

Tips for the New Listing

You're Going to Sell Your House...

Prepared for: _____

Prepared by: _____

We've Done Our Homework:

If you are thinking about selling your home, Crye-Leike can help you prepare your home so that it looks its very best and stands apart from others on the market. Since your home is in competition for prospective buyer's attention with comparable homes in the same price range, it's important to merchandise your home before it's marketed. It's our experience that today's sophisticated buyers look for homes that are clean, clutter-free and well maintained – (Homes they can move into comfortably & as effortlessly as possible).

As you prepare to sell your home, Shift your perspective: Look at it with the critical eye of a buyer. Only by looking at your home objectively can you see what prospective buyers see. Keep in mind that how you live in your home and how it should look when it's for sale or being shown are two different things. Take an inspection tour – inside and out to identify any areas that may require minor repairs, general fix-ups or selective improvements are that often overlooked by the seller, but unfortunately, not by the buyer.

Improvements for Minimal to No Cost:

First impressions do count. Many times there is little or no cost involved – only your time.

The Exterior

	Keep yard neatly cut, trimmed, raked and edged. Put down a fresh layer of mulch.
	Prune trees & shrubs to compliment your house, not hide it.
	Plant seasonal flowers for color or add pots of blooming plants by the front door, deck or patio. Any existing plants should be healthy.
	Clear all walkways/driveways of weeds, debris, snow or ice. Wash to remove dirt and stains with kitty litter or chemical solvent. Look for potholes and cracks that need to be filled.
	Remove clutter from the yard and entry. Keep free of toys, bicycles, garden tools, hoses, sprinklers, and other unsightly hazards.
	Clean gutters, wash windows, and repair/replace broken windows and screens.
	If gutters, front door, shutters or exterior wood and trim are in need of paint because of cracking, peeling or chipping, it is best to repaint those areas.
	Check to see that all light fixtures, hinges, doorknobs, and doorbells are in good working order.
	Garbage cans should be covered and neatly stored as inconspicuously as possible.
	Check roof/shingles/flashing for areas that may need attention.
	Buy a new doormat, paint/replace mailbox and be sure outdoor furniture is clean.
	Tidy up the garage. Organize your space by hanging tools, bicycles, etc. on the walls. Wash the floor to remove stains; consider painting if still visible. Get rid of anything you aren't moving.
	Keep gates, fences, walls and outer buildings repaired and painted.

The Interior

Clean. Not only should your home be spotless, it must smell clean. EVERYTHING from the attic to the basement. Consider painting if cleaning doesn't do the job. Steam clean carpets.
Organize all closets, pantries, cabinets, basement and attics. Keep kitchen counters, vanities and sinks clean and uncluttered. Pre-pack any out-of-season clothing or seldom-used items.
Simple repairs can make a difference. Repair loose knobs, sticking doors or windows, and broken light switches. Glue any peeling wallpaper and repair dripping faucets.
Make bathrooms sparkle. Replace any loose caulking or grout. Put up a new shower curtain, if necessary, and keep fresh towels and soap.
Remove excess furniture, clean the fireplace, vacuum blinds, and keep draperies and curtains crisp and clean.
Wash light fixtures and replace burned-out light bulbs.
Clean ovens and burner trays. Remove magnets, photos and message from refrigerator.
Secure all banisters and handrails.
Clear all stairways and halls of unnecessary clutter.
Make beds and keep dirty laundry out of sight.
Exterminate. One bug, dead or alive, can make a bad impression.
Replace old furnace filters and remove any dust from heat registers or vent covers.
If possible, send all pets to a friend, relative or kennel while your home is being marketed. Over 50% of home purchasers are either allergic to, afraid of, or simply dislike animals.
Don't cause controversy. Remove any signs or posters that might be controversial or offensive to prospects.

You're Ready...What's Next? Tips for Showing Your Home

Here are some tried and true "rules" that will help you show your home easily and effectively.

Three's a Crowd. Try not to be present during showings. The potential buyer will feel like an intruder and will hurry through the house. Also, your Realtor knows the buyer's requirements and can better emphasize the features of your home when you don't tag along.

Keep the Music Down. Turn off the television set. A radio playing soft background music creates an inviting atmosphere. Keep the volume down low so the sales associate and buyer can talk freely without any disturbances.

Create a Homey Atmosphere. Bake cookies or bread, or place cornmeal in a pie plate in a warm oven during showing. The aroma will make the potential buyer feel welcomed.

No Apologies. If you are present at the showing, never apologize for the appearance of your home. After all, it has been lived in. Let the Realtor answer any objections – it's their job.

Have Records Available. Have copies of your electric, gas and water bills for the past 12 months available. Also be ready to show repair bills for any recent improvements, additions, or replacements.

Silence Is Golden. Let your Realtor discuss price, terms, possession and other factors with the buyers. Your Realtor is qualified to bring negotiations to a favorable conclusion. Never try to sell personal property to a prospective buyer.

CRYE-LEIKE, REALTORS®

Tips for the New Listing: Preparation & Showings

During the Showing:

- Let The Sunshine In.** Open draperies, blinds, curtains and shutters.
- Leave The Lights On.** Even during the day, turn on all inside lights. At night turn on outside lights.
- Protect Valuables.** Put all jewelry, checkbooks, money and other valuables in a secure place.
- Open Your Home.** Leave all doors open inside the home, except closets.
- Check the Thermostat.** Make sure the temperature in the house is comfortable year round.

A Few More Considerations:

- Be Prepared.** Be sure to keep your home ready for last minute showings (we know how inconvenient this is, but it is very important).
- Brochures & Yard Signs.** Keep the brochures and profiles in a conspicuous spot near the front door, and call us if you run low. Let us know if the sign begins to fall over.
- Listen to the Market.** If your segment of the market is quiet, there is little we can do. If, however, we don't get showings in an active market, we're not positioned correctly and we should consider a change. If we get showing but no offers, chances are our price may be a little high or our condition requires review.