



YOUR HOME - MARKET READY

McGuire Real Estate

READY FOR MARKET

A how-to to ready your home to go on the market.

With the high inventory of homes on the market today, homebuyers can afford to be choosy. Buyers are looking for the best, so a home for sale can easily slip through the cracks if it's not in pristine condition.

It's careful planning and knowing how to professionally spruce up your home that will send home buyers scurrying for their checkbooks. Here is how to prep a house and turn it into an irresistible and marketable home.

- 1. De-personalize.** Pack up those personal photographs and family heirlooms. Buyers can't see past personal artifacts, and you don't want them to be distracted. You want buyers to imagine their own photos on the walls, and they can't do that if yours are there!
 - a. De-Clutter is the number one priority.** People collect an amazing quantity of junk. Consider this: if you haven't used it in over a year, you probably don't need it.
 - b. Rearrange bedroom closets and storage cabinets.** Buyers love to snoop and will open closet and cabinet doors. Think of the message it sends if items fall out! Now imagine what a buyer believes about you if she sees everything organized. It says you probably take good care of the rest of the house as well.
 - c. Consider renting a temporary storage unit.** Almost every home shows better with less furniture. Remove pieces of furniture that block or hamper paths and walkways and put them in storage. Since your bookcases are now empty, store them. Remove extra leaves from your dining room table to make the room appear larger. Leave just enough furniture in each room to showcase the room's purpose and plenty of room to move around.
- 2. Remove/replace favorite items.** If you want to take window coverings, built-in appliances, or fixtures with you, remove them now. If the chandelier in the dining room once belonged to your great-grandmother, take it down. If a buyer never sees it, she won't want it. Once you tell a buyer she can't have an item, she will covet it, and it could blow your deal. Pack those items and replace them, if necessary.
- 3. Make minor repairs.** In some seller's markets, for example, you can sell a home in its present condition without much complaint. In normal markets or buyer's markets, repairs can make or break your sale. Take care of defects like broken windows or a leaky roof that could discourage buyers.
- 4. Make the house sparkle.** Cleaning your home should go beyond the usual weekly or day-to-day cleaning job. This could take all day to complete, and you might want to hire assistance. Get rid of any bad odors - fill the home with inviting smells by putting out fresh flowers or baking a batch of cookies.
- 5. Scrutinize curb appeal.** If a buyer won't get out of her agent's car because she doesn't like the exterior of your home, you'll never get her inside. Curb appeal is crucial to a good first impression. A sloppy exterior will make buyers think you've slacked off on interior maintenance as well.
- 6. Keep it simple.** As much as you love your dramatic red dining room, it could turn off a good portion of your buyers. So repaint your rooms in neutral tones like tans and whites that allow buyers to focus on the spaces themselves, not the color of the walls. To help buyers imagine themselves in your space, get rid of any art or other décor that might turn off people with different tastes. A classic landscape painting? Totally fine. Your zebra print leather couch? Might want to slipcover that for showings.
- 7. Let there be light!** Open up all the windows to let in natural light and add floor or table lamps to areas that are dim. A bright, cheery room looks bigger and more inviting.



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YOUR HOME - PHOTO READY

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READY FOR PHOTOS

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- Turn on all lights and lamps.
- Replace burned out light bulbs.
- Turn off ceiling fans.
- Make sure driveway is clear and free of cars and debris.
- Check house for cleanliness.
- Bathrooms-put away toiletries, shampoo, soap, toothbrush, toothpaste, towels.
- Kitchen-remove dishes from counter, garbage from trash can, clutter, fridge magnets, and pet bowls.
- Remove clutter throughout the house.
- Put away high chair, booster seats, toys, etc.
- Store all workout and medical equipment.
- Make sure items stored under beds are not visible.
- Put pets away.
- Have the yard mowed.
- Trim trees.
- Make sure leaves are blown.
- Put away all outside trash cans, recycle bins, water hoses, and security signs.
- If there is a security fence around the pool, remove it.
- Remove pool equipment from pool.
- Take down personal photos.
- Take down holiday items and decorations.



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