

# Preparing Your House For Sale

Details Make the Difference



**SOLD**



**BERKSHIRE  
HATHAWAY**  
HomeServices

**Fox & Roach,**  
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## Focus first on curb appeal

Curb appeal is your first chance to attract buyers. Focusing your efforts on the front of your house will help grab buyers' attention. It's true that first impressions are lasting, so be sure that your house creates a strong first impression. They call it "curb appeal" for a reason!

Stand in front of your house. What will potential buyers see as they arrive? Nicely trimmed shrubs? A well-manicured lawn? Potted plants? These enhancements can make subtle yet powerful statements.

### Here are some expert recommendations for increasing curb appeal:

- Mow, weed, trim and water your lawn regularly
- Paint or thoroughly wash your house's exterior
- Place a new welcome mat at the door
- Make sure your house address numbers are clearly visible
- Wash the windows so they are transparent
- Remove extra vehicles from the driveway
- Repair damaged screens and windows
- Sweep the driveway and walkway as needed
- Remove distracting lawn ornaments
- Clean up after your pets every day
- Repair any fences or gates
- Make sure your roof and gutters are in good shape

### Details make the difference

- Place a candelabra near the fireplace
- Open a board game in the family room
- Add a centerpiece to the table
- Spruce up your yard with landscape lights
- Hang a new wreath on the front door

## Create neutral and welcoming living areas

Your house may fulfill potential buyers' criteria for location, price, style and amenities, but it still needs to make an emotional connection. Inspire buyers by creating scenarios where they can picture themselves. To do so, create a neutral slate by using subtle colors in your entryway, living room, family room and dining room; eliminate excess personal memorabilia; and engage all of the senses with soft music, a warm fire and fresh flowers.

### Here are some ideas to make your house say, "Welcome Home" to potential buyers:

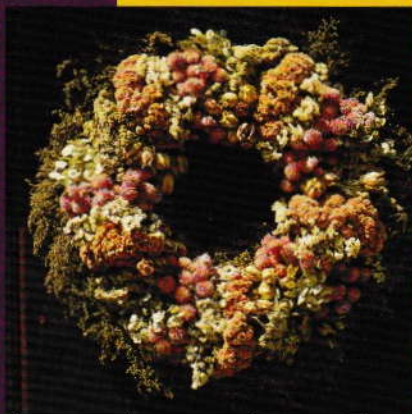
- Keep your entryway clean and organized to maximize appeal
- Paint walls a neutral color scheme. Remember, white never fails!
- Repair wall and ceiling cracks
- Scrub and wax or seal floors



Plants and flowers create an inviting and beautiful exterior

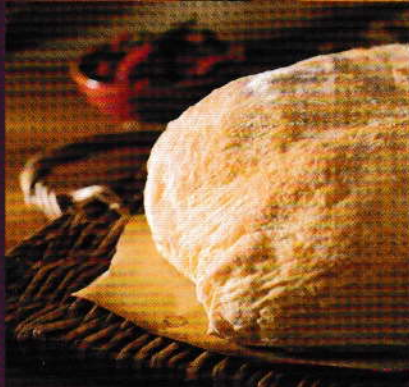
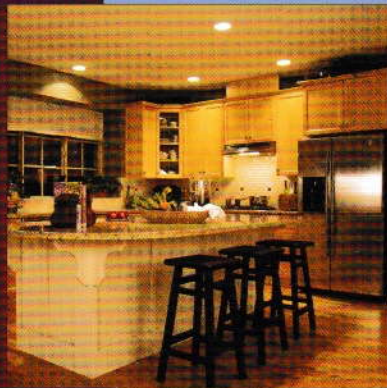


Create an inviting atmosphere with flowers, candles and other homey touches





**Remove clutter such as stray newspapers and outdated magazines**



**Bake fresh rolls or bread to create a warm welcome**

- Make sure carpet is spotless and fresh smelling
- Wipe down all light fixtures so each room sparkles
- Clean draperies and blinds
- Scale back family photos to a few tastefully framed pictures
- Play soft music on the stereo to create a comfortable atmosphere
- Rearrange furniture to emphasize openness
- Place a bench in your entryway for your guests' convenience

## **Highlight the kitchen and the bathrooms**

Two key areas that buyers tend to focus on are the kitchen and the bathrooms. A clean kitchen sends a positive message, and a beautiful bathroom is compelling. Many buyers prefer to purchase a house classified as "move-in condition," so make sure you repair leaky faucets, remove rust stains and fix sticky drawers. Simple repairs now can mean the difference between potential buyers moving on or making an offer.

