out cleaning. Money on this service is well spent and will be worth it to you to get that selling price you desire. If you can't afford professional cleaning, do some of the cleaning yourself. Patching holes and a new coat of paint will sure brighten any home.

DE-CLUTTER

Throw away items not used and keep spaces clear of any clutter. Put away family pictures and things personal to you. Our goal is to have the potential buyer visualize themselves living there.

DETERMINE THE SELLING POINTS OF YOUR HOME

Do you have a special view or a favorite room in your home? Maybe your lawn or front entrance is extremely attractive...you get the idea! Chances are there is something unique and special about your home that other people will enjoy as much as you. Figure out what these are and write them down to discuss with your Realtor.

ACCENTUATE THE SELLING POINTS OF YOUR HOME

For example, if you have a great fireplace, showcase it by adding logs, chair with an ottoman for book reading or loveseat with a tea set close by to capture that quiet, cozy or peaceful time one could have and cherish.

MODEL HOME LOOK

Look in magazines or visit other homes on the market to get an idea of what a model home looks like. You may come up with an idea and incorporate a bit of your own.

TEMPERATURE

Keep your home cool, not warm or cold, just cool. You want to create a cozy atmosphere to your potential buyers making them feel at home.

SMELL

Invest in a few scented candles and set them around your kitchen and bathrooms. Flowers are perfect on kitchen tables and coffee tables and makes for a great scent and visually pleasing as well.

SOOTHING SOUNDS

Having soft soothing music on while showing your home is great and try to take away any outside noise to distract the home buyer from enjoying the different rooms in your home.

LIGHTING

Set your lights at an appropriate level to the mood you want to emulate, but never showcase a dark room!