


Maximizing First Impressions

Exterior & Curb Appeal


 Experts say most buyers make their decision at first sight.


General Exterior


 Prospective buyers will react well to signs your home has been meticulously maintained.


 Manicure landscaping: Mow, edge and water lawn, trim hedges, weed and fertilize flowerbeds, and prune trees.


 Keep driveway clean and free of parked cars, and keep the garage door closed.


 Repair or replace loose or damaged roof singles

 Minimize cracks or crumbling walkways, walls, or steps, and keep them clean and free of obstructions like toys or snow.

 Items from RV's to waste cans left out can contribute to a cluttered or busy appearance. Make sure that from the street, your property appears clear.


 Inspect appearance of interior window coverings from curb.


 Repair any peeling paint or loose caulking on windows or other areas.


 Pick up after your pets and neighborhood animals.

Doorway

 While agents work the lockbox for a key, buyers have idle time to notice details.

 Apply a fresh coat of paint to the front door.


 Consider adding pots of flowering plants in the entryway if weather permits.


 Eliminate cobwebs and groom doorway area windows, porch light, or decorative glass.


Interior Appeal


 Once inside, experts say most buys are reaffirming their curbside decision


Clean, Clear, Light & Bright


 Give every room in the house a thorough cleaning and remove clutter. Hiring a cleaning service may pay for itself by adding to a buyer's perceived value of your home.


 For a sleeker, more spacious look, consider placing furniture from crowded rooms in storage.

 Clear Kitchen counters of everything other than perhaps a few pretty items. Ask yourself: In a model home, would a professional decorator put your choice items out on the counter?


 Remember, closets will be opened! Keep closets, cupboards, and even your attic orderly and neat. Since you're anticipating a move anyway, consider holding a garage sale or boxing and storing unused belongings.

 If necessary, repaint or clean/replace dingy, soiled or strongly colored walls, and window and floor coverings with a light, neutral shade. Bright rooms tend to look larger, and neutral colors help buyers envision their own décor.

 Repair dripping faucets, burned out light bulbs, or cracked windowpanes.

 Repair cracks, holes or damage to plaster, wallboard, wallpaper, or tiles.

Warm & Homey

 Subtle scents of potpourri in bedrooms or baths and fresh baked cookies or cinnamon in the kitchen can make your home more inviting.

 Keep attractive set of towels in each bathroom to be brought out only for showings.

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