
A Dozen Tips to Help Sell Your Home

Successfully selling a home is like selling anything else. You have to show it in the best possible light and help potential buyers appreciate its value. By following the steps outlined here, you will help your house show to its best advantage and help your Martha Turner Properties agent arrange a successful sale on your behalf.

Prepare Your House for Sale

1. Enhance the curb appeal. First impressions are critical. A clean, attractive yard and entry are a must. Plant seasonal color, sweep the walks, wash or paint the front door.
2. Clean and freshen everything. A fresh coat of paint does wonders. Wipe fingerprints from around door knobs and light switches. If things look a little tired, rejuvenate your environment with simple changes like new lamp shades, fresh plants, or new cushions. If draperies, rugs or other items look dirty, clean them or get rid of them. Make sure windows are clean.
3. Eliminate clutter. Throw out and simplify. Organize and straighten every area. Spaciousness is high on every home buyer's list. Remove items that crowd your rooms, closets and cupboards. This applies to the attic and garage as well. Pack up and send to storage items that you don't use regularly. Your house should give the appearance of plenty of space for living and operating comfortably.
4. Fix things that don't work. Loose doorknobs, sticking doors, torn screens, etc., can scare away a buyer who will think that the house has not been well maintained.
5. Bathrooms and kitchen should be immaculate. Be sure they gleam and sparkle and smell fresh. (Potpourri with a fresh, not too sweet scent is great. Vanilla appeals to most people.) Spruce up with new towels and accessories.
6. Bedrooms should look inviting. A new bedspread, fresh linens, plump pillows can add appeal.

Show the House to Sell it

7. Lighten up! Buyers love light. Open draperies and shades by day. Turn on lights throughout the house. By night, be sure the outside is well lighted. Help the house be as light and bright as possible.
8. Get out of the house. Having owners and children around is a distraction for people looking at your house.
9. Pets should be out of the house unless they are goldfish. They are a distraction, can cause problems for the agent showing your home, and sometimes even pose a safety hazard. A potential buyer who doesn't like or who is allergic to or fearful of animals may not stay around long enough to consider your house.
10. Keep your eye on the prize. You are trying to sell your house. Don't worry about selling fixtures, appliances, or anything else. You can deal with those after you get an offer.
11. Show by appointment only. This is for your convenience and safety. Your Martha Turner Properties agent can schedule all showings, including those from other real estate agencies. Your job is to make sure that the house is at its best and ready to show.

Selling the House

12. Leave it to the professionals. Let them do their job. Let your agent discuss selling price, terms, possession date, and other such details. They have the market information and the skills to negotiate the best possible deal on your behalf. In addition, they have knowledge of the laws and regulations that must govern a transaction which can be critical to your success, and the experience necessary to make the actual sale go smoothly.

