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## **Words of Wisdom – Letting Your Home “Smile a Welcome” to Potential Buyers**

**First impressions are lasting:** The front door greets the prospective buyer. Make sure it is fresh, clean, and scrubbed looking. Replace doormats if needed. Keep lawn trimmed and edged, and remove debris from the yard each day. Make sure that the first impression from the exterior of your home is a great one.

**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. You can't find a better investment when you're selling a house than a few cans of paint to brighten up the interior.

**Let the sun shine in:** Open draperies and blinds, and let the prospect see how cheerful your home can be. Dark rooms do not appeal.

**Fix that faucet:** Dripping water may discolor sinks and suggests faulty plumbing.

**Repairs can make a difference:** Make sure appliances are in good working order. Loose knobs, sticking and squeaking doors and windows, warped cabinet drawers, holes in window screens, and other minor flaws, detract from home value. Have them all fixed. Don't let minor repairs be a buyer's objection. Many buyers believe there will be ten problems they haven't noticed for every one they do see.

**From top to bottom:** Display the full value of your home from your attic to basement, to your utility space and garage, by removing all unnecessary items. Make sure storage areas are as neat and clean as they should be. Organize items in cabinets, and remove items to enhance spaciousness.

**Safety first:** Keep stairways clear. Avoid cluttered appearances and possible hazards. Make closets look bigger: Neat, well-ordered closets show that space is ample. Remove unnecessary clothes and other items to maximize space.

**Bathrooms help sell homes:** Check and repair caulking in bathtubs and showers. Store as many items as possible to keep counters clutter-free. Make this room sparkle!

**Arrange bedrooms neatly:** Remove excess furniture. Use attractive bed coverings. Minimize personal items, including photographs.

**Harmonize the elements:** FM radio or CDs playing softly, TV off, and all lights on, day or night. Drapes and blinds open in the daytime, closed at night as appropriate. If it's hot, cool it; if it's cold, light a crackling fire.

**You can sell pride of ownership faster and for more money:** It's called cleanliness, and cleanliness has more buyers than used dirt. Put sparkle in your bathrooms and kitchen, and you'll take lots more silver out.

\*Article compliments of KW MAPS Coaching. "The Perfect Real Estate Assistant—v4.0."

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