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WIND RIVER REALTY

Your Hometown Realtors



Winning Ways to Sell Your Home for More Money



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YOUR HOME WILL MAKE A FIRST IMPRESSION IN JUST 15 SECONDS.

People make snap decisions in new situations. This is especially true during a showing of a home buyers are considering to purchase. In preparing your home for the market, we need to put this trait of human nature to work for us. Your home needs to make an impression such that the snap judgments of potential buyers are favorable. During the showing, the buyer will make judgments about your home as they view it through the “lens” formed in that first 15 seconds. Remember, people judge what they can’t see by what they *can* see. There is a lot that you can’t see with a house, so we need to make sure that what can be seen is perfect. That’s the purpose behind this checklist.

These Four Factors Control the Sale of Any Property

- 1. Price:** We have addressed this already.
- 2. Terms:** This refers to market conditions such as interest rates, the state of the economy, employment levels, and consumer confidence. Realtors don’t control any of these, but they impact us as we market your home.
- 3. Marketing:** I believe you have this well in hand having selected me as your agent.
- 4. Condition:** *This can be as important as price.* If the condition of your property isn’t model home perfect, the asking price will have to be adjusted.

If you’ve ever been in a model or show home, you know how great they look. When homes have that kind of appeal, they sell quickly and usually for the highest price possible. Another interesting characteristic of good-looking homes is that, usually, *the transaction is remarkably free of problems.*

Implement the suggestions in this report as soon as possible because, just like you can’t duplicate a first kiss, you can’t duplicate the debut of your property on the

I HAVE 14 YEARS EXPERIENCE IN MARKETING AND SELLING HOMES LIKE YOURS. I'M HERE TO HELP!

market. After the initial surge of interest, the only people to look at it will be those buyers new to the marketplace. The initial impression we make with your property is critical.

Use the Checklist

The blank lines in the checklist are for making any notes that will help. For example: Who will be responsible for this task? Or, what is the deadline for its completion? Or, this item is under control - no action needed.

I Will Help You

I have a degree in interior design and have taken ASP staging courses. Combined with my 14 years of experience in the marketing and sale of homes like yours, I can help guide you in making low-cost, high-value enhancements to ensure you get the best price for your property.

Let's Get Started!

Homes have presence and stature, which is the impression it makes when you drive up the road or driveway to your home. Any agent will tell you that one of the most challenging things that can happen in the course of showing a property to qualified buyers is to drive up to a home and have them say, "I don't want to look at this house" - before you have even put the car in park. This kind of impression is nearly impossible to overcome.

Start by standing in front of your home with this checklist and a pen. Jot down anything that leaps out at you. Then, walk around the outside of your home with this checklist in hand.

LANDSCAPING SHOULD ENHANCE THE LOOK OF YOUR HOME, NOT DETRACT FROM IT.

Yard Areas

Shrubs and landscaping should enhance, not hide, the home. Shrubs should be lowered to, at most, the height of the home, and all tree limbs should be far enough from the ground so you can walk under them.

Flowers add color and beauty to the home. Flowerbeds should be clean and look good in all seasons. Make sure all beds have a sharp edge and are free of leaves and debris.

Keep the lawn mowed and neatly edged. A perfectly mowed lawn does wonders for presence. You may have to mow twice per week during growing season. Loam and seed any bare or thin spots in your lawn. Use sod if necessary. Arrange for a lawn fertilization company to set up an accelerated program to keep your lawn a deep green color and free of weeds.

Olivia's Top Tip: Mulch will do wonders to boost the presence and stature of your home. Make sure all beds are freshly mulched. Even during the winter, beds in the front yard and along sidewalks should be mulched.

DON'T FORGET TO REMOVE TRASH CANS, STORAGE CONTAINERS, AND CHILDREN'S TOYS FROM THE YARD.

Check your flowerbeds, lawn areas and driveway (if not paved) for weeds. Weeds are a distraction to even lackluster landscaping.

In the fall, be sure to rake leaves from your lawn and from planting beds. This may need to be done every couple of days.

Inspect your property and remove all trash, trashcans, and discarded wood scraps. If necessary, restack woodpiles and remove all storage containers, children's toys, and other unnecessary objects.

General Home Exterior

Make sure windows are spotless. This includes frames around the windows, sills, and shutters. Clean the glass on all exterior light fixtures and vacuum out any dead bugs or debris from the fixture.

CONSIDER A LOW-PRESSURE WASH OF YOUR HOME'S EXTERIOR TO GIVE IT A FRESH, CLEAN LOOK.

Consider painting or cleaning any ornamental fences, light posts, railings or trim. A low-pressure wash of the home's exterior will do wonders.

Clean any debris out from gutters and downspouts.

Keep the driveway swept if it is paved. If not, smooth out the gravel or dirt with a rake and fill in any holes.

