

*Once you make the decision to put your home on the market, it's time to look at it through a buyers eyes rather than as a proud homeowner. **First impressions are critical in real estate.** Once you've decided to sell, preparing your home to be on the market is the first step to take. Taking the time to do repairs, updates and cleaning along with considering professional staging services can make all the difference when it comes to selling your home quickly for the best possible price or sitting on the market.*

DECLUTTER

This step will benefit you not only during the process of selling your home but when it comes to moving as well. Go through and toss, sell or store things you no longer need. Clutter makes a home appear smaller so this is an important first step in getting your home ready to sell.

- EXTERIOR** - Remove excessive lawn ornaments and furniture. Simplicity is best to showcase your deck/patio and lawn area. Organize pet areas, toss excessive or broken toys.
- CLOSETS/CUPBOARDS** - These are big ones to organize and sort through since they are where things often get hidden with the out of sight out of mind mentality. Buyers will be checking everywhere so de-clutter and organize.
- LIVING AREAS** - Less is more! Remove clutter, get rid of extra furniture and clean out the bookshelves. Buyers need to be able to picture their own furniture in the space and that's hard to do if it's full of your stuff.
- KITCHEN** - Clear the counters, remove magnets and photos from the refrigerator and tackle the junk drawer!
- LAUNDRY/MUDROOM** - These rooms can end up with a lot of clutter, go through and toss what you don't need and organize the rest.
- GARAGE** - Another spot that can fill with odd and ends. Clean it out! You'll thank yourself on moving day.



REPAIR

If there are any repairs you have had on your to-do list, **now** is the time to get them done.

- EXTERIOR** - Check doors, windows, screens, paint, siding etc. These are things buyers will notice before they even get through the door.
- INTERIOR** - Repair any leaky plumbing, faulty appliances, hinges, knobs, light fixtures, flooring, outlet covers and check walls for cracks or patches that may be necessary.



CLEANING

We don't just mean regular clean, we mean ready-to-sell-clean! You want to make your home sparkle like never before.

- EXTERIOR** - Clean the windows, sweep off the deck and wash the patio furniture. If it's summer make sure you are on top of the landscaping and if it's winter, keep the sidewalks and driveway clear of snow.
- FLOORS** - If you have carpet, a professional cleaning is the best way to deodorize and clean.
- WALLS/WINDOWS/LIGHT FIXTURES** - Give them all a good scrub-down to make them shine.
- KITCHEN** - Clean appliances, organize and wash out cupboards, deodorize garbage areas and use a garbage disposal freshener to get rid of any old food smells.
- BATHROOMS** - Clean and polish vanities and mirrors, remove mold and soap scum from sinks, tubs and showers.
- PET AREAS** - This is a big one! Just because you love Fido and Fluffy does not mean everyone will. One of the biggest turn-offs to home buyers are pet smells. Clean up the fur and use an odor neutralizer to help with any pesky pet smells.

NEUTRALIZE/STAGE

You want buyers to walk in and feel like your home could be their own. This can be difficult to do when your home is decorated to your specific taste. Remove some or all family photos and any bold artwork to neutralize the space. Keeping décor, paint, and flooring simple is good way to have a blank palette for buyers to picture their own items in the home. This doesn't mean empty; a few neutral pieces are necessary to keep the home cozy and warm.

GETTING READY FOR SHOWINGS

Once you have done a thorough cleaning and de-cluttering, you will be ready for real estate photographs and putting your home on the market. Before each showing a good cleaning will be necessary to keep your home looking nice. Make sure there are no dishes in the sink or clothes on the floor. Add some extras like fresh flowers on the table, decorative pillows on the couch and open the

