

*You'll
Be*

SOLD!

The Guide To Ready Your Home For Showings & For Sale

Compliments of



SOLD!

SOLD!

SOLD!

SOLD!

Congratulations, you have just made one of the hardest decisions of your life, selling your house! Every seller has the same goals to sell quickly and to get top dollar for the property. It's

not luck that makes this happen, but instead it results from careful planning and knowing how to professionally spruce-up your home (without paying a professional to do it for you!) The following tips and suggestions will help your house look it's best and will encourage your prospective buyers that this house is for them!



Curb appeal

Homebuyers decide whether or not to look inside a house by the appearance of your home's exterior. Paint or wash the outside of your home. Check your gutters and chimney and make necessary repairs. Keep your lawns trimmed and flower beds weeded. Use urns to define walk spaces and ensure that window boxes are full of healthy all-season plants, red and yellow flowers make a statement. Don't forget about your backyard. A house showing doesn't always end at the backdoor. Beyond size and layout, potential buyers can also be influenced by the state of your yard. Keep the lawn, hedges and flowerbeds manicured. Buy exterior storage containers to hide gardening tools, kids' toys and pool supplies. Interested buyers may decide to look inside your shed, so make sure that it is organized and clean. Lastly, ask your neighbors' opinions about your home's "curb appeal". You may be surprised that they may go home and clean up their yards as well. The following tips will help create a strong first impression to potential home buyers.

- Garage items should be neatly stored in shelving or wall units.
- Allow appropriate space for the home buyer to visualize their vehicle or workbench in the garage.
- Consider moving excess or over-sized items to mini-storage.
- Make sure the garage door opens freely and the automatic door opener is working. If hinges squeak, oil them.
- Clean floor and repaint, if necessary .
- Clean up grease or oil spots on driveway surface. For asphalt driveways it is a good idea to apply a fresh coat of black driveway sealer. You can do this yourself or hire a professional.
- Keep driveway and walkways free of snow and ice. Clear the entire driveway immediately after a storm because you never know when you'll get a call for a showing.

Beyond size and layout, potential buyers can also be influenced by the state of your yard.

- Relocate any stored vehicles. Do not use the driveway as a parking lot for broken-down cars, boats, campers or other vehicles.



Curb appeal (continued)

