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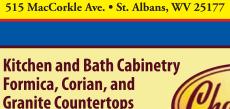
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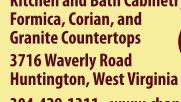




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20 Steps to Help You Sell Your Home

- MAKE THE MOST OF THAT FIRST IMPRESSION A well-manicured lawn and shrubs, and a clutter free porch e prospects. So does a freshly painted or a freshly scrubbed front door. If it's autumn, rake the leaves. If it's winter, make of unnecessary items. sure there's no ice on the sidewalk or steps. The fewer obstacles between prospects and the true appeal of your home, the better.
- Remember potential buyers are looking for more than just are looking for storage space too. Make sure your attic and basement are clean and free
- MAKE ROOM FOR SPACE comfortable living space. They

CONSIDER YOUR

The better organized a closet,

the larger it appears. Now's the

CLOSETS

donate them to charity.

time to box those unwanted clothes and

- LIGHTEN UP AT **NIGHT** Turn on the excitement. Turn on all your lights, home in the evening. Lights add color, warmth, and make prospects feel welcome.

AVOID CROWD

Potential buyers often

SCENES

they enter a home filled with people. Rather

than giving your house the attention it

deserves, they are likely to hurry through.

Keep the company present to a minimum

DON'T APOLOGIZE No matter how humble your abode never apologize for its shortcomings. If a prospect volunteers a derogatory remark about you home, let Dan handle the situation.

KEEP A LOW

do, but Dan knows the buyers. He will

know what they need or what they want.

Dan will have an easier time articulating

the virtues of your home if you stay in the

PROFILE

Nobody knows your

home as well as you

DON'T TURN YOUR

HOME INTO A

SECOND-HAND

STORE

When a prospect comes to view your home

furnishings. You may lose the biggest sale of

DEFER TO

EXPERIENCE

When prospects want to

talk about price, terms

don't distract them with offers to sell your

all; that is, your home.

- INVEST IN A FEW HOURS FOR FUTURE DIVIDENDS Here's your chance to clean up in real estate. Clean up in the bedroom, the bathroom and the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. Prospects would rather see how great your home looks than hear how great it could look with a little work.
- CHECK FAUCETS AND BULBS Dripping water rattles the suggests faulty or worn-out plumbing. Burned-out bulbs leave prospects in the dark. Don't let little problems detract from
- DON'T SHUT OUT A SALE If cabinets or closet doors stick in your home, you can be sure they will also stick in the prospect's mind. Don't try to explain sticky situations when you can easily plane them away. A little effort can smooth the way

what is right about your home.

towards a closing.

- THINK SAFETY Homeowners learn to live with all kinds of self-set booby-traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low-hanging overhead lights. Make your residence as non-perilous as possible for visitors.
- MAKE YOUR BATHROOMS SPARKLE Bathrooms sell homes so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, use your best towels, mats and shower curtains.
- CREATE DREAM BEDROOMS Wake up prospects to the cozy a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are
- OPEN UP IN THE DAYTIME Let the sun in. Pull back your curtains and a drape so prospects can see how bright and cheery your home really is. Be sure your windows are sparkling clean too.
- WATCH YOUR PETS Dogs and cats are great companions, but they are not when you're showing your home. Pets have a talent for getting in the way. Do everybody a favor: keep your dog or cat outside if you can, or at least out of the way. Also, be sure your home does not have any pet odor that could make the
- THINK VOLUME Rock 'n roll will never die, but it might kill a When it's time to show your home, it's time to lower the volume on the stereo or TV.

your home with a minimum of distractions

or interruptions.

Prospects want to view

- let them speak to the expert, Dan Walker. That's when a good agent earns his or her pay by putting highly effective negotiating and training techniques to use. RELAX Be friendly, and don't try to force conversation.
 - HELP YOUR AGENT Your RE/MAX Associate selling your home if vings are scheduled through this office. You'll also appreciate the results.