Front Door Area

Keep the entryway and sidewalk swept. If you have a covered entryway, add a bench or attractive set of chairs to help people imagine themselves relaxing there. If these items already exist, make sure they are clean, inviting, and someplace a person could actually sit.

HAVE AN ATTRACTIVE WELCOME MAT AT THE FRONT DOOR TO INVITE POTENTIAL BUYERS INSIDE.

Consider a fresh coat of paint or varnish on the front door. At the very least, clean the door and hardware.

Make sure your doorbell not only functions, but is not cracked or broken.

Have an attractive welcome mat on which people may wipe their feet. Place a second mat inside the door for showings during inclement weather.

Make sure the mailbox is clean. Consider a coat of rust-proof paint.

Olivia's Top Tip: Be sure to walk around your yard areas, front entrance, and driveway before a showing to ensure that your home looks it's best!

BE SURE TO OPEN DOORS AND WINDOWS BEFORE A SHOWING IN ORDER TO AIR OUT YOUR HOME.

General Interior Areas

You see your home through your heart. To get the highest price, however, you have to appeal to potential buyers who will see your home through cold, calculating eyes. If buyers have the choice between two comparable properties that are similar in price, they'll choose the one in the *best* condition. The following checklist will help you give the inside of your home the greatest presence.

Get the home aired out. Someone who lives in the home is the last person to notice any particular odor that may be obvious to visitors. *This is especially important if you are a pet owner or a smoker.*

Wash all the windows, inside and out. Clean the windowsills and the bottoms of the window jambs. Dust the blinds and vacuum the drapes.

If your carpets look dirty or haven't been cleaned in over a year, clean them. Clean and polish any wood or tile floors.

CLEAN AND ORGANIZE CLOSETS TO ENSURE THEY LOOK AS LARGE AS POSSIBLE.

Clean all the closets, cabinets, and drawers. Get rid of things you haven't used in the past five years and pack everything you haven't used in the last year (this will also give you a head start on moving).

Make sure the closets look like they have enough room to hold additional items. Make sure doors do not stick and nothing will fall out when opened. Get everything off the floor and remove clutter from shelving. If necessary, box up off-season clothing to free up space. Ensure clothing is facing in the same direction.

There should not be too much furniture in the rooms. You will be far better off selecting the pieces that look the best and putting others in storage.

Make sure fireplace mantels are not overloaded with items on display. A couple of well-placed items like a vase or small flower arrangement is all that is needed.

REMOVE FAMILY PHOTOS AND OTHER PERSONAL ITEMS FROM WALLS AND SHELVES.

Make the fireplace the focal point of the room. Clear the ashes out of it and arrange fire materials nicely. Arrange seating to face the fireplace, not the TV. If you have a very large TV, or if it is in a formal living area, consider removing it.

Clear out family photos and all other personal items that would prevent a potential buyer from envisioning themselves living there.

Put maximum safe wattage of light bulbs in all fixtures to brighten each room.

Clean all wall switches and replace cracked or broken faceplates.

Olivia's Top Tip: If there is a smoker in the residence, empty ashtrays often and remove them before a showing. All smoking must be done outside (not in the garage) while the home is on the market.

MAKE SURE ALL BATHROOMS ARE SPOTLESS.

Invest in some new and luxurious bedding (comforter, sheets, and accent pillows). You can take them when you move, and they will improve the look of the bedrooms while your current house is on the market.

Bathrooms

Repair any leaky faucets and caulk bathtubs, showers, and sinks.

Coordinate towels, bath mats and shower curtains in one or two colors. Fold clean towels in thirds and hang onto racks. Purchase new items if necessary.

Clean all bath fixtures *thoroughly*. Clear all unnecessary items out of shower stalls and bathtubs. Make sure bath items (shampoo, conditioner, and soap) are neatly organized. Clear unnecessary items from countertops as well. Put toothbrushes, razors, and other grooming accessories in a cabinet or drawer.

CLEAN ALL APPLIANCE DOORS AND HANDLES TO REMOVE ANY STAINS AND FINGERPRINTS.

The Kitchen

The kitchen is the most important room in the home. Clean it like your sale depends on it, *because it does*. Look at it as if you were a health inspector!

Clean the oven inside and out and keep it clean, even if this means eating out or getting deliveries more often. Also clean the range thoroughly, including the drips pans. If they are stained or rusted, purchase new ones.

Clean around the seal of the dishwasher door and wipe down the front of the door.

Clean the refrigerator and freezer inside and out. Organize the contents of each.

Organize the items in all drawers and cabinets. Get rid of unnecessary clutter and put lesser-used items in storage. Highlight your kitchen's storage space!

WHEN CLEANING THE LAUNDRY ROOM, DON'T FORGET TO PUT AWAY ANY DIRTY OR CLEAN CLOTHES.

Keep everything put away that can be put away. Keep countertops free of clutter.

Laundry Room

Put laundry and cleaning supplies in cabinets or containers.

Keep counters and sink areas cleaned and empty. Put away any dirty or clean clothes.

