

What to do When Selling your Home

When selling your home there are no guarantees that a buyer will simply walk through the front door. In many cases you may have to bring your home to the buyer. Effective marketing will help ensure that your property receives maximum exposure to attract a ready, willing and able buyer.

The appearance of your home, a buyer's first impressions, and other considerations can also affect the sale of your home. Be sure to explore tips for increasing your home's value. Have you considered that home prices in your neighbourhood and the value of your property are also factors used for pricing your home?

Increasing the Value of Your House

When you're preparing your house for sale, remember the importance of first impressions. The market isn't the only factor that influences whether you get your asking price. Appearance and overall condition play a major role. Here are some easy things you can do to make your home more appealing to buyers.

It is estimated that more than half the houses are sold before the buyers even get out of their cars. So stand across the street from your house and review its curb appeal.

Outside:

- Sweep front walkway.
- Remove newspapers, bikes and toys.
- Park extra cars away from the property.
- Trim back the shrubs.
- Apply fresh, clean paint throughout.
- Clean windows and window coverings throughout.
- Keep pet areas clean and odour free.
- Keep plumbing and all appliances in working order.
- Maintain all sealant (window, bath, shower, sink, etc.) in good condition.
- Make sure roof and gutters are in good condition.
- Mow the lawn more frequently and plant flowers.

Inside:

- Kitchen and bathroom should shine.
- Quick once over with the vacuum; carpets should be clean.
- Place fresh flowers in the main rooms.
- Put dishes away, unless setting a formal display for decoration.
- Make beds and put all clothes away.
- Enhance the spaciousness of each room by removing excess furniture and storing unused items away.
- Open curtains and blinds for a brighter feel.
- Straighten wardrobes and cupboards
- Put toys away.
- Turn off television.
- Play soft music on the radio/stereo.
- Keep pets out of the way
- Secure jewellery, cash, prescription medication and other valuables.

Important Reminders

- Potential buyers usually feel more comfortable if the owners are not present. Aim to leave the house 10 minutes prior to an inspection or open home and return 10 minutes after the inspection ends.
- If people unaccompanied by an agent request to see your property, please refer them to your real estate agent for an appointment.
- Leave a number with your agent where you can be reached if you are leaving town, even for a weekend. You don't want to miss out on that offer.

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