

Long Lake Meadows/Spring Meadows Homeowners' Association

Easy Ways to Make Your Home Appeal to More Buyers

- Clean off / straighten up all flat surfaces - countertops, refrigerator, tabletops, nightstands, window ledges. Our rule of thumb for kitchens is one main item on each section of the countertop. Bathroom counters and nightstands should not have any personal items on them. Put toothbrushes, lotions, and perfumes away in a drawer.
- De-personalize - remove the majority of your family pics (you can leave a few, but remove the collage wall with the oversized portraits). If you are using your dining room table as your work from home HQ, consider showing it as a dining room for marketing pictures and while you are selling. It's hard for buyers to envision themselves in a home, and if spaces are less personal and more neutral, it makes it easier.
- To paint or not to paint? The answer is almost always YES! There's no better ROI than a fresh coat of great paint. One-color throughout the home, light and neutral. We love Pure White and Kilim Beige, both by Sherwin Williams, and Benjamin Moore's Edgecomb Gray. If you can't repaint everything, focus on the main floor and any areas that really need it. If you can only manage the trim - do it. It makes a huge difference.
- Take on a few small outdoor projects - these small things really add to the curb appeal. Clean up your landscaping, add fresh mulch, update your address numbers and porch lights. Get rid of spider webs at the front door (when we only use our garage entrance the spiders make themselves at home!). Choose a new front door color that stands out from the crowd. Teal, a confident yellow, and black are great options. If you must do red, make sure it's a bright one and stay away from burgundy. If you need help send me a pic and I'll give you some ideas.
- Consider newer, modern lighting in the kitchen and dining room to bring a more eclectic vibe that will get the attention of even the most selective buyers.
- Neutralize scents. Not just the typical pet and smoke odors - go easy on anything scented as well, like candles and Plug-Ins (please, no!). These things can really turn buyers off, even if you love them. Buyers usually think you are trying to cover something up.
- Get an understanding of the current market value from a Realtor who has a track record of selling 90% or more of what they list and above the average yield on list price. Smart sellers know there's a difference between listing homes and actually getting homes sold quickly and for the highest price possible. Ask about experience and numbers.



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