



# 47

## WAYS TO SELL A PROPERTY

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## F A S T E R

### STRATEGIES TO IMPLEMENT WHILE ON THE MARKET

1. Open the draperies, pull up the shades, and let in the sunlight.
2. Leave the outside lights on, day and night, and install high wattage bulbs.
3. Remove clutter from each room to visually enlarge them.
4. If you have a fireplace, highlight it in your decorating.
5. Dust and vacuum your property to make sure it's clean at all times.
6. Replace the carpet if it does not clean up well.
7. Have a "game plan" to get the property ready to show quickly.
8. Air out your property for one-half hour before showings with fresh air.
9. Light a scented candle before the buyer arrives or bake cookies, if possible.
10. Put family and personal photos in storage.
11. Remove unnecessary furniture to improve the traffic flow.
12. Create a spacious entry area with essential furniture and decor items.

13. Putty over & paint holes or other mishaps in the walls and corners.
14. Enlarge and brighten your house by painting all interior walls in neutral colors.
15. Repair or replace any loose or damaged wallpaper.
16. Clean light bulbs and fixtures to brighten the rooms. Replace them as needed.
17. Wash the inside and outside of all windows.
18. Use plants in transitional areas of your property.
19. Make the most of your attic, basement & garage and keep them organized.
20. Remove and/or hide excess extension cords and exposed wires.
21. Open the doors to interest areas such as walk-in closets, pantries, etc.
22. Remove all smoke and pet odors.
23. Repair or replace banisters and handrails.

## IN THE KITCHEN

- 24. Add decorations to replace clutter (fresh fruit in a bowl is a great example).
- 25. Highlight an eat-in area in your kitchen with a table set for dinner.
- 26. The kitchen should always be spotlessly clean & free of personal items.
- 27. Expand your counter space by removing small appliances.

## IN THE BEDROOMS

- 28. Create a suite effect in your decorating.
- 29. Depersonalize bedrooms and decorate using neutral schemes.
- 30. Make sure the beds are made neatly, and the linens are fresh.
- 31. Organize your closets and put unnecessary items in storage.

## IN THE BATHROOMS

- 32. Neatly fold towels and keep sinks & showers wiped clean.
- 33. Re-caulk the tub if the caulk is falling or dirty. White caulking is best.
- 34. Repair or replace broken tiles in the shower/tub.
- 35. Replace shower curtains & liner and keep them clean.
- 36. Put out decorative, unused soaps.

## OUTSIDE

37. Keep the yard mowed and raked at all times, and clean all gutters.
38. Use flowering plants to dress up the yard, walkway, and patio.
39. Remove all unnecessary items from the yard, such as toys, unsightly furniture, trash, etc.
40. All the extensions of the property should be uncluttered, swept, and in good condition.
41. Paint all entrance doors, and replace any rotted wood or broken glass/windows.
42. Fix & paint the garage & service entry doors if necessary.
43. Clean all hardware and accessories (doorknobs, lamps, mailbox, address numbers, etc).
44. Trees and shrubs should be trimmed and pruned away from the property.
45. Enhance the entrance with fresh flowers, one on each side of the front door.
46. Double-check the front doorbell if any, to check that it's in good working order.
47. Make sure the front door & screen door work well & confirm there are no broken screens.