



Top Ten Ways to Prepare a Home for Sale

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Repairs, cleaning, neutralizing, space management, atmosphere, and staging, these are the six key components every seller needs to keep in mind when preparing their home to be placed on the market. Although every home is unique, advice on readying a property for sale remains the same. The goal of preparing a home for sale is to increase its desirability to other people, buyers. Follow these ten steps, and perhaps you may even find that the home you were searching for all along was right in front of you, but if not, at least its ready to sell!

1. The rule of thumb is, if something is broken, fix it. Over time, most homeowners become used to little quirks and minor flaws in their home. Repairing even small things in the home signals to buyers that the seller has not neglected to take care of bigger problems with the home. It's time to break out your inner urge to "Do-It-Yourself" and take on these small projects.
2. On the subject of large repairs, today's market of buyers will be informed of any and all problems due to vigilant home inspections, so hiding anything "big" is next to impossible. In order to make sure your home sells, treat a buyer as you would treat yourself by either a) bucking up the money to repair the roof, furnace, etc. or b) offer an allowance for the buyer to make repairs after closing.
3. Cleaning is a fairly simple way to make your home sparkle and shine. Make sure to clean everything from the outside windows of your home to the flooring and



pay special attention to kitchens and bathrooms. After all, if you were out buying a car or a pair of shoes, would you want to pay top dollar for something dirty?

4. When repainting or making improvements to your home before putting it on the market, remember to stay neutral. Not everyone's tastes are the same, and the last thing you would want to do would be to deter a potential buyer by selecting a color or a style that suits your particular tastes but does not keep in mind someone else's preferences. Two coats of paint may be the best investment you ever made!

5. Space management is another essential step. America is a culture of super-sizing, and although we often hear the phrase "less is more," most people tend to want more, especially when talking about square footage. Since the square footage of your home is already set, the best you can do is create the



illusion of more space. Make sure you arrange furniture and décor to leave lots of open space on the floor, walls, and around all of the rooms.

6. Clear rooms of old knick-knacks and empty out closets to the best of your ability. Allow buyers to envision their own items in your home, so they can better determine if your home is a good fit for them. Try to keep personal items such as clothes and shoes picked up on a daily basis for potential showings.
7. A clean and welcoming atmosphere that feels safe and homey is often what sells best and quickest on the market because it implies the sort of lifestyle that homeowners are looking for when buying. You might not notice the usual smell of your home, and the odor of tobacco or your family pets can potentially hurt a sale. Try products like carpet deodorizers, air fresheners, or if at all replace carpeting.
8. Another helpful tip is to create positive aromas to allow buyers to imagine themselves creating their own happy memories in your home. For example, bringing flowers or baking fresh cookies in the oven on the day of an open house can be a great, simple way to enhance your property for sale.

9. Another great way to sell your home is through staging. You can add little pieces of décor or bright throw pillows to a family room, and take advantage of lighting from windows or add lamps to give rooms a pleasant glow. The goal is to have your home look as if it could be featured in a magazine.

10. A final piece of advice is to keep in mind the power of curb appeal. People always say “don’t judge a book by its cover,” however, the exterior of a home (the yard, driveway, porch/patio areas) make the first impression on a buyer. Keep landscaping neat and under control; cut the grass. Remember an appealing exterior will draw potential buyers inside the home, and with that



initial attraction, the home will receive more views and most likely sell fast.

Of course, this is only a short list of things you can do in order to prepare your home for sale. If you need more advice, Barry Upchurch Realty has the specifics down to a Room-by-Room Analysis in our packet *90 Ways to Sell Your Home Faster and for More Money* found on our Buyer’s and Seller’s Guide page under our Resources tab of our website at www.barryupchurchrealty.com.

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