



# PREPARING YOUR HOME FOR MARKET

- **Take a step back.** Look at your home as a product to be sold. What do you think might need updated or changed to make it appealing to the most buyers possible?
- **Depersonalize.** Remove photos of family and friends, and anything else that would give buyers information about your personal life. Buyers need to be able to see themselves living in the house.
- **Pre-pack.** Do you have items that you don't use daily but that are definitely moving with you? Now is the best time to start boxing those up. Once you have a contract on your home things will move pretty quickly. Pre-packing will be a big help later.
- **Deep Clean.** The way we live and the way we show a home are not the same. Now is the best time to deep clean every nook and cranny. Clean and fresh sells.
- **Fix the small things.** Buyers notice details and those small things matter.
- **Purge.** Now is a good time to dig through the closets, the drawers, and those boxes in the basement to decide what you really need and want. (Charities will provide you with donation receipts to apply to your taxes.)
- **Organize.** The way you treat your belongings is how buyers will perceive you to treat your house.
- **Neutralize.** To appeal to the most buyers an updated and neutral style is the way to go.
- **Stage.** Help buyers to see the value of each room with simple staging. Each living space should have furniture that demonstrates its purpose.
- **Check out your curb-appeal.** Have a great first impression with a neatly trimmed lawn, mulched beds and clean siding and windows. Many buyers will drive by before scheduling a showing with their agent. Curb appeal sets expectations.



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