14 Suggestions to a Home Seller

How to REALLY help us sell their property…

1. Tidy up the grounds - porches - garage. Keep lawn trimmed and edged. Make sure that your yard is clean of refuse.

2. Your front door gives a vital first impression while a realtor and prospect wait for you to answer the bell. Be sure it is scrubbed clean.

3. Dress up windows in freshly laundered curtains.

4. If any decoration is needed (especially kitchen) do it now! $20.00 worth of paint may balance $100 in a price cut. Bathrooms help sell homes. Make this room sparkle.

5. Keep all steps clear of hazards.

6. Don't forget to have all light sockets filled with bulbs. Illumination is like a welcome sign. The potential buyers will feel glowing warmth when you turn on all your lights for an evening inspection.

7. Wash dishes, put away clothes, straighten up newspapers, etc.

8. Make up beds with attractive spreads.

9. Keep pets out of the way when showing. (One type of prospect is annoyed - the other gets attention diverted.)

10. Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house. Do not allow children to tag along on the visitors' tour.

11. Leave showing the house up to the realtor. It is his/her business to sell; he/she can lead up to basic reactions alone better than with running conversational help. The salesman knows the buyer's requirements and can best emphasize the features of your home. You will be called if needed.

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12. Don't discuss anything concerning the sale with the customer. Let the realtor discuss price, terms, possession, and other factors with the customer. He/she is eminently qualified to bring negotiations to a favorable conclusion.

13. Never apologize for appearance. It only accents or distracts.

14. Never try to sell furniture to a customer before the deal is complete.

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