

Twelve Winning Tips Checklist

Source: internet – Courtesy of by Mark Swiss, Century 21 Horizon Realty.

For re-prints and additional information join us at www.markswiss.net.

- △ **Build curb appeal.** Some of the best buyers are the most impatient. They need to make a fast decision. If the view of the house from the street turns them off, you've lost them.
- △ **Take a critical look at the front of your house.** Fix everything that needs it. Don't let the outside turn buyers off before the inside can turn them on.
- △ **Give your dogs and cats a vacation.** Bowser and mouser could use a change of scenery. Having pets around when you're selling your house, especially aggressive dogs, can be incredibly expensive to your net bottom line. Many people are acutely uncomfortable around some animals. They simply can't think **buy** when they're planning **bye**.
- △ **Get out the paint bucket and brushes.** You can't find a better investment when you're selling your house than a few cans of paint and putty to brighten up the interior.
- △ **Drips do worse than run up your water bill.** They make potential buyers worry about your home's plumbing system. Fix problems that can cost you a sale.
- △ **Squeaking doors and creaking floors.** Ripped screens and cracked glass kill enthusiasm. Home hunters often believe that you're hiding ten problems for every one they see.
- △ **Hide (or neatly arrange) everything that looks like work.** Such as lawnmowers, hoses, vacuum cleaners, and everything you use for cleaning. Accent everything that looks like fun. Such as stereos, skis, and toys in the kids' rooms.
- △ **De-clutter.** Repack compactly, dispose of unneeded items, or rent storage space and move out as much material as you can. Your storage space will look inadequate if it's packed to the hilt.
- △ **Adjust the temperature.** If it's hot, cool it! If it's cold, light a crackling, inviting fire.
- △ **Never stay in your house with house hunters.** Let the agent handle it. Remove yourself! The agent has worked for many hours with these people and knows what they're looking for and how to work with them. Let the agent do the job without interference.
- △ **Harmonize the elements.** Play music softly. No TV. All lights on, day or night. Drapes open during day. Create the ambiance that turns prospects into buyers.
- △ **Sell pride of ownership through cleanliness.** Put sparkle in bathrooms and kitchen.