

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

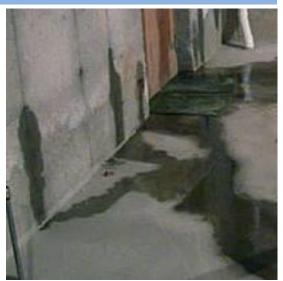




#### Buyers cont.

- Damp basements
  - Dampness is red flag
  - Most issues from water diverted toward foundation

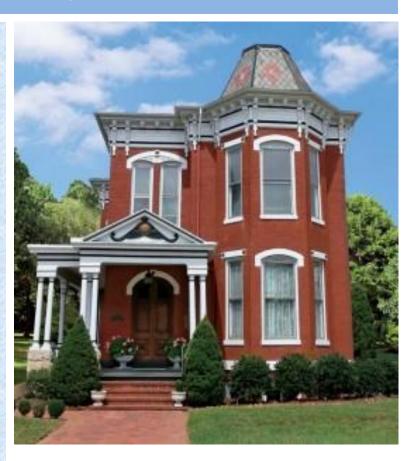
- Sellers who hang around for showings
  - Give buyers space to linger and open doors
  - Buyers want to talk freely





# 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
- Pain 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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