

RE/MAX

— TOWN CENTER —

SELLER'S GUIDE

Preparing Your Home to
Sell with Expert Help

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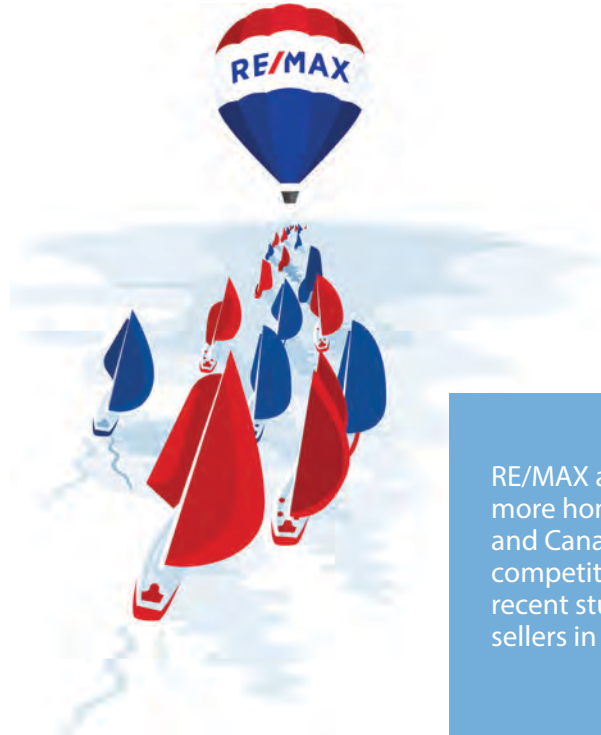


01. GUIDING YOU THROUGH THE SELLING PROCESS

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For most people, your home is your biggest investment and the decision to sell a home is not a small one. Selling your home can be an exciting and also overwhelming experience. Working with an experience real estate professional can dramatically change the experience of selling your home by improving transactional organization, increasing communication with buyers, and preparing the home before listing. The goal of selling is to achieve receiving the best possible offers in a short amount of time.

This guide will share information based on proven marketing techniques and the advice of seasoned real estate professionals to prepare you for selling your home. Follow these tips to make your home stand out and get the most out of selling your home.



RE/MAX agents sell more homes in the U.S. and Canada than any competitor, according to a recent study of buyers and sellers in both countries.



02. CLEANING AND DE-CLUTTERING

CLEANING AND DE-CLUTTERING

A clean home is one of the most important factors that buyers look for when deciding to make an offer. Creating a feeling of tidiness and organization in your home can go a long way.

Achieving a spotless home

1. Wash your windows and dust everything including ceiling fans, lampshades, and mini-blinds
2. Hang up fresh towels in your bathrooms
3. Re-caulk around showers, tubs, and sink
4. Brighten up scuffed walls with a fresh coat of paint in a neutral color
5. Replace outdated and worn carpet and rugs

De-clutter your home

1. Remove pieces of furniture from overcrowded rooms
2. De-clutter by packing away knick-knacks and personal items
3. Clean off your counter tops
4. Organize drawers throughout the house

Pay special attention to closets and storage areas where the space can easily look cluttered. Clearing excess clutter can make your house feel more spacious and welcoming to buyers.

Expert Info



“Many potential buyers may not see past dirt and clutter. If the house is crowded with the owner’s ‘stuff,’ they will assume that the house is too small for their possessions. Too much clutter also poses a safety - and buying - hazard! A person who trips over items left on the stairs is unlikely to have a good feeling about the house. In addition, a clean, clutter-free environment is more attractive than a grimy, untidy one.”

- Clean Living Institute

De-personalize your home

1. Remove all personal photos
2. Pack up your collections
3. Remove controversial artwork and strong political or religious statements
4. Remove trophies, awards & certificates
5. Remove all items from the bathroom counter, tub and shower

Helpful Tip



“When a home is up for sale, the smart seller will keep clutter under control on a daily basis. That way, if an unexpected buyer drops in, the house will be ready to show.

Clear off the kitchen and bathroom countertops, sorting and storing non-essentials in storage containers. Wipe all surfaces clean. Anything that will go back on the countertop should be wiped clean, too. In the kitchen, keep out only those appliances that are used every few days.

Don't let newspapers and mail pile up. Sort every day and discard what isn't needed. Place a few baskets in strategic locations around the house. When the real estate agent calls, the clutter that is an inevitable part of daily life can be quickly scooped up into the baskets and hidden away. And, get in the habit of making a nightly “sweep” just before bedtime.”

- Clean Living Institute





03. PREPARING YOUR INTERIOR

PREPARING YOUR INTERIOR

Paying attention to the details in your home can help you see problems that the buyers might notice and eliminate them before they arrive.

A fresh scent

With the very first step inside your home, smell has an impact - make it work to your advantage.

1. Open windows to let in fresh air
2. Grind a lemon in the garbage disposal for a fresh scent
3. Add fresh cut flowers
4. Wash walls and cabinets
5. Place a box of baking soda in the refrigerator and closets
6. Remove litter boxes and pet beds

Peace and quiet

The best sound to a buyer is peace and quiet. If you feel your house is too silent, playing non-offensive, soft music is okay. Be aware of possible noises and avoid them during a showing.

