



EXTERIOR ENTRANCE

- As the buyer's first impression, this area should be very welcoming
- Replace the front door if damaged and can't be repaired
- Paint door and trim
- Clean porch area
- Put out a new, clean doormat
- Install potted or hanging plants if space permits
- Have a nice porch light (Repaint, clean or replace)

Once you've prepared your home for sale, have a friend come into your home as if they were visiting for the first time. Tell them to be critical and honest, sharing their first impression of your home



OPEN HOUSE CONSIDERATIONS Last Minute House Preparation

- Open drapes and blinds. If there are no windows in the room, make sure lighting is adequate
- Turn on all lights, even during the day, including outside entrance, closets, basement and attic lights
- Clean windows and mirrors
- Turn off television, stereo and radio (ambient, easy-listening music is acceptable)
- Ensure all beds are made
- Create ambience by setting up for a formal dinner, lighting the fireplace on a cold day and adding fresh flowers to your décor
- Put pets in fenced yard or drop them off with friends
- Put out refreshments to keep visitors longer
- If possible, leave. If you must remain, be courteous and avoid conversation. This will make visitors feel more open and comfortable when viewing the home
- After the open house, get feedback from your agent, making adjustments where needed



Preparing Your Home For Market



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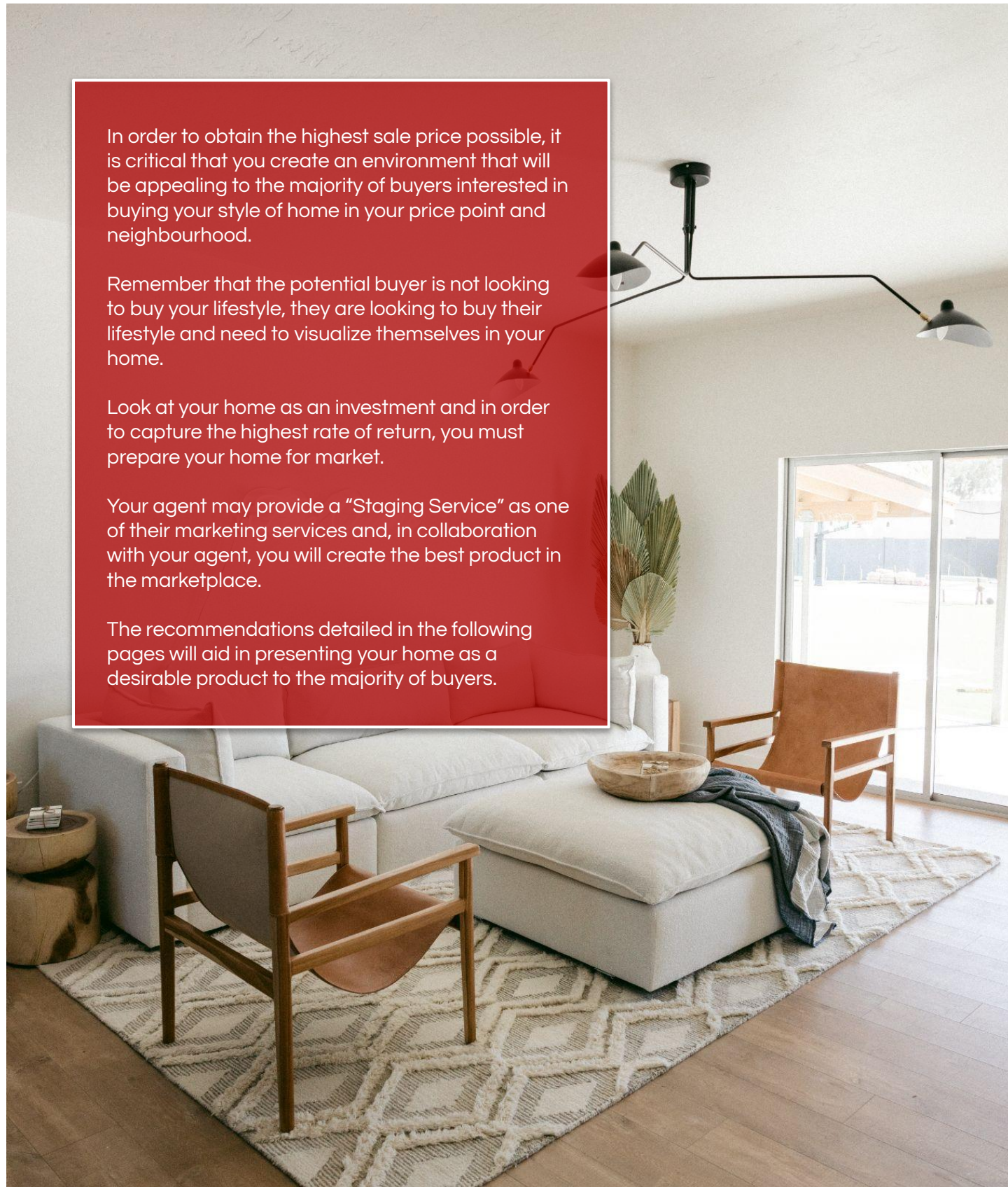
In order to obtain the highest sale price possible, it is critical that you create an environment that will be appealing to the majority of buyers interested in buying your style of home in your price point and neighbourhood.

