

A Seller's Checklist:

Create a perfect sale by marketing your home to buyers.

Make a good first impression:

- Keep lawn mowed and trimmed, and yard free of refuse. Trim trees and bushes.
- In winter, remove snow from walks and driveways.
- Keep front door and screen either painted or scrubbed.

Cleaning and Decorating pays off big:

- Scrub and wax floors.
- Clean windows.
- Organize closets
- Remove clutter from kitchen counters.
- Remove excess furniture. Clean bedspreads and curtains.
- Clean fireplace and fill with logs.
- Change light bulbs and clean switches. Check the basement too.
- Paint soiled walls and worn woodwork.
- Brighten basement area with fresh paint and organize storage areas.
- Clear stairway of ALL items.
- Fix leaky faucets and repair the caulk on shower and tubs.
- Repair loose doorknobs, fix sticking doors and windows.
- Clean soiled carpets and wash area rugs.

Show off your house to best advantage:

- Open draperies and curtains and turn on ALL lights, even on a sunny day.
- Turn off televisions, radios and stereos. If you have an intercom that you wish to feature, keep it low.
- Keep pets out of the way.
- Make the beds.
- Remove dirty dishes.
- In winter, display color photos of your yard in bloom.
- If it is a hot day and you have air conditioning, turn it on early in the day.
- Place clean towels in the bathrooms.
- It is best for you not to be home. If this is not possible, stay in one area. The buyer will be more comfortable touring your home with his/her agent.
- Don't volunteer answers to unasked questions. Let the Realtor® showing the home handle questions or objections from potential buyers
- Don't bring up price, terms or possession. You'll sound like a desperate seller.

Remember real estate agents sell by asking questions of potential buyers. The buyers must feel free to express themselves as to what they like and don't like about a house, so that possible objections can be overcome. Marketing your home is a combined effort of homeowner and the listing agent, and all the work that you do to make your home attractive should result in a higher sale price and a faster sale. Thank you for your cooperation.