



01 First impressions count!

You never get a second chance to make a first impression, so look at your home's exterior with a critical eye. A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch look inviting to prospects. If it's autumn, rake the leaves. If it's spring, put out a couple pots of bright annuals, hang up the garden hose and hide away the trash can. The fewer obstacles between prospects and getting them to open the front door, the better.

02 Start with a clean slate

Once prospects open the door, they should see a tidy home, not a white tornado. Invest your time in cleaning the living room, the bathroom and the kitchen. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work".

03 Don't leave your prospects in the dark

Burned out bulbs leave prospects in the dark. Replace them immediately. Dripping water rattles the nerves, discolors sinks, suggests faulty or worn-out plumbing. Fix it fast. Don't let little problems detract from what's right with your home.

04 Don't shut out a sale

If cabinets or closet doors stick in your home, they'll also stick in a prospect's mind. Don't try to explain away a sticky situation when you can easily plane it away. A little effort on your part can smooth the way toward a closing.

05 A safety net for your home

Homeowners learn to live with booby traps: skateboards in the entryway, overloaded extension cords and slippery throw rugs. Make sure your residence is safe for prospects and visitors.

06 A place for everything

Remember, potential buyers are looking for more than just comfortable living space. They're looking for plenty of storage space. Make sure your attic, garage, and closets are tidy and free of clutter. Now's the perfect time to box up those unwanted clothes and donate them to charity.

07 The heart of the home

Make sure your kitchen is immaculate. Keep the range clean. Remove refrigerator magnets & art. Wipe down the refrigerator. Wash and put away dishes. Prior to a showing or open house, bake some instant rolls, bakery or cookies for a wonderful inviting aroma.

08 Make your bathrooms shine, shine, shine

As crazy as it sounds, bathrooms sell homes, so let them shine. Check and repair any damaged or unsightly caulking around tubs, showers, and sinks. For more allure, display your best towels, mats and shower curtains. Purchase a plug-in scent diffuser.

09 Create sweet dreams in the bedrooms

A dream house starts with a dream bedroom. Make yours appealing. Colorful bedding and fresh window treatments are a must. Layer beds with several toss pillows and a seasonal throw. Create a retreat atmosphere.



- 10 Peel back those blinds**
Let the sun shine in! Open your curtains, drapes or blinds so prospects can see how bright and cheery your home is. The more light, the better the atmosphere.
- 11 Lighten up at night**
The turning point could be turning on all your lights - both interior and exterior - when showing your home in the evening. Lighting adds color and warmth and makes prospects feel welcome.
- 12 Avoid big crowd scenes**
Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they rush through. Leave the house when possible, or keep company present to a minimum.
- 13 Pets may pose problems**
We all know that dogs and cats are great companions. But, when you're showing your home they may get underfoot. Try to do everybody a favor: Keep them outside, at a neighbor's house or in their kennel.
- 14 Volume discounts matter**
Rock-and-roll will never die...but it might just kill a real estate transaction. When it's time to show your home, it's time to turn the sound system or television down or off.
- 15 Relax, but don't distract**
If you're at home during a showing, be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distractions.
- 16 Be it ever so humble**
No matter how humble your abode, never apologize for its shortcomings. And, if a prospect volunteers a derogatory comment about your home's appearance or condition, let your experienced ERA® American real estate professional handle the situation.
- 17 Keep a low profile**
No one knows your home as well as you do. But, ERA® American sales associates know buyers - what they need and what they want. Your ERA® American real estate professional will have an easier time articulating the virtues of your home if you stay in the background.
- 18 Don't turn your home into a garage sale**
When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.
- 19 Defer to experience**
When prospects want to talk price, terms or other real estate matters, let them speak to an expert - your ERA® American real estate professional.
- 20 Help your agent and you'll help your home sell fast**
Your ERA® American real estate professional will have an easier time selling your home if showings are scheduled through the office. And, you'll appreciate the results - a SOLD sign!