

Tips for the New Listing

You're Going To Sell Your Home...

Prepared for: _____

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We've done our homework:

If you are thinking about selling your home, Crye-Leike can help you prepare your home so that it looks its very best and stands apart from others on the market. Since your home is in competition for prospective buyer's attention with comparable homes in the same price range, it's important to merchandise your home before it's marketed. It's our experience that today's sophisticated buyers look for homes that are **clean, clutter-free and well maintained** – (Homes they can move into comfortably and as effortlessly as possible).

As you prepare to sell your home, shift your perspective: **Look at it with the critical eye of a buyer**. Only by looking at your home objectively can you see what prospective buyers see. Keep in mind that how you live in your home and how it should look when it's for sale or being shown are two different things. Take an inspection tour – inside and out to identify any areas that may require minor repairs, general fix-ups or selective improvements are that often overlooked by the seller, but, unfortunately, not by the buyer.

Improvements for Minimal to No Cost:

The Exterior

	Get rid of anything you aren't taking with you.
	Keep yard neatly cut, trimmed, raked and edged. Put down a fresh layer of mulch.
	Prune trees and shrubs to compliment your house, not hide it.
	Plant seasonal flowers for color or add pots of blooming plants by the front door, deck or patio. Any existing plants should be healthy.
	Clear all walkways/driveways of weeds, debris, snow or ice. Wash and remove dirt and stains with kitty litter or chemical solvent. Look for potholes and cracks that need to be filled.
	Remove clutter from the yard and entry. Keep free of toys, bicycles, garden tools, hoses, sprinklers, and other unsightly hazards.
	Clean gutters, wash windows, and repair/replace broken windows and screens.
	If gutters, front door, shutters or exterior wood and trim are in need of paint because of cracking, peeling or chipping, it is best to repaint those areas.
	Check to see that all light fixtures, hinges, doorknobs, and doorbells are in good working order.
	Garbage cans should be covered and neatly stored as inconspicuously as possible.
	Check roof/shingles/flashing for areas that may need attention.
	Buy a new doormat, paint/replace mailbox and be sure outdoor furniture is clean.
	Tidy up the garage. Organize your space by hanging tools, bicycles, etc. on the walls. Wash the floor to remove stains; consider painting if still visible.
	Keep gates, fences, walls and outer buildings repaired and painted.

The Interior

	SAFETY: Consider removing family photos to help maintain your privacy. Secure jewelry, collectibles, medications, firearms, checkbooks, documents, money, keys and other valuables.
	"Clutter Kills Profits" -get rid of anything you aren't moving. Pre-pack any out-of-season clothing or seldom-used items. Organize all closets, pantries cabinets, basement and attics. Keep kitchen counters, vanities and sinks clean and uncluttered. Clear all stairways and halls of unnecessary clutter.

	Don't cause controversy. Remove any signs or posters that might be controversial or offensive to prospects. (to include anything political, has foul language, related to sports, etc.)
	Rule of Three – have no more than three things on any flat surface
	Remove/replace any systems, equipment, accessories, fixtures, lighting, plants etc. that you do not want sold with the home.
	Deep cleaning. Not only should your home be spotless, it must smell clean. EVERYTHING from the attic to the basement. Consider painting if cleaning doesn't do the job – select neutral colors. Steam clean carpets.
	Address any minor repairs to present the home in top condition. Repair loose knobs, sticking doors or windows, and broker light switches. Glue any peeling wallpaper and repair dripping faucets.
	Make bathrooms sparkle. Replaces any loose caulking or grout. Put up a new shower curtain, if necessary, and keep fresh towels and soap.
	Remove excess furniture, clean the fireplace, vacuum blinds, and keep draperies and curtains crisp and clean.
	Wash light fixtures and replace burned-out light bulbs.
	Clean ovens and burner trays. Remove magnets, photos and messages from the refrigerator.
	Secure all banisters and handrails.
	Exterminate. One bug, dead or alive, can make a bad impression.
	Make sure all systems, equipment and accessories are in good working order. Replace old furnace filters and remove any dust from heat registers or vent covers.

You're Ready...What's Next? Tips for Showing Your Home

Be prepared to show...

Here are some tried and true "rules" that will help you show your home easily and effectively.

Three's a Crowd. Try not to be present during showings. The potential buyer will feel like an intruder and will hurry through the house. Also, your REALTOR® knows the buyer's requirements and can better emphasize the features of your home when you don't tag along.

Keep the Music Down. Turn off the television set. A radio playing soft background music creates an inviting atmosphere. Keep the volume down low so the sales associate and buyer can talk freely without any disturbances.

Create a Homey Atmosphere. Bake cookies or bread, or place cornmeal in a pie plate in a warm oven during showing. The aroma will make the potential buyer feel welcomed.

No Apologies. If you are present at the showing, never apologize for the appearance of your home. After all, it has been lived in. Let the REALTOR® answer any objections – it's their job.

Have Records Available. Have copies of your electric, gas, and water bills for the past 12 months available. Also be ready to show repair bills for any recent improvements, additions, or replacements.

Silence is Golden. Let your REALTOR® discuss price, terms, possession and other factors with the buyers. Your REALTOR® is qualified to bring negotiations to a favorable conclusion. Never try to sell personal property to a prospective buyer.

For the showing:

When you get the call...

Let the Sunshine In. Open draperies, blinds, curtains and shutters.

Leave the Lights On. Even during the day, turn on all inside lights. At night, turn on outside lights as well.

Protect Valuables. Put all jewelry, collectibles, medications, firearms, checkbooks, documents, money, keys and other valuables in a secure place.

Open Your Home. Leave all doors open inside the home, except closets.

Check the Thermostat. Make sure the temperature in the house is comfortable year-round.

Secure pets. If possible, send all pets to a friend, relative or kennel while your home is being marketed. Over 50% of home purchasers are either allergic to, afraid of, or simple dislike animals.

Lock the doors and windows.

A Few More Considerations:

Be Prepared. Be sure to keep your home ready for last minute showings (we know how inconvenient this is, but it is very important).

Brochures, Yard Signs, Etc. Keep the brochures and profiles in a conspicuous spot near the front door, and call me if you run low. Let me know if the sign begins to fall over. Make sure the lockbox remains in the same location.

Utilities. Make sure the electricity, water and sewer services are kept on until the date of closing.

Insurance. Make sure to maintain hazard insurance on the property until closing.

Listen to the Market. If your segment of the market is quiet, there is little we can do. If, however, we don't get showings in an active market, we're not positioned correctly and we should consider a change. If we get showings but no offers, chances are our price may be a little high or our condition requires review.