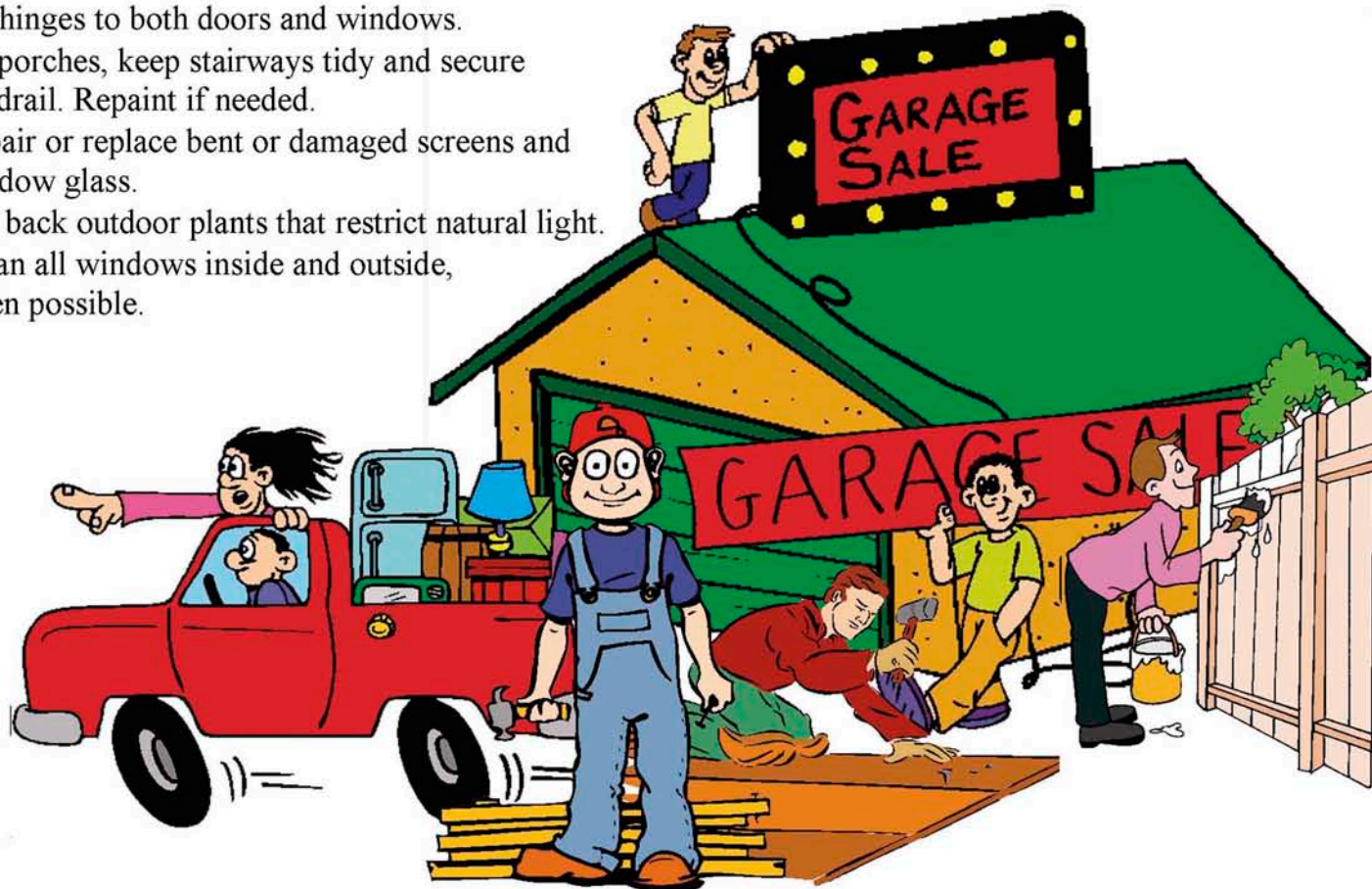
- Do a general cleanup around the yard.
- Remove clutter and garbage.
- Mow, trim and fertilize the lawn. Remove grass clippings.
- Edge walkways & trim hedges and shrubs.
- Weed flower beds and replace or remove dead plants and trees.
- Keep bicycles and toys out of sight.
- Fences... replace missing slats, stakes and posts. Repair broken hinges and paint or stain the fence, if necessary.
- Make sure all exterior siding is clean and free of mildew, cobwebs, dead bugs and stains. If not power-wash the siding.



- Consider painting the highlight features of your home, such as trim work, shutters, gutters, down spouts and railings.
- If necessary, add a fresh coat of exterior paint to the siding.
- Consider adding a fresh coat of paint to your front door, polish brass fixtures and be sure door locks work properly.

Do not use
The driveway as
a parking lot
for broken-
down cars,
boats, campers

- Oil hinges to both doors and windows.
- On porches, keep stairways tidy and secure handrail. Repaint if needed.
- Repair or replace bent or damaged screens and window glass.
- Cut back outdoor plants that restrict natural light.
- Clean all windows inside and outside, when possible.



De-personalize your home

Make your home "anonymous," so that buyers can envision it as "their" dream home. Put away any family photos, sports trophies, collectibles, collections, knick-knacks and souvenirs. This is also a good time to start to sever the emotional ties to your house. You need to look at your house as a product for sale, not your home. Make sure that your kitchen and bathroom counters are free of small appliances and personal effects.

Create the illusion of space

In order to make your home seem more spacious, the key is to de-clutter and re-organize. Start by removing excess furniture to make rooms feel more open and replacing any items that are not appropriately sized for the space. Clean and organize your closets and remove excess clutter from all areas of your house. Strategically placed mirrors can also help to create the illusion of more space. In addition, you should...

