

# Preparing Your Home For Sale

BY JIM KLINGE

You are thinking about selling your home. What are the economical improvements you should make to maximize the sales price?

## CURB APPEAL TIPS

The best bang for the buck is to improve your curb appeal. It makes the photos and video more effective, and causes homebuyers to step up their pace. Everyone prefers to buy a well-maintained home, and curb appeal is the first impression!

Walk up to your house from the street, just like a buyer would – what do you notice? Buyers usually end up waiting 15-30 seconds for the door to open – stand there for the same time and see what they see.

- Fertilize the lawn 2-3 weeks before listing, but don't over-water. Repair or replace any brown spots in the lawn, and keep it trimmed nicely.
- Trim the trees.
- Power-wash the driveway, sidewalks, and roof (if older).
- Add colorful flowers and potted plants at entry walk.
- Paint the front door and install a new handle.
- Install new light fixtures, especially at entry.
- Tune up your mailbox.



- Have street number clearly visible.
- Use ideas from others in the neighborhood.

Once buyers arrive, they will be drawing conclusions all the way to the front door. They have seen so many average-looking homes that they are impressed to see yours is different!

## INTERIOR TIPS

Once inside, they hope the excitement continues. Here are my tips to keep the momentum going – do as many as you can:

- Paint the main rooms with neutral trendy color.
- Paint doors, trim, and baseboards with satin paint.
- Install high-grade neutral carpet – it smells 'clean'.
- Clean all glass inside and out, including shower doors.
- Remove pets and pet odors (get sitter for 2 weeks)
- Clutter patrol – remove distracting

smaller items, and if you have to, rent a storage locker and move anything not in use.

- Replace burned-out light bulbs.
- If you have an older kitchen, at least replace the sink faucet, and tune-up the cabinets with furniture polish.
- Add bowls of fruit on kitchen counters.
- Improve storage in the garage – make more visible.
- Make closets look large and inviting – mostly by removing stuff on the floors.
- Create computer stations.
- Secure the office - don't leave personal data, bills, or real estate contracts lying around.
- The master bathroom will make or break the deal – go all out.
- Have the home professionally cleaned right before hitting the open market.
- Hire a great realtor!

I am happy to stop by and give free tune-up advice. Contact me today!



## GET GOOD HELP!

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