

Home Preparation Tips

Make Marketing Count

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8 Interior Items That Buyers REALLY Notice

- 1. Buyers take special notice of light and bright homes. Buy high intensity light bulbs and be sure to clean all light shades and covers.
- 2. Buyers notice especially clean homes. Do a "spring cleaning" throughout... no matter what the season is. Give special attention to the following: windows and screens, counter and appliance tops, mirrors, ovens, sinks, toilets and tub/shower areas.
- 3. Buyers notice clean windows, freshly laundered drapes & curtains.
- 4. Buyers notice freshly cleaned carpets and waxed floors. Replace or repair damaged areas of the floor or floor covering.
- 5. Buyers notice spacious rooms. Arrange furniture and decorations to improve each room. Remove unnecessary items that don't fit in.
- 6. Buyers notice colors that will blend with their decor and furnishings. Consider brightening things up with a fresh coat of paint. Think white, off-white or beige. Such colors make a room look bigger and brighter. These colors also are most likely to go with the new buyer's furnishings.
- 7. Buyers notice closet & cabinet space. Neatly arrange everything in your closets, cabinets and other storage areas . . . like the basement and garage. Get rid of all unnecessary items.
- 8. Buyers pay attention to tiny details. Fix all of the "little things"... loose door knobs, leaky faucet(s), towel racks, and clean and repair caulk areas.



- Look in the local real estate section of your paper to determine the popular day(s) of the week and times for an open house.
- Schedule your open house at least one week in advance.
- Restrict the total hours of the open house. Many buyers may visit your home at the same time. Putting time restrictions limits your waiting for prospective buyers.
- Place directional arrows from 3-4 blocks away to help buyers find your home. (Check your local city ordinance for sign restrictions.)
- Place a visible open house sign in your front yard.
- Leave space for buyers to park.
- Remove all debris from the front yard.
- Your front walkway should sparkle.
- Turn on all lights...open drapes and curtains.
- Turn on lights in closets.
- Place your property brochure in the entry area, if possible.
- Bathrooms must be spotless.
- If your closets are very organized, open a few.
- Remove valuables from sight.
- Tune in soft music on the same radio station in each room.
- Consider a guest registration book for your prospective buyers to sign.



17 Things That Every Appraiser Considers When Comparing Your Property To Other Properties In The Marketplace

- 1. The market conditions on the date of sale
- 2. Location, location, location
- 3. The site/view both looking at the property and looking from the property
- 4. The design and appeal of the dwelling
- 5. The quality of construction
- 6. Age of property
- 7. Condition of property
- 8. Total number of rooms
- 9. Number and types of rooms (number of bedrooms, number of bathrooms, etc.)
- 10. Square footage (gross livable area)
- 11. Is there a basement?
- 12. Is the basement finished? If so, number and types of rooms
- 13. How functional is the property? (good, average, fair, poor)
- 14. Is there central air conditioning?
- 15. What type of car storage is available? (garage, carport, etc.)
- 16. Are there any special features that your property offers? (porches, patios, pool, fireplace, special heating/cooling equipment, skylights, etc.)
- 17. Were there any special financing or special sales considerations that might have impacted value for the comparable properties?



Answer The Following Six Questions.
Use Your Answers As
"The Guiding Light To Drafting An Eye Catching Home Feature Sheet".

- 1. What caused you to buy the house?
- 2. What are three major benefits of living in this area?
- 3. What have you done to improve the property over the years?
- 4. What is one feature of this property you would like to take with you to your next home? Why?
- 5. What have friends and relatives liked about your home?
- 6. Is there anything special you and/or the kids will miss about the area when you move away?



1. Demand

Demand is in the eye of the beholder. It varies from person to person. The demand for a particular piece of real estate changes as the wants of each individual change.

2. Utility

In order for real estate to have value it must have usefulness or utility. Usefulness creates a desire for possession and has the power to give satisfaction. Will the typical buyer in the marketplace have their needs met by purchasing your home?

