



## Tips to the Seller

### Let your home smile a welcome to buyers

#### *First Impressions are Lasting*

The front door greets the prospect. Make sure it is fresh, clean and scrubbed looking. Keep lawn trimmed and edged, and the yard free of refuse.

#### *Decorate for a Quick Sale*

Faded walls and worn woodwork reduce appeal. Why tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in new kitchen wallpaper will pay dividends.

#### *Let the Sun Shine In*

Open draperies and curtains and let the prospects see how cheerful your home can be. (Dark homes do not appeal.)

#### *Fix that Faucet*

Dripping water discolors sinks and suggests faulty plumbing.

#### *Repairs can make a Big Difference*

Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.

#### *From Top to Bottom*

Display the full value of your attic and other utility space by removing all unnecessary articles.

#### *Safety First*

Keep stairways clear. Avoid cluttered appearances and possible injuries.

#### *Make Closets look Bigger*

Neat well organized closets show that you have ample space.

#### *Bathrooms Help Sell Homes*

Check and repair caulking in bathtubs and showers. Make this room sparkle.

#### *Arrange Bedrooms Neatly*

Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

#### *Can you See the Light?*

Illumination is like a welcome sign. The potential buyer will feel a glowing warmth when you turn on all your lights for an evening inspection.

### When the agent shows the house...

#### *Three's A Crowd*

Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.

#### *Music is Mellow*

But not when showing a house. Turn off the blaring radio or television. Let the salesman and buyer talk, free of disturbances.

#### *Pets Underfoot?*

Keep them out of the way—preferably out of the house.

#### *Silence is Golden*

Be courteous, but don't force conversation with the potential buyer. He/she wants to inspect your house—not pay a social call.

#### *Be it ever so Humble*

Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is his job.

#### *In the Background*

The salesperson knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed.

#### *Why Put the Cart Before the Horse?*

Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.

#### *A Word to the Wise*

Let your Realtor discuss price terms, possession and other factors with the customer. He is eminently qualified to bring negotiations to a favorable conclusion.

#### *Use Your Agent*

Show your home to prospective customers only by appointment through your agent. Your cooperation will be appreciated and will help close the sale more quickly.

