

PREPARING YOUR HOME TO SHOW – by Dieter Wolle

To show your home to its best advantage, you have to look at it objectively, as though you were a potential buyer. Since a home is such an emotional purchase, people often base their choice on feelings. Regardless of your location and price, if something about your home “feels wrong” the Buyer will look elsewhere.

Since people begin to judge your home the moment they drive up, the first impression is crucial.

- *Make sure your front lawn looks neat. Cut the grass and trim the hedges. Plant some extra flowers for colour – or put some potted plants beside the front door.*
- *Take a close look at your front door. If it is faded or needs repair, clean it, stain it or paint it. While you are at it, do the same with the back door and garage door.*
- *Repainting the exterior of your home is a fairly expensive venture, and really unnecessary unless the sides have had blistering or peeling. Painting window sashes, trim and shutters can do wonders.*

Readying the Inside

- *Brighten things with fresh paint. White, off-white or beige walls make a room look bigger.*
- *Too much clutter and too much furniture can make a home “feel wrong.” Remove all excess furniture to make rooms appear larger.*
- *Clear off the kitchen counters – make them look as expansive as possible. Clean the oven and all appliances. Put a fresh flower or plant on the counter.*
- *Get out your tool kit: Tighten loose door knobs, drawer pulls, cabinet handles, towel racks, switch plates and outlet covers. Fix leaky faucets and remove water stains.*

Bring on the Buyers

When it is time for your agent to show your home, all your preparations will be worth it. But here are a few final tips:

- *Make yourself scarce. Many prospects feel like intruders when the owners are present. They tend to hurry away, or fail to ask the questions they would like to ask. Your absence will put Buyers at ease, and give them a chance to spend more time looking at your house.*
- *Let your agent show your home even when you are not there. If you do not, you are limiting the showings – and actually keeping your house off the market.*
- *Always keep your home ready for show. Your agent will try to give you as much advance warning as possible. Likewise, other agents may call to arrange showings. But the bottom line is: Always be prepared.*