

## **Making Your Home Appealing To The Buyer**

Remember the Echols Team "2-Minute Rule": That's all the time you have to create a winning first impression, and the time that most buyers make their decision on whether to consider your listing. The 2 minutes start at the front curb, so start there yourself. The Echols Team will consult with you on preparing your home for the market, and can also provide a home staging expert to work with you.

Here are some simple, but significant ways to maximize your home's appeal.

### **Exterior**

- \* Keep the grass cut and remove all yard clutter.
- \* Weed and apply fresh mulch to flower beds. Add flowering plants in sparse areas.
- \* Apply fresh stain to wooden fences; replace any broken boards.
- \* Tighten and clean all door handles, and replace the door hardware, if it is discolored or out of date.
- \* Clean windows inside and out.
- \* Wash dirt and mildew from the home's exterior; power washing may be required.
- \* Ensure all gutters and downspouts are cleaned out, and firmly attached and functioning.
- \* Paint the front door a welcoming color.
- \* Buy a new welcome mat.
- \* Place potted flowers near the front door.

### **Interior**

- \* Evaluate the furniture in each room and remove anything that interrupts "the flow" or makes the room appear smaller. Consider renting a storage unit to move items off-site. Remove any overly worn or miss-matched furniture.
- \* Clean, declutter, and organize cabinets, closets, and bookshelves.
- \* Clean all light fixtures and ceiling fans. Put in bright [non-CFL] bulb, if possible, to make the rooms bright.
- \* Shampoo carpets.
- \* Remove excessive wall hangings and knick-knacks.
- \* Repair all plumbing leaks, including faucets and drain traps.
- \* Make minor repairs (torn screens, sticking doors, cracked caulking).
- \* Clean or paint walls and ceilings.
- \* Replace worn cabinet and door knobs.
- \* Fix or replace discolored tile grout.
- \* Replace broken tiles.

- \* Replace worn countertops.

### **Special details for showings**

- \* Turn on all the lights.
- \* Open all drapes and shutters in the daytime; tilt the blinds up at a 45 degree angle to throw light on the ceiling.
- \* Keep pets secured outdoors or in kennels.
- \* Buy new towels for bathrooms.
- \* Buy new bedding for bedrooms.
- \* Replace old lamps or lampshades.
- \* Play quiet background music.
- \* In winter, light the fireplace or clean out the ashes and light a candelabrum.
- \* Do Not infuse the home with odorants, as some people are allergic and other may think you are covering up a pet or other odor. [We can advise you further on this]
- \* Set the dining room table for a nice dinner party.
- \* Vacate the property while it is being shown.

In short, make the house as appealing to the buyer as you would want it to be, if you were seeing it for the first time.