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Preparing Your Home for Market

☐ ***DISASSOCIATE YOURSELF FROM THE PROPERTY***

This is one of the hardest obstacles to overcome. Think of your home as a product to be marketed.

☐ ***DE-PERSONALIZE***

Take personal pictures down; pack up personal items that may be potentially controversial or politically/morally/socially unacceptable, collectibles, trophies, awards, & framed certificates.

☐ ***DE-CLUTTER***

Remove everything from the kitchen & bathroom counters, tubs/showers; also remove everything from the front & sides of the refrigerator. Less is more.

☐ ***PAINT NEUTRAL COLORS***

Not everyone can see past bold colors. Repair & caulk trim, doors, & windows. If possible, remove any popcorn ceilings.

☐ ***REARRANGE CLOSETS & CABINETS***

Thin out clothes, shoes, & towels to show maximum storage (i.e.: nothing stacked on the floor).

☐ ***RENT A STORAGE UNIT***

If possible, put extra furniture & items into storage.

☐ ***STAGE YOUR HOME***

This is extremely important to aid in the marketing of your home. Updated lighting & higher wattage bulbs will make the house more cheery & bright.

☐ ***MAKE EVERYTHING SPARKLE***

It's time to clean...carpets, porches, laundry rooms, garages, ovens, tile & grout, & windows etc.

☐ ***CONCEAL THE CRITTERS***

Remove all pet odors, litter boxes, pet hair, & toys. Have an action plan for removing pets during showings (not every potential buyer is a dog or cat lover).

☐ ***STEP BACK & LOOK WITH NEW EYES***

Ask yourself, or better yet, your friends and/or family if there is anything that they see could improve your homes marketability.