

Selling High – Interiors

A buyer's first impression is THE impression. Home sale statistics show that buyers form an impression within 15 seconds of entering your home. Real estate professionals agree that clean, clutter-free, odor-free, spacious and well-maintained homes sell faster and at a higher price.

Clear the clutter. Clutter makes a home look neglected, less spacious and distracts buyers from the home's positive features. It also makes it more difficult for the potential buyer to envision themselves living in your home.

- ✓ Put away personal photos, small appliances stored on kitchen counters, knickknacks, and anything you can live without.
- ✓ Organize closets, drawers, shelves, and entertainment centers.
- ✓ Remove photos, magnets and other items on the refrigerator.
- ✓ Put into storage, recycle, donate, dump.

Clean from top to bottom. A dirty home leads buyers to think the home has not been well maintained.

- ✓ Wash the floors, walls, cabinets.
- ✓ Clean windows and screens.
- ✓ Scrub all appliances inside and out.
- ✓ Scour bathrooms from top to bottom.
- ✓ Wipe down light fixtures, blinds and baseboards.
- ✓ Clean carpets - Make sure carpets are free of stains and odors and replace worn, soiled or dated carpet with a fresh neutral carpet.

A new coat of paint goes a long way. New paint is an inexpensive way to make your home fresh and inviting.

- ✓ Remove busy wallpaper, and apply a fresh coat of neutral paint - neutral colors appeal to more buyers and open up rooms.
- ✓ Paint bare concrete basement floors with an oil-based grey paint.

Set the stage. The more your home feels like a home, the easier it will be for potential buyers to "place" themselves there. Think warm and inviting.

- ✓ Remove excess furniture and arrange remaining furniture to give your home a smooth traffic flow and spacious feeling.
- ✓ Add colorful cheer with flowering plants or flower arrangements.
- ✓ Replace your shower curtain and liner if necessary.
- ✓ Before a showing put out fresh towels, place lightly-scented potpourri or candles and bake something sweet and delicious to make the home welcoming.