

PREPARING YOUR HOUSE FOR SALE

Courtesy of Mark Anderson, Park 52, Inc. (253) 381-3423 direct
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Six Key Steps



1. Uncluttering makes every room look larger and feel neater. If a house is cluttered, buyers have trouble imagining themselves in it. By removing or storing things you don't need, you create a roomy, comfortable feeling that will be inviting to prospective buyers. Remember, when in doubt, throw it out, sell it or give it away!

2. Cleaning makes your house easy for buyers to explore and gives the impression that it has been well cared for. Be sure that every room smells as good as it looks, paying special attention to pet areas, nurseries and bathrooms. Some fresh paint and a one-time professional cleaning service can make your house look like new!



3. Repairing eliminates buyers' objections before they arise. If you think something is too much trouble to fix, chances are buyers will, too. Buyers tend to think repairs will cost more than they do.



4. Neutralizing helps buyers see their own things in your house and picture themselves living there. Neutral paint, decor and carpeting create a home for any lifestyle. Eliminating distracting colors and accessories lets buyers concentrate on positive impressions.

5. Dramatizing makes the exterior and every room of your house special. Since it is competing with many other houses on the market, you need to make it stand out and be memorable. Look in magazines and catalogs for ideas. From the front door to the basement, from fresh flowers to fresh smells, this is the finishing touch!

6. SHOWTIME! If the previous tasks are kept up daily, show time will be easier for you and your family. Plan a fun activity - away from the house - during showings.

