

# *Preparing to List?*

GET TOP DOLLAR FOR YOUR HOME BY FOLLOWING  
THE PRE-LISTING POINTERS



MULLINAX TEAM REAL ESTATE ▪ CARTERSVILLE, GA ▪ [MULLINAXTEAM.COM](http://MULLINAXTEAM.COM)

# FRESHEN UP YOUR GREENERY



## *Curb Appeal Matters*

Look at the exterior of your home with a buyer's eye. Notice any dead limbs, loose shingles, rotting wood, or overgrown shrubs? Empty flower pots? Old garden hoses? Faded or ripped welcome mats? It's time to get serious about cleaning up your exterior. Making your home look inviting from the outside is the first step to getting buyers IN to your home.

## **LANDSCAPE MUSTS**

- Freshen up mulch or pine straw. If new landscaping isn't in the budget, "fluff" up the old stuff, pull weeds, and clean up.
- Repaint and repair damaged wood
- Keep the grass cut
- Trim your trees. If your shrubs are so overgrown that buyers can't see your windows, it's time to grab the clippers!

# SIMPLIFY YOUR INTERIOR



## *Let Buyers Create a Vision*

It's our goal to allow potential buyers to mentally move in to your home. Avoid distractions by simplifying your surroundings. Remember, we are selling your home-- not your personal belongings.

These next few tips will allow you to list and get top dollar for your home by maximizing it's appeal to prospective buyers.

### **QUICK TASKS**

- Organize closets. Messy closets create the illusion that you are lacking storage space.
- Stash toys, kitchen gadgets, and any other items you don't regularly use in storage totes.
- Minimize knick knacks to maximize appearance of space

# NEUTRALIZE + DEPERSONALIZE



## *Take the "Home" Out of Your House*

One of the most important things to do when selling your house is to de-personalize it. The more personal stuff in your house, the less potential buyers can imagine themselves living there. This includes family photos, memorabilia collections, excess toys, and personal keepsakes.

## COLOR PALETTES MATTER

- Buyers are attracted to light beige, pale taupe, light grey, or oatmeal living rooms-- paying a premium for central living areas painted with these shades
- If painting isn't in the budget, get a free quote. This will give buyers an idea of how much it will cost, making negotiation easy



# STAGING SELLS



Staging doesn't mean hiring an expensive interior designer... it just means making the most out of each room in your home. A few simple tweaks turned this messy, crowded family room into a stunning focal point that buyers would love.

## *Make a Great Impression*

We want to present your home in the best light, and do so through staging. Staging is not to be confused with decorating, as it's main function is to emphasize your home's strength and potential, and to minimize any weak points or shortcomings. Simple steps like rearranging furniture for better traffic flow can inspire buyers to picture themselves living in your home- resulting in a sale.

## STAGING 101

- Rearrange furniture for ideal traffic flow
- Make sure each room has a distinct and clearly defined purpose
- Make sure furniture is the right size for the room. Too big? Store it. Furniture that is too large, or rooms crammed with too much furniture can make the home look too small even if it's not.

# SCRUB A DUB DUB



## *Get Your Home in Tip-Top Shape*

When a house is for sale, the goal is to make it as attractive as possible. The most cost-efficient way to spruce up the home is to clean it thoroughly. Many buyers may not see past dirt and clutter. Wash the windows, vacuum carpets and drapes and dust thoroughly. Vacuum regularly, and keep kitchens and bathrooms tidy for fast and easy showings.

## **TIDY TIPS**

- Keep toiletries such as mouthwash, toothpaste, and beauty products in an organized storage container to place under the sink or in your linen closet. Wipe down sinks after each use.
- Clear off kitchen countertops- maximizing space. Store everything that you don't use at least 1x a week.

# PETS 101: KEEPING YOUR BUYERS HAPPY



## *Odors Are Your Enemy*

We all adore our four legged friends, but pet odors in a home are a huge deterrent for buyers. While something may smell offensive initially, eventually our noses become less sensitive, and we may not notice the pet smell present in our home. If you want to sell your home for a good price, you are going to have to address those pet odors.

## **KEEP IT CLEAN**

- Groom your pets regularly and keep them bathed
- Wash pet beds often. Don't forget your throw rugs!
- Deep clean carpet, and eliminate pet stains
- Regularly clean litter boxes
- Make your home smell inviting! An oil based air freshener is a nice touch, but don't over-do it with too much perfume