



PRICING TO SELL

Everyone knows the importance of making a good first impression. Staging your home highlights its best features. Keeping it neat and clean at all times also makes your home more appealing to prospective buyers, who can drop by at a moment's notice.

TIPS FOR MAXIMIZING INTEREST IN YOUR HOME

Gender-Neutral Master Suite – The master bedroom should appeal to both genders. Try to eliminate any decor that may be too gender specific.

Furniture Placement – Arrange furniture to showcase the shape of the room and emphasize space.

Power of Paint – Need to make a room appear larger than it actually is? Paint that room and the room adjacent to it the same color, creating the illusion of one large space.

Kitchen – The kitchen is a major focal point of most homes. Update, replace or paint cabinets, drawers, appliances, hardware, etc. to enhance appeal.

Depersonalize – Prospective buyers want to see your home, not your photos or personal mementos. Remove as many of these items as possible, which will also eliminate clutter.

Curb Appeal – Unfortunately, a book is often judged by its cover. Maintain the exterior of your home (lawn, landscaping, walkways, lighting, etc.) and keep it as clean as the interior.

Declutter – By keeping your home clean and organized, you automatically make it appear larger and more welcoming.

Aroma – Try to refrain from cooking any strong-smelling foods, such as fish. Instead, bake some cookies or fill your home with fresh flowers for a pleasant scent.

Lighting – Don't be afraid to fill your home with natural light; the brightness tends to improve both atmosphere and mood.

Temperature – Maintain a comfortable temperature so prospective buyers feel at ease touring your home.

Privacy – Be sure to give prospective buyers time alone with their real estate agent to address any candid questions they may have.

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