

MARKET PREPARATION GUIDE



Properly preparing your home for sale is one of the best ways to make a favorable impression that will help it sell more quickly and for the best price. I can help you stage your home or refer you to an accredited staging professional. But there are a lot of things you can do yourself, both before and during showings, to improve its appeal.

BEFORE SHOWINGS:

- Turn on all interior lights, even during the day, and exterior lights at night.
- Make the temperature comfortable—approximately 68 degrees.
- Keep pets in a separate area, and change litter boxes daily.
- Put money and other valuables away and out of sight.
- Keep curtains, drapes and shades open.
- Open all doors inside the home, except closets.

DURING SHOWINGS:

- A buyer will likely spend more time previewing your home if you're not there.
- If you can't leave the home, try to stay out of the way, and keep children quiet and out of the way.
- Don't precede or follow potential buyers through your home.
- Let the sales associate show and sell your home.

Here's a checklist to help you identify areas in your home that may need improvement in order to make the best impression on potential buyers.

ENTRY, LIVING, DINING, FAMILY ROOMS

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Fireplace
- Floors/Carpet
- Walls & Ceilings

KITCHEN

- Countertops
- Cabinets—Exterior & Interior
- Appliances
- Faucets
- Sinks
- Floor
- Walls & Ceiling

BATHROOM(S)

- Tub
- Shower Enclosure
- Tile & Grout
- Sinks & Counters
- Toilet
- Faucets
- Floor
- Walls & Ceiling

BEDROOM(S)

- Traffic Patterns
- Furniture Arrangement
- Window Coverings
- Closets
- Floor/Carpet
- Walls & Ceiling

YARD

- Lawn
- Hedges & Shrubs
- Flower Beds
- Fences & Gates
- Walks & Driveways

HOME EXTERIOR

- Paint
- Trim Paint
- Porches, Decks, Railings
- Brickwork
- Siding
- Front Door
- Roof

BASEMENT

- Stairway
- Floor
- Storage Areas
- Finished Areas
- Windows & Window Coverings

GARAGE

- Door
- Storage

GENERAL

- Doors
- Windows
- Window Frames
- Lights

