



Ten Things that will Aid in the Marketing of Your Home

- 1. Make a “I’ll Miss List!”** There are several items you’ll probably miss when you leave your house. These items are normally excellent marketing featured to promote to potential buyers. Take time to make note of the things you enjoy and will miss when the sale is completed and you’ve moved from your house. Items you appreciate are items someone else will enjoy too!
- 2. Know the Facts!** Most buyers will have questions about taxes, lot size, utility costs and other pertinent information about your property. It’s always a good idea to know the facts and to have this information available for potential consumers looking at your real estate. Take time to research this information and have it readily available for buyers and or real estate agents.
- 3. Recent Repairs.** Most borrowers need to know about any recent updates or repairs or additions you’ve made to your home. For example, a new roof, furnace or central air, hot water heater are all important to note. If so, what was the cost, when was it installed and who did the work are all note worthy features to have for buyers and agents while selling your property. Any items of repair or newly added during your tenure should be listed on a separate sheet if at all possible. It’s also a good idea to furnish copies of paid receipts if you choose on the items repaired or installed with the property to validate these costs. Sometimes placing this information in a binder is a good idea and marketing feature to show buyers and agents.
- 4. Replace Light Bulbs.** Changing light bulbs to a higher wattage can be an aid in brightening rooms and giving a more spacious feel to your rooms. Always check the light fixture and the maximum wattage and do not add bulbs above the recommended usage. You can also add a drop of vanilla extract to bulbs on lamps to aid in providing a fresh smell to rooms if needed.
- 5. Remove Any Heirlooms or Keepsakes.** Many times sellers will want to keep certain items that have sentimental value to them such as a light fixture or wall mirror that has been affixed to the real property. If you have an items that you plan to replace so you can keep then you should do so prior to any showings. Once buyers visit your property and begin making offers to purchase on your property it’s generally hard to negotiate these items off of the offer to purchase.

6. **Clean the Gutters and Add Extensions Where Needed.** You never know when your property may be shown and if it's a day that is raining the last thing you want to portray is a house where the water is gushing over the gutters and downspouts. Making sure the gutters are cleaned and extensions move the water away from your foundation is always a good idea for continued maintenance of your home and shows buyers your commitment to caring for your home and keeping it in tip top shape.
7. **Hire a Building Inspection.** Let's face it, you want to sell your home. If so, it's probably not a bad idea to have a building inspector look at your home and make a list of repairs or items they feel need to be fixed prior to marketing your property. After all many homebuyers will have a home inspection too so this type of pre-inspection will help to get any potential problems a future inspector might have corrected in advance. Many buyers will also get "cold" feet if the inspection shows too many needed repairs on their report. By fixing these issues in advance you can ward off these potential future problems.
8. **Be Patient.** Don't panic if your home is not shown during the first week or two. Sometimes it may take a while for your home to get lookers and or offers to purchase. The market can be up or down at any given time and so when your home is not shown do not think there is something wrong.
9. **Communication.** Good communication between you and me is important. Advise me of any changes, additions or problems that should be noted or update on the seller's disclosure. I in turn will promise to keep you abreast of the conditions and market changes to the local real estate economy.
10. **Stay out of the way.** Although many sellers have good intentions when there home is shown to aid in the presentation of the property it can oftentimes be a distraction and make it harder for the real estate agent to do their job. If at all possible try to stay out of the way when your property is being shown.