- Store excess furniture (bureaus, bookcases, storage chests, oversized chairs) that crowd the space.
- Place the remaining furniture so that traffic flows easily from room to room.
- Unless you're a skilled artist, scale down your personal art work (portraits, landscapes), posters, signs, and family photos, especially in teenagers' rooms. Try to create a feeling of spaciousness.
- Remove your collections. You're moving anyway, so get a jump on packing.
- Keep normal walkways throughout the house clear so buyers don't have to walk around items in the way.

Lose the clutter

Have a yard sale, garage sale or take that old furniture, clothing and knick-knacks to the Goodwill. Organize your shelves and purge your home of unnecessary items. Remove from the premises and take into consideration...

- Space is important, take a look around your home, take 50% of your closet contents and stash them away.
- Take everything off the kitchen counters.
- Weed out clutter in cabinets.

Make your home "anonymous," so that buyers can envision it as "their" dream home.



Keep it clean

Look at your home as though you're seeing it for the first time. Is every room neat, spotlessly clean, dusted and uncluttered? Your home should be immaculate, beds made, floors cleaned and/or vacuumed, windows spotless, shelves dusted and trash taken out. In other words...

- Clean everything... in and out of sight.
- Shampoo rugs and wax floors. Wash or brush walls. Wash windows and clean blinds or draperies.
- Any repairs should be done, leaky faucets, missing tiles, broken screens, etc.



- If you are a smoker, clean any nicotine stained items thoroughly and refrain from smoking in the home during the period you have your home on the market.
- Your appliances: stove, refrigerator, sink should be spotless—(inside/out)
- Clear counter tops, drawers and cabinets of unnecessary items. Don't leave dishes drying by the sink.
- Be conscious of odors caused by dampness, hampers, garbage and various foods.
- In your bathrooms, re-caulk around the tub. Clean tiles to sparkling shine.
- Clean sink, soap dishes, mirrors, faucets and commode. Store cleaning supplies and hang freshly washed towels.
- Keep your living areas clean and inviting. Arrange furniture to allow a spacious atmosphere.

Hint:
Finishing touches such as flowers or candles add to the home's House Warming Appeal



- Make all beds. Now is a good time to change your bed spreads.
- Rearrange couch cushions, dust shelves, vacuum carpets and touch up walls with paint as necessary.



Freshen-up with modern choices



Try to ensure the décor of your home is modern and tasteful. Good design is a marriage of form and function. Adding a fresh coat of paint and laying new carpet will certainly clean and brighten up your house. Choose neutral colors and make it consistent throughout the house. Once you have neutral tones on your walls and floors and add color with removable items such as throw pillows or bedding. Steer away from too many personal touches to create a minimalist and contemporary space. Wallpaper should be clean and adhere smoothly to the walls. If you choose to wallpaper, make sure that the paper is properly applied, your color choice is neutral and patterns are kept to a minimum.

If you are not sure about what's in style, spending a half hour in front of HGTV's "Designed to Sell" or A&E's "Sell This House" tells you a couple of things.

- The first is that an astoundingly high number people have really lousy taste in décor along with an undeveloped sense of what's frowned upon by the general, home-buying public.
- And an investment of a few hundred or maybe a few thousand dollars in a home headed for the market — a sprucing up the pros call "home staging" — can yield nice returns.

Still not sure, consider hiring a professional staging company. Why stage a house? "Buyers can only imagine what they see, not what it's going to be..." Barb Schwarz, a broker with the International Association of Home Staging Professionals. "If you don't clean the carpet or don't take down the flocked wallpaper or the teenager's walls are painted bright purple, the buyer can't envision it any other way." If done well, staging makes a remarkable difference. According to Realtor Paul Conti, (San Jose, California), "We took over a house that was on the market for six months, didn't change the price, staged it, and it sold in 18 days," To compete with the competition in the marketplace, your house must be priced right and look better than the others for sale in the marketplace-and you must present it, to the buyers, in the best possible light.

Doggie don'ts

"Love me, love my pets," doesn't apply when selling your home. Take your pets with you when your house is being shown, or at least keep them outside. Pets under foot will quickly put a damper on an otherwise positive showing. While making sure that your house is odor-free and spotless applies to everyone, pet owners need to take special care when staging their home for sale.

