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This Santa Sells Houses



16 Tips to Selling Your Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help your Realtor® sell your home faster, at the best possible price.

- 1 Make the Most of that First Impression** a well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted - or at least freshly scrubbed - front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.
- 2 Invest a Few Hours for Future Dividends** Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor re-decoration. Fresh wallpaper on an accent wall adds charm and value to your property. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work."
- 3 Check Faucets and Bulbs** dripping water rattles the nerves, discolours sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.
- 4 Don't Shut Out a Sale** If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily fix them. A little effort on your part can smooth the way toward a closing.
- 5 Think Safety** Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for visitors.
- 6 Make Room for Space** Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.
- 7 Consider Your Closets** the better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.
- 8 Make Your Bathrooms Sparkle** Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.
- 9 Create Dream Bedrooms** Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colourful bedspreads and fresh curtains are a must.
- 10 Open up in the Daytime** Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.
- 11 Lighten up at Night** Turn on the excitement by turning on all your lights - both inside and outside - when showing your home in the evening. Lights add colour and warmth, and make prospects feel welcome.
- 12 Avoid Crowd Scenes** Potential buyers often feel like intruders when they enter a home and the seller is present. Rather than giving your house the attention it deserves, they're likely to hurry through. I recommend leaving the house during all showings.
- 13 Watch Your Pets** Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favour: Keep Kitty and Spot outside, or at least out of the way.
- 14 Think Volume** Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn off the Television and turn on some contemporary music at a very low level.
- 15 Defer to Experience** when prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your Realtor.
- 16 Help Your Agent** Your Realtor will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!



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