



**The Desirable Home**

# The three factors in selling a home

Home buying is an “emotional” practical decision



**1) Exposure to potential buyers**

**2) Presentation of home**

**3) PRICE**

# How To Get Buyers To Hate Your Home

- House Odors
  - Smoke
  - Pets
  - Mildew
  - Cooking
- Dogs at door
  - Frighten or irritate some buyers
  - Control pets
  - Remove or crate during showings





# Buyers cont.

- Dimly lit rooms
  - Replace dim bulbs
  - Add fixtures
  - Remove heavy drapes
  - Repaint with light colors
  - Remove tree limbs
- Dirty bathrooms
  - Paint and re-caulk
  - New shower curtain
  - **Colorful** towels and rugs



# Buyers Cont.

- Busy wallpaper
  - Wall paper is a personal decision
  - Remove and paint
- Bugs in home
  - Roaches, ants and spiders - **out**



# Buyers cont.

- Poor curb appeal
  - Must **grab** buyers interest
  - Have yard in tip-top shape
- Gutters with plants
  - Buyers think-what else has **not** been maintained
  - Cause of potential basement leaks





# Buyers cont.

- Damp basements
  - Dampness is **red** flag
  - Most issues from water diverted **toward** foundation
- Sellers who **hang** around for showings
  - Give buyers space to linger and open doors
  - Buyers want to talk freely



# Dress Your Home Up Outside

- Paint trim /Front door
- Plant Flowers/pull weeds
- Clean gutters attach downspouts
- Pressure wash driveway/sidewalks
- Mow grass / apply new mulch
- Replace outside light bulbs
- Wash exterior or paint if needed
- Clean or replace house numbers
- Remove cob webs /spray for pests
- Repair and clean screens and windows





# Create a Warm Environment

- Consider smells-Candles, vanilla, Febreze
- Replace bulbs, clean drapes, blinds, windows
- Professionally clean carpets/ replace if needed
- Paint or wash walls and baseboards
- Clean doors /cabinets/ closets
- Dust and remove cobwebs
- Clean appliances/ Re caulk bathtubs/ showers
- Replace cracked or damages outlet covers



# Kitchen-Emotional Center of Home

- Up date lighting
- Refinish out dated colored appliances
- Spruce up or repair cabinets
- Organize cabinets
- Declutter counter tops
- Repair damaged counter tops
- Replace worn floors
- Paint if necessary



# Open Up The Dark Areas

- Unlock and open all areas of home
- Clean / sweep / pressure wash garage
- Unlock outside buildings
- Clean out closets/ pantry
- Provide access to crawl space /cellar
- Provide access to attic
- Increase lighting





# Adapting homes to Seniors' needs

Widen Doorways Throughout the Home

Install Ramps

Add Levered Doorknobs and Faucets  
Throughout the Home

Bathtub or Shower Modifications

Install a Raised Toilet Seat and Grab  
Bars in the Bathroom

Remove tripping hazards and improve  
lighting





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