

# ENHANCING YOUR HOME FOR IMPACT

## Marketing Preparation



*To attain maximum impact, it helps to look at your home through buyer's eyes.*

Following these steps will help your house look its best for buyers' showings and open houses.

### *Basement, Attic, Garage*

- Clean out the clutter.
- Keep stairways and entryways well lit.
- Keep basement bright with new paint or lighting.
- Ventilate or dehumidify.
- Repair cracked floors and walls.
- Stack items against the walls.

### *Kitchen*

- To brighten, paint cabinets and put up new curtains.
- Remove any appliances from your counters.
- Leave a delicious smell in the kitchen.

### *Bathroom*

- Repair any dripping faucets.
- Keep fresh towels in the bathroom.
- Remove stains from toilets, bathtubs and sinks.
- Keep sinks and mirrors shining.
- Unclog sinks and bathtubs.
- Use a deodorizer in the bathroom area.
- Replace old caulking around the bathtubs.

### *Living Areas*

- Have all plaster in top shape.
- Check ceilings for leak stains.
- Use white and neutrals if painting and redecorating.
- Clean fireplace.
- Wash windows and replace any cracked or broken glass.
- All windows should open and close.

- Keep draperies open, window shades up.
- Replace burned out light bulbs.
- Be sure every light switch works.
- Discard items now that will be disposed of when moving.
- Straighten up the closets.
- Keep pets away during showings.
- Lubricate any sticking or squeaking doors.
- Turn off all televisions.

### *Outdoors*

- Invest in landscaping where it can be seen at first sight.
- Cut back overgrown shrubbery and keep lawn mowed.
- Paint your house if necessary.
- Repaint front shutters, window frames, and front door.
- In winter, walkways should be free of snow and ice.
- Inspect roof and gutters for needed repairs.
- Place flowers outside of the front door.