



TIPS TO SELLERS

LET YOUR HOME SMILE: A WELCOME TO BUYERS.

1. **First Impressions are Lasting.** The front door greets the prospect. Make sure it is fresh, clean and scrubbed looking. Keep lawn trimmed, edged and free of refuse.
2. **Decorate for a Quick Sale.** Faded walls and worn woodwork reduce appeal. Why try to tell the prospect 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 will pay dividends.
3. **Let the Sun Shine In.** Open window coverings. Let the prospect see how cheerful your home can be (dark rooms do not appeal).
4. **Fix that Faucet.** Dripping water discolors sinks and suggests faulty plumbing.
5. **Repairs Can Make a Big Difference.** Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from the home value. Have them fixed.
6. **From Top to Bottom.** Display the full value of your attic and other utility space by removing all unnecessary articles.
7. **Safety First.** Keep stairways clear. Avoid cluttered appearances and possible injuries.
8. **Make Closets Look Bigger.** Neat, well-ordered closets show that space is ample.
9. **Bathrooms Help Sell Homes.** Check and repair caulking in bathrooms and showers. Make this room sparkle.
10. **Arrange Bedrooms Neatly.** Remove excess furniture. Use attractive bedspreads and freshly-cleaned window coverings.

WHEN THE AGENT SHOWS THE HOUSE

1. **Can You See the Light?** Illumination is like a welcome sign. The potential buyer will feel a glowing warmth when you turn on all your lights for an evening inspection.
2. **Three is a Crowd.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.
3. **Music is Mellow.** Keep soothing music on low. Keep television and other distractions off.
4. **Pets or Children Underfoot?** Keep them out of the way and preferably out of the house, for their peace of mind as well as your's and the potential buyer's.
5. **Silence is Golden.** Be courteous but don't force conversation with the potential Buyers. They want to inspect your house – not pay a social call.
6. **Be It Ever So Humble.** Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
7. **In the Background.** The agent knows the Buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Better for you to be out of the house completely.
8. **Why Put the Cart Before the Horse?** Trying to dispose of furniture and furnishings to the potential buyer before they have purchased the house often loses a sale.
9. **A Word to the Wise.** Let your Realtor discuss price, terms, possession and other factors with the Buyer. He/she is eminently qualified to bring negotiations to a favorable conclusion.
10. **Use Your Realtor.** Show your home to prospective customers only by appointment through your Realtor. Your cooperation will be appreciated and will help close the sale more quickly.