### **Here's what you can do to impress potential buyers:**

- Place seldom-used small appliances in cupboards
- Wipe down insides of drawers and install dividers
- Make sure your mirrors and appliances shine
- Inspect the cabinets and clear the countertops
- Check for leaky faucets and caulk sinks and tubs
- Leave guests tasteful treats such as coffee or tea and cookies or doughnuts
- Lay an open cookbook on the counter
- Deodorize the garbage disposal, dishwasher and trash can
- Create a mini-spa in the bathroom with guest soaps, bath oils and thick towels
- Scrub and polish all sinks and tubs
- Purchase a new shower curtain and liner as well as rugs
- Repair missing grout and tiles
- Roll several new towels and place in a basket on the counter

**The kitchen is truly the heart of the home, so make sure it's spotless as well as inviting**

**In the kitchen, fill a large bowl with fresh fruit**



## Focus on the bedrooms, the basement and the backyard

Turn your attention to the rest of the house. Take a close look at each remaining area—including the bedrooms, the basement and the backyard. Remember to inspect the garage, workshop and laundry room. These often-overlooked areas can impress potential buyers, setting your house apart from the competition!

A clean house sends a positive message that you also took care of major items, such as the roof and the furnace. If you can't get something clean, paint it, remove it or replace it.

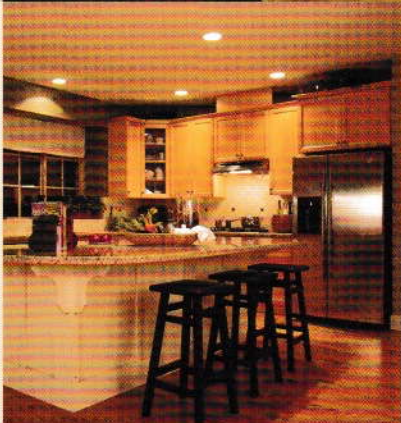
### Here are a few items that deserve special attention:

- Vacuum under beds
- Organize closets
- Place a scented candle on the nightstand and fold a quilt at the end of the bed
- Put scented paper or sachets in the closets
- Use books generously to convey a serene feeling throughout your house
- Beautify your entertainment center by adding a few books, art and pottery
- Drape a textured throw over the corner of a sofa or chair
- Hang a picture in the laundry room
- Wipe down the washer, dryer, furnace, water softener and other appliances
- Put tools in bins in the garage or workshop
- Refresh patios by powerwashing and give wood decks a boost with a fresh coat of stain
- Place lawn furniture and small tables in conversational groupings outside
- Hang miniature white lights in trees and around umbrellas to create a warm glow



Use  
lots of  
pillows in  
every  
bedroom

**By making potential buyers feel welcome and comfortable, you can subtly influence their attitude toward your home, turning it from a “house for sale” into a HOUSE SOLD!**



## You've taken a big step and decided to sell your house

*Now what do you do?*

To maximize your home's sale potential, you need to prepare it to show to potential buyers.

This brochure provides you with tips and ideas to help you get your home ready for sale and identify its strongest selling features. By walking you through your house step-by-step, from first impression to a room-by-room checklist, you'll learn where to focus attention. Throughout this brochure, you will discover what details make the difference.

The tips and ideas in this brochure will also help you prioritize, prepare and plan for the items that need to be done before your house is shown. Once you have a plan in place, create a master list of items that need to be accomplished to help your property stand out from the others on the market.

### **Take advantage of the resources and expertise available to you**

Your Sales Associate may suggest specific improvements for showing your property. Your associate is an experienced and knowledgeable real estate professional who can also offer you access to the resources of the leading REALTOR® in the Tri-State area. Our market dominance translates into peak performance. Our size and level of service mean you have the advanced technology and agent network to drive buyers to your door.

With the help of this brochure and your Sales Associate, you can be confident that your house will show at its very best.



**Use the tips and  
ideas in this  
brochure to  
entice buyers  
to purchase  
your house**