Laundry rooms tend to be too dark. Upgrade wattage in light bulbs if it is safe.

Olivia's Top Tip: If you have pets, be sure to clean around their food areas and empty litter boxes *frequently*. Put pet supplies, beds and toys away before a showing. Pick up any animal droppings in the yard as well.

STORE ANY DANGEROUS TOOLS AND ARRANGE OTHERS NEATLY.

Basement and Garage

If the basement is unfinished, clean and sweep it. Consider painting walls a flat white and cement floors a light gray.

Vacuum any visible pipes in the basement. Wipe dust from the water heater, furnace, and anything else that has collected dust.

Store any dangerous tools and arrange others neatly. Use containers and shelving to store lawn equipment, toys, and any other items stored in the garage. Clean and sweep the garage as well.

Check basement and garage windows and screens. Windows should be clean and screens should be free from rips and tears. Basement window wells should be clear of debris and spider webs.

ORGANIZE WARRANTIES AND/OR RECEIPTS FOR ANY RECENT WORK DONE TO YOUR HOME.

Documentation and Regulations

If you really want to add value and marketability to your home, consider doing the following.

If you have a septic system, have it inspected and pumped.

Pre-inspect smoke detectors and carbon monoxide detectors. Make sure all are compliant with the latest regulations.

Make sure you have warranties and/or receipts for any recent construction work.

Check for and remove any asbestos pipe insulation, roof, or sidewall shingles. An experienced, licensed contractor will know the permitting regulations and disposal requirements for this work.

HAVE FRIENDS OR NEIGHBORS WALK THROUGH YOUR HOME AND GIVE YOU FEEDBACK.

Get a trusted friend or neighbor to inspect the property with you, as if they were an interested buyer. Note their impressions and address any concerns they have as needed.

If you decide to do these or other improvements that may involve significant cost, remember, I am your agent and have sold hundreds of homes. I know many competent service providers and will be happy to provide you with any referrals you may need.

Additional Recommendations

OPEN WINDOW COVERINGS AND TURN ON ALL LIGHTS TO BRIGHTEN YOUR HOME.

Preparing for Photography or a Showing

In order to put forth the best impression, I recommend the following before we photograph or show your home.

Exterior

_____ All lawn areas, including gardens and flowerbeds, should be clear of lawn equipment, debris, toys, and animal droppings.

_____ Mow and trim the lawn the day before if possible.

_____ Make sure any patio furniture, grills, and hot tubs are clean. Open patio umbrellas and make sure seat cushions are clean. Close grill and hot tub covers.

_____ Garage doors should be closed.

_____ Cars should be in the garage, on the street, or in the driveway as far back from the house as possible.

Interior

_____ Turn on all lights in the house (including lamps) to make the home as bright as possible.

_____ Open all window blinds and drapes completely.

_____ Open all doors between rooms to give an inviting feeling.

RUN AND EMPTY THE DISHWASHER BEFORE WE SHOW YOUR HOME. BUYERS WILL LOOK IN THERE!

- _____ Clear all unnecessary articles from countertops in the kitchen, bath, and laundry areas.
- _____ Dirty dishes should be washed and put in cabinets - not in the dishwasher. Buyers always look in there!
- _____ Take out any trash.
- _____ Look throughout your home for clutter and clear it away.
- _____ Beds should be made and all unnecessary articles should be removed from floors and doorways.
- _____ Pick up your pet's food and water dishes and store them. Clean food and litter areas thoroughly.
- _____ Make sure bathrooms are spotless, with towels folded and the toilet seat in the down position.
- _____ If it's fireplace season, light a fire before we arrive.
- _____ Turn the TV off.
- _____ Make the house smell good! Fresh flowers add color and a pleasant aroma. Consider baking bread or cookies prior to a showing. *Never use air fresheners or scented candles.* They can aggravate allergies and create an image of trying to cover up or mask odors.

ENSURE YOU ARE FAR AWAY FROM YOUR PROPERTY DURING A SHOWING.

Final Thoughts

Whenever you leave the house, please leave it as if you're sure it is going to be shown. Yes, it's difficult sometimes and it might even mean you have to get up a little earlier in order to take care of these important items, but you never know when the right people are going to look at your home. This way, you will always be ready!

Keep indoor and outdoor lights on until at least 9:00 pm every day. Buyers will drive by at odd hours and you want your house to stand out.

If you have pets, take them with you if at all possible. If that isn't possible, put them in an outdoor kennel or another out-of-the-way area that is safe for them and for potential buyers.

Finally, it is extremely important that you be away from the property during our showings. Buyers feel very awkward viewing a house when the owner is present and will not open up about the property if you are around.

Thank You!

For fourteen years the people of Fremont County have trusted me with their real estate needs. Thank you for trusting me with the sale of your home! If you ever have any questions or just want to chat, please don't hesitate to contact me!

Olivia Prince