1. Barking dogs and noisy children
2. Lawnmowers and other outdoor equipment
3. Clanging pipes and loud appliances
4. Loud music
5. Squeaky floors and steps

Top 5 Scents



Citrus. Fruits like lemons and oranges smell fresh and are longer-lasting scents that say "clean."

Herbs. Using rosemary, thyme or basil, especially in the kitchen, will create a warm and welcoming feeling for buyers.

Vanilla. Grab a vanilla candle or make your own scent using vanilla beans or extract.

Green Tea. Green tea is used to help restore harmony.

Pine and cedar. These are especially nice to use during the holidays and winter months.

Source: Tori Toth, US News 2016



People react more favorably to a house shown under bright light than one that is dim and dark.

Bring in the light

Natural light is something every buyer wants a lot of in a home. Open window treatments and let natural light shine in.

1. Open drapes and blinds (remove those that will not be sold with the house)
2. Trim bushes that block sunlight
3. Check that light bulbs work
4. Paint walls a light neutral color



Focus on the Kitchen

Many people consider the kitchen the center of the home, and its condition can have a major impact on your home's value. If your appliances are old and outdated, replace at least one with a new energy efficient model - new appliances are an important feature to home buyers.

1. Remove small appliances and other clutter from the counter
2. Clean appliances inside and out
3. Repair or replace a damaged countertop
4. Freshen walls with a new coat of paint
5. Organize contents of kitchen cabinets and drawers
6. Remove window coverings to let in more light
7. Fix leaky faucets
8. Empty dishwasher and recycling bins

Bathrooms

The overall condition of the bathroom is important to buyers. Be sure your bathroom has working faucets, toilets and lights.

1. Fix dripping faucets and shower heads
2. Replace a broken toilet seat
3. Replace an old toilet with a water saving model
4. Clean sinks and shower drains
5. Organize linen closet and drawers

Helpful Tip



Replacing the cabinet hardware such as knobs and handles is an inexpensive way to help modernize and update your kitchen cabinets.



Fresh flowers add a nice touch to the bathroom. They indicate to buyers that the bathroom has been recently cleaned and that details are important to you as a seller.

6. Remove all personal items
7. Recaulk tubs and sink
8. Deep clean around the base of the toilet to remove any discoloration
9. Replace bathroom rugs and linens with clean, new towels
10. Update your shower curtain and buy a clean liner that is free from mildew

Bathrooms are a space that many buyers pay special attention to as it is an essential part of what makes a home feel cozy. A dirty or unkempt bathroom can quickly make buyers think twice about whether or not they'd feel comfortable in your home.



04. STORAGE AND UTILITY SPACES

STORAGE AND UTILITY SPACES

Often an after-thought, the state of both the attic and basement says much about the health of your home. Both should be well-organized and well-lit for buyers to inspect. Is your attic properly insulated and the basement dry and mold-free?

Basement and Attic

1. Clean the furnace room
2. Make sure all lights are working
3. Remove items from the floor-place on shelving for an organized look
4. Paint the stairs that go to the basement or the attic

Garage

A well-organized garage not only looks larger, it makes a positive statement about your home. A garage stacked with boxes looks cluttered and small. Carefully choose what you store there.

1. Organize tools and garden equipment
2. Remove oil stains from floor
3. Install a garage door opener
4. Be sure the lights work
5. Clean cobwebs and debris from the corners

Home Inspection



Buyers want to know what they're getting into. Expect that inspectors will look at *everything*. Here are some things they look for:

Grounds. Dying trees, standing water, sink holes, broken concrete

Structure. Rotten wood around windows, cracking foundation

Roof. Missing shingles, loose gutters

Exterior. Cracks, flaking paint, rot

Plumbing. Water pressure, clear drains, temperature

Kitchen. Proper venting, no leaks under sink

Electrical. Proper electrical panels, working light switches and outlets



CREATING CURB APPEAL

A small budget can go a long way when it comes to creating curb appeal especially if you do it yourself. Utilizing sources like Pinterest or Better Homes and Gardens can help give you ideas and inspire small, but noticeable improvements to the exterior of your home.

Get rid of yard clutter

Make your yard look inviting and not hazardous or evidence of your busy lifestyle.

1. Remove bikes, toys, trash cans, and garden tools
2. Scoop dog poop and store away outdoor leashes, dog houses, etc
3. Eliminate old flower pots
4. Clean up yard waste, fallen branches, leaves, and grass clippings

A welcoming entryway

The very first thing buyers will see is your entryway! Make them feel welcome and happy to be home.

1. Clean your door, replace broken screens and storm doors
2. Add touch up paint to the trim
3. Repaint your door with the same color or update it to a contrasting color that adds charm and visual appeal
4. Polish your doorknob or any fixtures
5. Add potted flowers, a wreath, or clean and simple seasonal decor
6. Make sure exterior lights work and replace outdated fixtures
7. Buy a new welcome mat
8. Sweep the area thoroughly

Cleaning the Exterior

1. Pressure wash the siding and the clean the windows
2. Mow the lawn, weed the gardens, and remove piles of leaves or debris
3. Replace the house numbers if they are outdated or worn
4. Invest in a new mailbox
5. Repair any broken or loose shingles on the roof

Improving the exterior of the house is an excellent way to increase buyer visibility for those who like to drive by a house before scheduling a showing.



06. NOTES

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