3. Scarcity

In order for real estate to be of value, it must be relatively scarce. If too many homes like yours are for sale it will negatively impact the value of your home.

4. Purchasing Power

Purchasing power is created by desire. Can the buyer who desires the property afford the property? The more people that can afford the property, the better.



Preparing Your Home For Sale

General Interior Items

- Entry area should be spotless.
- Entry area closet should appear roomy. Remove out-of-season items and add extra hangers.
- Eliminate cooking, smoking and pet odors.
- If there are smoking odors, have furniture, drapes and carpets cleaned.
- If there are pet stains, carpet and padding may need replacement.
- Stick to neutral colors if painting or replacing carpets.
- Wash all windows - take advantage of natural sunlight.
- Window screens should be in good condition and free from holes.
- Make sure all lighting fixtures have working light bulbs.
- Increase bulb wattage in basement area.
- Clean all carpets.
- Clean all wood and tile floors.
- Get rid of cluttered closets . . . leave very few items on the floor of closets.
- Consider moving large pieces of furniture into storage.
- Clean and polish woodwork.
- If the season is appropriate, open windows and let the fresh air into the house.



Preparing Your Home For Sale

Living Areas

- Have walls and ceilings in top shape.
- Repair any damages that may have caused ceiling or wall stains and repaint.
- If repainting, stay with neutral off-white colors.
- Replace any burned out light bulbs.
- Add higher wattage light bulbs if rooms are dark.
- Be sure all lighting switches are in working order.
- Wash floors.
- Remove stains from carpeting.
- Clean and organize closet space...remove out of season clothing to make closets appear larger.
- Consider adding fresh or silk flower arrangements throughout the house.
- Sweep and clean fireplace.
- Make sure all doors and windows open and close easily.



Preparing Your Home For Sale

Kitchen and Bathrooms

Kitchen

- Clean and organize all storage space.
- Avoid clutter, store small appliances.
- Clean ventilating hood and exhaust fan.
- Sink, cabinets, appliances and counter tops should be clean and fresh.
- Wash & organize cabinets.

Bathrooms

- Check all faucets. Repair any dripping faucets.
- All surfaces should be spotless. Clear off vanity countertops.
- Replace worn shower curtain(s).
- Remove all personal care items from sight and neatly store.
- Clean and organize drawers and linen closet.
- Clean and repair caulking.



Preparing Your Home For Sale

Basement, Attic, Garage

- Dispose of everything you are not going to move.
- Pack all items you won't be needing until after the move and arrange neatly so the exterior walls can be inspected.
- Basement and attic stairways should be well-lighted & free from clutter.
- Increase bulb wattage on stairways and in basement, attic and garage.
- Basement and attic handrails must be secure.
- If basement is dark and gloomy, consider painting ceilings and walls a light color.
- Sweep floor of garage; remove any stains and dirt.
- Organize tools and garden equipment.
- Wipe off any dust and dirt from water heater and furnace.



- 1. Keep your lawn cut and edged. Trim trees and shrubs, removing all dead limbs and debris.
- 2. Add color to your yard and front porch with flowers and/or hanging plants.
- 3. Arrange outdoor furniture and firewood neatly. Put away all lawn equipment, bikes and other toys.
- 4. Repair any broken areas of your fence, deck, patio, etc. Make sure these areas are clean and in good shape.
- 5. Check the exterior of items like siding, window sashes, trim and shutters. Clean these areas and/or paint as needed. Give special attention to the front door area.
- 6. Make sure your gutters are clean of debris. Wash or paint as needed. Re-align the gutters if they look crooked.
- 7. Check the roof for shingles or flashing that need replacing or repair.
- 8. Replace broken windows, doors and screens. Make sure each looks clean and in good condition.
- 9. Wash driveways and sidewalks. Patch holes and try to remove stains.
- 10. Touch up the "little things"... house numbers, mail box, door bell, etc.

