



TIPS TO THE SELLERS

LET YOUR HOME SMILE A WELCOME TO BUYERS

1. **FIRST IMPRESSIONS ARE LASTING.** The front door greets the prospect. Make sure it is fresh, clean, and scrubbed looking. Keep the lawn trimmed, edged, and free of refuse.
2. **DECORATE FOR A QUICK SALE.** Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show them by remodeling? The results will be a quicker sale at a higher price. An investment in new kitchen wallpaper will pay dividends.
3. **LET THE SUN SHINE IN.** Open draperies and curtains. Let the prospect see how cheerful your home can be. (Dark rooms do not appeal).
4. **FIX THAT FAUCET!** Dripping water discolors sinks and suggests faulty plumbing.
5. **REPAIRS CAN MAKE A BIG DIFFERENCE.** Loose knobs, sticking doors and windows. Warped cabinet drawers and other minor flaws detract from the value. Have them fixed.
6. **FROM TOP TO BOTTOM.** Display the full value of your attic and other utility space by removing all unnecessary articles.
7. **SAFETY FIRST.** Keep stairways clear. Avoid cluttered appearances and possible injuries.
8. **MAKE CLOSETS LOOK BIGGER.** Neat, well-organized closets show that space is ample.
9. **BATHROOMS HELP SELL HOMES.** Check and repair caulking in bathtubs and showers. Make this room sparkle.

WHEN THE AGENT SHOWS THE HOUSE

10. **ARRANGE BEDROOMS NEATLY.** Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.
11. **CAN YOU SEE THE LIGHT?** Illumination is like a welcome sign. The potential buyer will feel a glowing warmth when you turn on all your lights.
12. **THREE'S A CROWD.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.
13. **MUSIC IS MELLOW.** But not when showing a house. Turn off the radio or television. Let the agent and buyer talk free from disturbances.
14. **PETS UNDERFOOT?** Keep them out of the way – preferably out of the house.
15. **BE IT EVER SO HUMBLE.** Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections.
16. **IN THE BACKGROUND.** The salesperson knows the buyer's requirements, and so is best qualified to emphasize the features of your home. If your opinion is needed, your salesperson will call you.
17. **A WORD TO THE WISE.** Let your Realtor discuss price terms, possession and other factors with the buyer. They are eminently qualified to bring negotiations to a favorable conclusion.
18. **USE YOUR AGENT.** Show your home to prospective customers only by appointment through your agent. Your cooperation will be appreciated and will help close the sale more quickly.