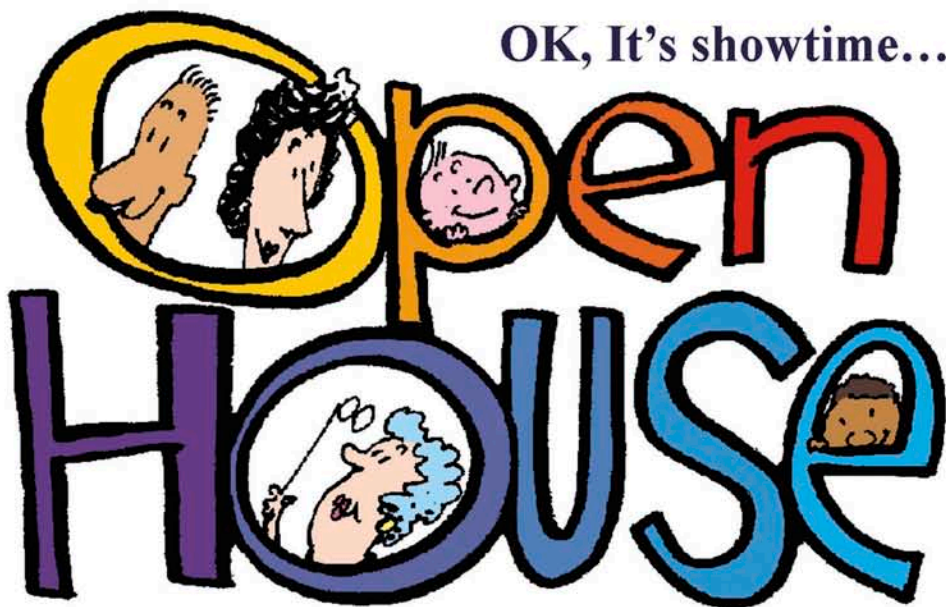


First impressions count

Like a first date or job interview, the first impression of your home is the most important. Walking into a home with fingerprinted screen door windows or cluttered entrance ways, can influence a potential homebuyer's decisions. Likewise, strong odors can ruin a sale, so pay close attention to pet, cooking and cigarette smells in your home. Before you begin showing your house, invite a friend to inspect your it. Make sure you choose someone who will be honest about how your house looks, smells and feels-

take his suggestions to heart. In addition, when the house is being shown, light delicately-scented candles or have cookies or a loaf of bread baking. Turn on the lights when you leave, open all curtains and shutters to let in as much light as possible, but screen out unappealing views. Children, pets and adults can keep buyers from feeling at ease while looking through a home, so it is best to leave the property at these times.

OK, It's showtime...



Open House check list

- Be out of the house if possible.
- Turn on all lights including closet and garage lights.
- Remove all cars from garage for showings.
- Open all drapes and curtains.
- Strong cooking odors can ruin a sale. Make sure your home smells fresh when showing.
- Turn off the T.V.
- Turn on stereo with soft music playing.
- Bake a loaf of bread-it adds a warm lived-in feel to your house.
- If you have a fireplace, start a fire in the cold months.
- In the warm months open some windows and let some fresh air in the house.

Online services to assist with the sale of your home

Various websites are available for little or no cost to help assist you in the selling your house. By utilizing these additional forms of advertising, you can multiply the exposure your listing will have to the millions of online users surfing the world wide web every day. Be sure to add pictures of your property, as many as are allowed on the site. Listing with pictures get viewed more often than those who do not have pictures. Visit the sites below and post your listing. Keep track of leads generated by your postings.



<http://www.singlepropertysites.com>

<http://www.homestead.com>

<http://www.postyourproperty.com>



**BEACH TO BAY
REAL ESTATE
CENTER**

Sell Smart Live Well.

Full Service Real Estate Facility

- **New Homes Showroom**

Featuring

- 🏠 **Single Family**
- 🏠 **Condos & Town Homes**
- 🏠 **Active Adult Communities**
- 🏠 **Golf Communities**
- 🏠 **Lots and Land Sales**

- **Full Service Rental Department**
- **Real Estate Auction Services**



Brokerage: 302-644-6880
www.BeachToBayREC.com

17316 Coastal Highway, Lewes, Delaware 19958