



Marketing Your Home to Potential Buyers

Here are some useful tips to consider when marketing your home to potential buyers.

1. Take care of your landscape.

One of the first things you should add to your "Getting your house ready" checklist is the exterior. Some of the first things buyers are going to notice as they pull up to your house are the landscape – lawn, plants, flowerbeds, etc. Now you don't have to be extravagant, install a fountain or even hire a professional. You just need to tidy up and make sure things look neat and preferably alive if possible.

Mow the lawn, trim your bushes and buy a few bags of mulch to pour in the flower beds to tie things together. In real estate sales, first impressions count. This is one of the simple improvements that add to your home's curb appeal.

2. Remove clutter.

One of the most cost-effective home selling tips is to make your home clutter-free! You want to maximize the perceived space in the home. The more clutter, the more uncomfortable things will feel. Go through everything and clear out all the non-essentials.

A cluttered home can make your home feel a lot smaller than it is. This is not a good thing when trying to get the most you can out of your sale. Today's buyers like bright open spaces unfettered by an abundance of someone's personal property.

Keep in mind there is a significant percentage of the population who do not have the vision. Make things easier on the buyer by giving them something they can visualize. It is all about a buyer seeing themselves in your home.

The people that are looking at your home are going to open every door, including closets and the garage. You may help your sale by making sure these areas are relatively organized. The better they look, the easier it is for buyers to imagine that they can fit all their things in the home.

3. Paint your interior if it needs it.

Dark, dreary colors can shrink the perception of space. By painting with contemporary colors and ideally with a little insight from one of our knowledgeable Real Estate agents at Moore's Realty, Inc you can change the whole feel of your home.

There is not another home improvement that will give you more bang for your buck than a fresh coat of paint. From a selling standpoint, it is important to stick with neutral colors.

Remember selling your home is not about personal preferences but appealing to the masses. Stick with off white and light creamy colors for maximum benefit.





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4. Contact Moore's Realty, Inc to learn how we can work for you to get you "Moore for your Money".

If you are noticing a trend here, that's because there is one. Working with a real estate professional at Moore's Realty, Inc to sell your home has many benefits and takes a lot of the heavy lifting off your shoulders.

An experienced Realtor can often sell your home faster and for a better price than you can on your own. This, in fact, is one of the most valuable tips for selling a home. Just make sure you hire the right agent! We look forward to providing you with a positive memorable home selling experience.

Moore's Realty, Inc is ready, willing and able to go to work for you to sell your property. Keep in mind that pricing a home properly is vital to your success, and some agents will intentionally mislead you just to get your business. Not at Moore's Realty, Inc! We are committed to getting you, "Moore for Your Money!"

5. Take advantage of good lighting.

A bright, cheery home is more inviting to buyers. Let the sunlight in if you can and add some better lighting if your home is dim during showings.

Even buying brighter light bulbs can help. One of the things I always mention to my clients is to make sure all of their curtains are drawn, and lights remain on when there is a scheduled showing.

Again, the presentation of your home is critical. Small things like lighting can make a big difference with no money coming out of your pocket!

6. Consider a professional cleaning.

A clean home is inviting to buyers, whereas a dirty home can turn them away faster than just about anything. The easiest way to know your home is spotless and looking its best is to hire a professional cleaning company.

Make sure your kitchen and baths are spotless. Buyers will pay closer attention to these areas. Also, make sure your carpets are as clean as possible. If need be, consider having your carpets professionally cleaned. This is one of those things where spending a few hundred dollars can save you thousands by preventing the buyer from thinking they need to replace the carpets immediately.

7. Make sure you repair the things that your Real Estate agent advises.

Many renovations are arguably a bad investment for sellers, as it is hard to get your money back in the sale. But if your real estate agent advises that you fix some things, like faulty wiring, a hole in the fence, a leaking toilet, or a visible stain in the ceiling, you should do it. These are things that the buyer may balk at or demand a lower price because they feel immediate attention is needed.

Secondarily when the buyer does their home inspection, more than likely, they will be trying to renegotiate the sale price or, worse asking to back out of the deal.

One of the things I constantly stress to my clients is being well prepared for the buyer's home inspection. This is the number one place where home sales fall apart. It only makes sense to address the problems beforehand. If you know about a problem, a good home inspector will more than likely find it.



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8. Address all odors.

The smell is powerful and can easily drive someone away from buying your home. However, you may not even realize the smells are there.

Ask an outsider you trust, like your Realtor, to let you know if there are any unpleasant odors – like pet or cooking odors – and address them before you show.

Believe it or not, pet odors can kill a home sale. This happens because some buyers fear they won't get rid of the odor once they purchase the house. Don't take any kind of chance with home odors – remove them!

9. Make your kitchen appealing.

Many buyers are very focused on kitchens, which is why you want to make sure yours is reasonably appealing.

Most Real Estate agents will tell you that the kitchen is the most important room in the home and that's because it is typically the place where we spend most of our time. Do what you can to make your kitchen as appealing as possible.

10. Take your pets somewhere for showings.

It is hard for pet owners to imagine sometimes, but some people really don't like pets. As a dog or cat owner, you may not want to hang out with such people, but they might make a great offer on your home.

Take the pets somewhere safe and comfortable. Having evidence of your pet, including their odors, can be a real turn off to some people.

There you have it – these are some of the best home selling tips to get you on your way to a successful home sale!

Give Moore's Realty, Inc a call today - we'd love the opportunity to win your business!



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