Remember that the potential buyer is not looking to buy your lifestyle, they are looking to buy their lifestyle and need to visualize themselves in your home.

Look at your home as an investment and in order to capture the highest rate of return, you must prepare your home for market.

Your agent may provide a "Staging Service" as one of their marketing services and, in collaboration with your agent, you will create the best product in the marketplace.

The recommendations detailed in the following pages will aid in presenting your home as a desirable product to the majority of buyers.



LANDSCAPING

- Cut and edge the lawn
- Trim bushes and trees, removing all dead limbs and debris
- Add fertilizer and greening agent to lawn and plants
- Plant flowers. (Yellow evokes a buying emotion)
- Remove all weeds from flower beds, rocks and cracks in concrete
- Rake leaves or shovel snow
- Install / inspect decorative metal or stone borders between lawn and planting beds
- Clean up rock / mulch beds making sure the rock covers the ground. Add more if needed

DECKS, PATIOS, DRIVEWAYS, PORCHES & FENCES

- Wash driveways and sidewalks
- Patch holes and cracks, fixing any damaged areas
- Remove stains
- Paint of stain fences and decks

EXTERIOR OF THE HOME

- Make sure the house number can be seen clearly
- Inspect all exterior elements of the home including gutters, downspouts, siding, window sashes, trim and shutters
- Clean, paint and/or replace as needed
- Replace any broken windows, doors and screens. Make sure they are all in working order
- Paint and refresh window trim, shutters and siding
- Clean windows and screens thoroughly. This helps brighten the home inside
- Inspect for missing or damaged shingles and flashings. Make any necessary repairs
- Clean and touch up paint on the little things (house number, mailbox, doorbell)

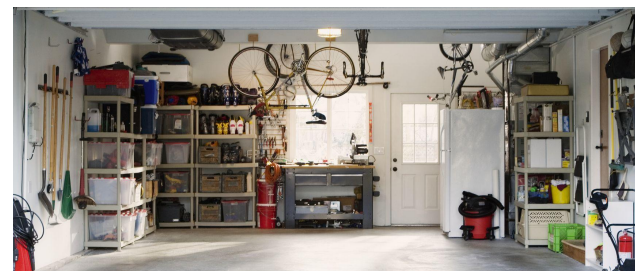


KITCHEN & BATHROOMS

- Thoroughly clean all countertops, appliances, mirrors, ovens, sinks, toilets, tub and shower walls
- Store small appliances to open up counter space
- Clean out the refrigerator
- Neatly stack dishes. Organize your cabinets and eliminate excessive dishes
- Turn coffee cup handles the same way
- Clean ventilating hood and exhaust fans
- Clear off vanity countertops and store all personal care items neatly
- Fix any leaky faucets
- Tighten loose towel racks and hang fresh towels
- Remove rust stains
- New Hardware on drawers and cabinets make a big difference
- Clean and organize drawers, cabinets and linen closets
- Clean all tile grout and replace caulking if necessary

