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# 6 KEY STEPS TO DRESS YOUR HOUSE FOR SUCCESS

## Selling your house for the best price in the least amount of time

Now that you've made the decision to sell your home, you'll want to look at it differently. It's now a house for sale and looking at it through "buyers' eyes" can help you package it to sell more quickly.

This checklist can help you organize what needs to be done.

Dressing your house for success doesn't need to be expensive or overly time-consuming. You can borrow or rent the "extras" like decorative house plants or lawn furniture to make your house really memorable. And, if you don't have enough time to do cleaning or repair work, consider hiring a professional. It could save you time and money later.

## WHERE DO I START?

When you begin preparing your house for market, start outside and work your way in, keeping in mind the importance of first impressions.

It is estimated that more than half of all houses are sold before the buyers even get out of their cars! Stand across the street from your house and review its curb appeal. What can you do to improve that very first impression?

When you're ready to begin work, use the checklist and add to your "To Do" list in the blank space provided. The checklist follows six important steps to packaging your house. Remember, you need to think like a buyer now and have a critical eye!

### 1. Uncluttering

Makes every room look larger and feel neater. If a house is cluttered, buyers have trouble imagining themselves in it. By removing or storing things you don't need, you create a roomy, comfortable feeling that will be inviting to prospective buyers. Remember, when in doubt, throw it out, sell it or give it away!

### 2. Cleaning:

Makes your house easy for buyers to explore and give the impression that it has been well cared for. Be sure every room smells as good as it looks, paying special attention to pet areas, nurseries and bathrooms. Some fresh paint and one time professional cleaning services can make your house look like new!

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### 3. Repairing:

Eliminates buyer's objections before they arise. If you think something is too much trouble to fix, chances are buyers will too. Buyers tend to think repairs will cost more than they do.

### 4. Neutralizing:

Helps buyers see their own things in your house and picture themselves living there. Neutral paint, décor and carpeting create a home for any lifestyle. Eliminating distracting colors and accessories lets buyers concentrate on positive impressions.

### 5. Dynamizing:

Makes the exterior and every room of your house special. Since it is competing with many other houses on the market, you need to make it stand out and be memorable. Look in magazines and catalogs for ideas. From the front door to the basement, from fresh flowers to fresh smells, this is the finishing touch!

### 6. Showtime!:

The final step before each time your house is shown. Identify jobs and assign them to make this step quick and easy. If you keep up daily, SHOWTIME! Will be easier for you and your family. Plan a fun activity—away from the house - during showings.

## Exterior/Curb Appeal

#### Uncluttering

- Lawn/garden - mow, trim, weed, water, pick up
- Pet areas - clean up, re-sod spots as needed
- Extra vehicals - remove from curb view

#### Cleaning

- Windows - wash inside and out
- Walks and driveways—sweep and remove stains
- Siding/brick or stucco—hose down

#### Repairing

- Doors and windows -repair screens, glass and door hardware
- Siding - repair or paint as needed
- Fences - repair or paint as needed
- Sidewalks and driveway - repair as needed

#### Neutralizing

- Lawn areas - remove any distracting decorations

#### Dynamizing

- Add a large plant, wreath or doormat at entrance
- Add potted or hanging flowers to deck or porch
- Borrow lawn furniture
- Add new house numbers or a brass door fixtures
- Add fresh layer of rock or bark if needed

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