



Having the Right Mindset:

When selling your home it is important to put yourself in the position of the buyer. You must organize your house in a way that is most appealing and comfortable to the buyer and not what is most enjoyable and convenient for yourself. If you are able to achieve such a mindset, it could potentially lead to a faster sale of your home for more money.

First Impressions:

The key to successfully selling a house begins with first impressions. You only have one chance to strike a positive lasting impression with potential buyers when they view your home.

Here is some constructive advice on how to improve the impression and sale of your home:

Curb Appeal:

The first time prospective buyers set eyes on your property they will begin forming an impression. According to the National Association of REALTORS® (NAR) 49 percent of homes are sold based on curb appeal. There are several easy ways to improve the buyer's impression of your home:

- Keep the front yard relatively tidy by removing any tools and toys to reduce clutter
- Sweep the stairs if necessary
- Clean windows if they are dingy
- Clear away visible weeds and fungus while keeping your plants and lawn healthy
- Apply a new coat of paint where necessary
- Replace your old doormat with a new one
- Consider pressure washing the exterior of your home giving it a newer and brighter look

Revitalizing Your Walls:

Often the best solution is not to repaint your walls. Simple touch ups can improve the appearance of your home and can take years off your walls. Here are several techniques you can use to improve the appearance of your walls:

- If your home has wallpaper, instead stripping it, which is often expensive and damaging to your walls, just paint over it - to paint over wallpaper keep in mind to first use an oil-based primer
- To fix holes in your wall that are often left by family portraits or paintings simply use spackle to fill the hole and then use a wet sponge to wipe the surface
- If interior paint is required, reduce cost by avoiding painting the whole house, only paint critical areas
- To rid yourself of painted dry wall ceiling stains use a spray bottle containing a mixture of half bleach and half water, applying the spray to the stain - often a second application of the spray will take out the stain and you might not even need new paint



Create Space and Flow:

When prospective buyers enter your residence they should be able to feel a sense of space and flow. Try the following tips:

- Make sure that the entrance and hallways are free of clutter
- Make the effort to reposition furniture to generate a more spacious and natural feel
- In a small room try switching to smaller furniture to create a feeling of more room
- It is important to have matching accessories that complement the décor of the home
- In darker rooms be sure to have all the blinds and curtains open
- Move any unwashed dishes into the dishwasher
- Hang up any loose clothing
- Clear kitchen and bathroom countertops
- Organize closets and other storage spaces as buyers *do* look inside

Dealing with Odour:

Every home comes with its own unique scent – it could be the smell of new carpet or the smell of a pet. To combat undesirable odours you can try the following:

- Open windows to let fresh air in and the stale air out
- Minimize pet odours by vacating your pets prior to showing and vacuuming to remove pet odours from furniture and carpet
- Running a lemon through the kitchen garburator can remove unpleasant garburator smells
- Using scented candles would be a good idea as many people enjoy vanilla based scents, such as French vanilla, crème brûlée, and scents related to baking, which enhance the potential buyer's first impression of your home - other scents that might also be pleasant to buyers are the scent of clean laundry and citrus smells which indicate a clean home

