

20 Tips to help your home sell faster and at a better price!

First impressions can help make the sale! Here are some tips on how YOU CAN HELP us sell your home quickly and at a higher price.

Getting ready to show your home:

- 1 FIRST IMPRESSIONS ARE THE MOST LASTING.** Remember that when a prospect comes to look at your house - the first impression (curb appeal) is vital. Your front lawn and other landscaping should be neatly trimmed and mowed. The walk should be swept and, in winter, remove ice and snow from walk and steps. The front door must be clean and fresh looking, the doorbell in working order.
- 2 LET THE SUN SHINE IN.** Open the drapes and curtains. Clean the windows so that a prospect can see how bright and cheerful your house is. Dark and dreary rooms do not appeal to most home-buying prospects.
- 3 TOP TO BOTTOM.** Let prospects see the full value of your attic, basement, garage and other utility/storage spaces by removing junk, cartons and other articles. Neatly stack cartons, etc. If the storage spaces are dark and dreary, a coat of paint or extra lighting can do wonders.
- 4 DECORATING FOR A QUICKER SALE.** Faded walls and worn woodwork will reduce the appeal of your house. A minor investment in paint and floor coverings will pay bigger dividends to you in the form of a better price and quicker sale. Stick with earth tones - off white paint and tan carpet won't clash with anyone's plaid sofa. Fresh white paint can work wonders with dreary basement walls. The more like new you can make your home, the better it will sell.
- 5 LOVE BIG CLOSETS!** We all love closets and you can make them look even bigger by having them clean, neat and well organized. Get rid of old clothes and cartons that take away from the spacious look.
- 6 LITTLE THINGS MEAN A LOT.** Loose door knobs or cabinet pulls, sticking doors and drawers, wobbly hinges, stuck windows - all are negative factors. Take a few minutes to check and repair all these seemingly minor flaws, since they do detract from the value of your house.
- 7 SAFETY FIRST.** Keep stairways and corridors clean and clear of clutter. In addition to being unattractive, clutter causes accidents.
- 8 DON'T BE A DRIP.** Fix leaky faucets; dripping water suggests faulty or worn-out plumbing (major repair bills); discolored, rust-stained sinks are also warning signs, so should be properly cleaned.
- 9 BATHROOMS SELL HOMES.** Make bathrooms sparkle. Clean stained sinks and bowls, repair any damaged or discolored caulking around bathtubs and showers, be sure towels and area rugs are bright and sparkly, make certain all light fixtures and bulbs work.
- 10 WAKE UP YOUR BEDROOMS.** Keep bedrooms bright and cheerful, open the drapes. Remove excess furniture to avoid a crowded look. Use attractive and colorful bed linens and spreads.

20 Tips *continued*

Showing your house to sell:

11 CAN YOU SEE THE LIGHT? Illumination in your home can be the "welcome sign" for every prospect. Turn on all of the exterior and interior lights when showing your home at night.

12 PUT FIDO OUTSIDE. Dog may be man's best friend, but not when showing your house. Keep all pets out of the way and not underfoot.

13 AVOID CROWDS. Potential buyers will feel like an intruder and want to hurry through the inspection of your house if there are too many people around. Send the kids over to a neighbors or take them down to the ice cream store when the real estate agent shows your house.

14 SILENCE IS GOLDEN. When showing your house, turn down, or off, radios or television sets. Let the sales person and buyers talk freely without having to yell over the noise of a blaring radio.

15 STAY IN THE BACKGROUND. The salesperson knows what the buyers need and are looking for, and can best describe and emphasize the best features of your house. **DON'T TAG ALONG.** If there are any questions, the salesperson will ask you for information.

16 THIS IS NOT A SOCIAL CALL. Be courteous and friendly, but don't try to force conversation with potential buyers. They are there to inspect your house, not to be social. Let the salesperson do the talking.

17 BE IT EVER SO HUMBLE, there's no place like your home. You live in it, so don't apologize for the appearance of the house. If something out of the ordinary should happen to mess-up the appearance, inform the salesperson when you are first called for the showing. Should any negative comments or objections be offered - back off - let the trained professional salesperson answer them.

18 THIS IS NOT A GARAGE SALE. Don't try to sell the potential buyers any of the furniture or furnishings that you don't want to take with you. They haven't even bought your house yet - and you could foul-up the sale. These are details that can be discussed afterwards, so cool it.

19 LET THE PROFESSIONAL DO IT. Let our professional salespeople talk to the customer - about selling price, terms, possession date, and other factors. Our salespeople have been specially trained and have the experience to bring negotiations on your house to a satisfactory conclusion.

20 BY APPOINTMENT ONLY. We recommend that your house be shown by appointment only. Through our office, we will schedule all showings, including those from other real estate offices. Your cooperation is needed to make certain the house is ready to show when called.

**Ruhl
&Ruhl**
REALTORS

RuhlHomes.com • 866-441-1776