

# Preparing to Sell



Melanie Brooks, Broker  
Capstone Realty  
Past President, Women's Council  
of REALTORS  
Certified Real Estate Instructor  
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## Mission Statement

My Values and promises to my clients are to act in my best ability to always have my client's needs in mind. To always be honest, friendly, easy to talk with and create a relaxed but professional atmosphere. Provide consistent customer service to each client.

## About Melanie Brooks

Licensed since 1993, currently holds an active Alabama Broker's License  
Has been a Certified Real Estate Instructor since 2008 and teaches statewide. Experienced in Listing and Selling residential property and Property Management

I hold the REALTOR designation:

Huntsville Area Association of Realtors  
Alabama Association of Realtors  
National Association of Realtors

I hold the following designations:

RENE Real Estate Negotiation Expert  
Graduate of the REALTOR Institute  
Military Relocation Professional  
Cartus Network Certified Agent

## SHOULD I TRY TO AVOID BEING AT HOME WHEN THE HOUSE IS SHOWN?

You should definitely plan to be out of the house during any open house your sales professional has scheduled, and showings to prospective buyers.

People often feel uncomfortable speaking candidly and asking questions in front of current owners. You want them to feel as free as possible to picture your house as their "dream home."

## Getting Your Home Ready to Sell

- Make your house look as clean and spacious as possible.
- Get rid of all the clutter, rent a storage space if you need to, hold a garage sale or call a local charity.
- Try to correct any cosmetic flaws you have noticed.
- Paint rooms that need it
- Replace dated faucets, light fixtures, and the handles and knobs on your kitchen drawers and cabinets if needed.
- Clear as much from your walls, shelves, and counter space as you can.
- Give your prospects plenty of room to dream.

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## WHAT IS "CURB APPEL," AND HOW DO I CREATE IT?

"Curb appeal" is a common real estate term for everything prospective buyers can see from the street that might make them want to turn in and take a look. Improving curb appeal is critical to generating traffic.

While it does take time, it need not be difficult or expensive, provided you keep two key words in mind: neat and neutral. Neatness sells. Touch up paint, trim shrubbery, and add potted plants at the front door.

Remember, when a family looks at a house, they are trying to paint a picture of what it would be like is their home.

You want to give them as clean a canvas as possible.