GARAGE, BASEMENT, ATTIC & STORAGE AREAS

- Dispose of everything you are not going to move
- Arrange items neatly and clutter-free
- Renting a storage unit if storing large furniture items, will open up these spaces
- Consider painting walls and ceilings white
- Remove stains and dirt from the floor
- Paint floors grey
- Organize garden tools and equipment
- Wipe off dirt and cobwebs from water heater, furnace, washer and dryer
- Fix water problems in the basement and seek professional advice if needed



GENERAL IMPROVEMENTS TO THE INTERIOR OF YOUR HOME

- Keep your home clean. A spotless home appeals to every potential buyer.
- Replace light bulbs in all fixtures.
- Oil noisy hinges on doors or drawers
- Add mirrors in small rooms. Mirrors will brighten any space and make a room feel larger
- Use area rugs to layer flooring and eliminate sound issues
- Make your home is welcoming and comfortable by using plants, cushions, paintings and accessories to make sure prospective buyers can imagine living there
- Repair damage to walls and ceilings, including holes, cracks and water stains
- Repaint after repair
- Ensure all door handles and cupboard hardware are recent designs. This is an inexpensive upgrade that can modernize the space
- Spray for bugs, if necessary
- Be sure to remove pet and smoke odor when cleaning. The buyer will remember the scent of your home. You may need a professional to remove strong odors
- Don't burn candles or scents, as some people are allergic. Instead, bake cookies or make bread to give your home a warm and comforting aroma.
- Tighten loose door knobs
- Make sure all switches and outlets are clean and working properly



THOROUGH CLEANING THROUGHOUT THE HOME

- Clean windows and screens
- Clean curtains, drapes and blinds
- Clean carpets. If there are pet stains, replace the carpet and underpad
- Vacuum daily
- Clean / treat wood flooring and shampoo carpets
- Clean, polish, paint or stain wood trim in the home. Buff or remove imperfections in flooring and baseboards
- Clean vinyl and ceramic floors
- Clean, paint or replace all vent covers
- Clean toilets and sinks. If necessary, replace sinks, as they can be an inexpensive upgrade to your kitchen or bathroom
- Clean all lamp shades and covers

ITEMS TO REMOVE

- Eliminate clutter on shelves, countertops and walls, including personal items, family pictures and knick-knacks. This will allow prospective buyers to easily visualize themselves living there
- Remove or replace any items you will be taking with you, such as window treatments, appliances, fixtures, etc.
- You could replace window treatments with shutters or blinds for added privacy
- Remove dead or aging plants. Replace them with inexpensive plants that will give your home life
- Hide prescription medication to avoid theft and maintain your privacy
- Hide or remove all Valuables including jewelry



PAINT & GENERAL DÉCOR STYLE

- Remove wallpaper and borders. Buyers may interpret this as extra work they will need to do
- Paint over any chips on the walls. If you can't match the paint, apply one coat over the whole wall to give a clean, well-maintained appearance
- It may be beneficial to update or refresh all of the paint in your home. Some buyers prefer neutral colours, which allow them to visualize their own décor, while others prefer modern colours and décor. Research what colours will update and suit your home using your stager's advice, or decorating websites and magazines for inspiration
- A contemporary, minimalist space will appeal to the highest percentage of buyers
- Ensure your home follows a consistent style by eliminating any furniture or accessories that don't suit your desired presentation
- Rearrange furniture to ensure the agents and buyers have plenty of space to move freely throughout your home. Excess furniture can be stored in the basement or in a storage unit
- Be sure each room is set up for the function it was designed for. For example, a living room should not have office materials in it. A dining room should not be set up as a playroom

CLOSETS

- Remove out of season clothing
- Hang similar clothing together, facing in the same direction
- Line up shoes neatly
- Leave the least amount of items on the floor of the closets
- Add extra empty hangers to make the closets feel large
- Neatly arrange item on shelving
- Leave extra space on shelves

