



SUCCESSFUL SELLING - Having the right mindset:

When selling your home it's 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 necessarily what is most enjoyable for yourself. It will lead to a faster sale for more money.

First Impressions:

The first key to successfully selling your house is the First Impression. You only have one chance to strike a positive, lasting impression with potential buyers when they view your home.

Curb Appeal:

According to the National Assoc. of Realtors (NAR) 49 percent of homes are sold heavily based on curb appeal. So start out right!

- Keep the front and rear yard tidy – no toys, tools, or bicycles.
- Keep stairs swept and clean
- Clear away weeds and keep lawn/plants healthy
- Apply minor paint work where needed
- Replace your doormat with a new one
- Considering pressure washing your exterior – it can make all the difference!

Revitalize Your Walls:

Sometimes the best solution is not to repaint your walls. Simple touchups can improve the appearance and take years off the walls.

- Fix holes in your wall behind family portraits, art, etc.
- If interior paint is needed, only paint the areas/walls most in need
- Eliminate most ceiling stains using a spray bottle containing a 50/50 mix of bleach and water, applying the spray to the stain. Often a second application will allow you to avoid paint work altogether.

Create Space and Flow:

You want to create ultimate flow and feeling of space in your home. Try the following:

- Entrance and hallways free of clutter
- Reposition furniture to generate a more spacious and natural, open feel
- In a small room try minimizing larger furniture pieces
- It is important to have matching accessories that complement the room, or home
- Ensure any unwashed dishes go into the dishwasher
- Hang up clothing and remove used towels
- Clear kitchen and bathroom countertops
- Organize closets and other storage spaces
- FOR ALL SHOWINGS, attempt to turn on all lights and lamps, and open all blinds and curtains

Dealing with Odour:

Every home comes with its own unique scent – whether it's new carpet or a nice old dog. Try to combat them as much as possible!

- Open windows to cycle fresh air into the home
- Minimize pet odours by vacating your pets well prior to showings.
- Vacuum before each showing – remember to get behind couches and in corners
- If you have a garburator, run a whole lemon through before showings – zesty!
- Candles can be helpful – notably Vanilla and sweet scents (crème brulee, and other baking scents).