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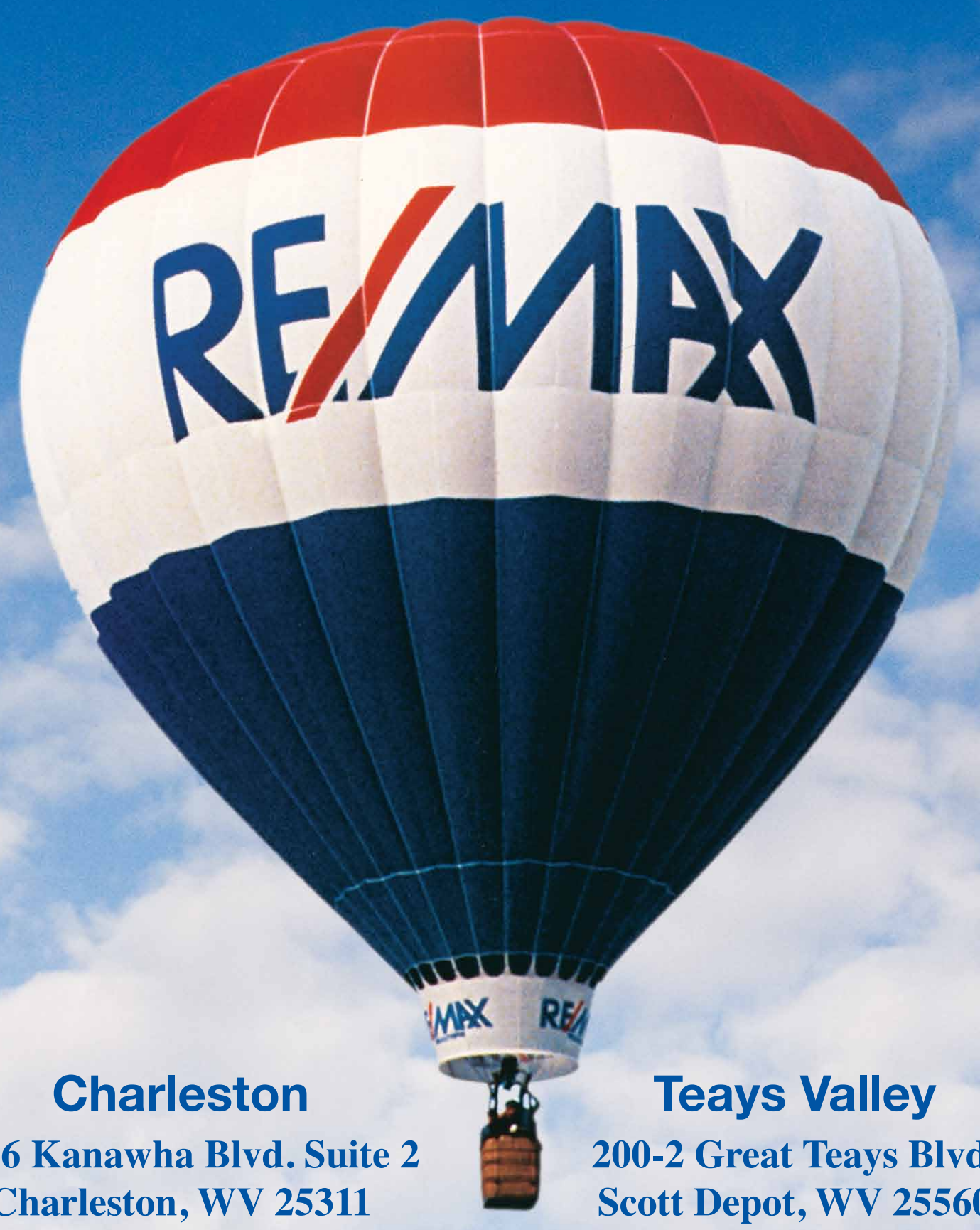
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## What Puts Your RE/MAX Agent "Above the Crowd"

- The agent is responsible for all marketing expenses
- The agent is in business for himself
- The agent is a full time career professional
- The agent must be current with today's technology
- A commitment to excellence
- Success is a tradition
- Unconventional wisdom
- Most successful relocation professionals in the world

## 20 Steps to Help You Sell Your Home

- 1 MAKE THE MOST OF THAT FIRST IMPRESSION**  
*A well-manicured lawn and shrubs, and a clutter free porch welcome prospects. So does a freshly painted or a freshly scrubbed front door. If it's autumn, rake the leaves. If it's winter, make sure there's no ice on the sidewalk or steps. The fewer obstacles between prospects and the true appeal of your home, the better.*
- 2 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.*
- 3 CHECK FAUCETS AND BULBS**  
*Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned-out bulbs leave prospects in the dark. Don't let little problems detract from what is right about your home.*
- 4 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 towards a closing.*
- 5 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.*
- 6 MAKE ROOM FOR SPACE**  
*Remember potential buyers are looking for more than just comfortable living space. They are looking for storage space too. Make sure your attic and basement are clean and free of unnecessary items.*
- 7 CONSIDER YOUR CLOSETS**  
*The better organized a closet, the larger it appears. Now's the time to box those unwanted clothes and donate them to charity.*
- 8 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.*
- 9 CREATE DREAM BEDROOMS**  
*Wake up prospects to the cozy comforts of your bedroom. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.*
- 10 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.*
- 11 LIGHTEN UP AT NIGHT**  
*Turn on the excitement. Turn on all your lights, both inside and out, when showing your home in the evening. Lights add color, warmth, and make prospects feel welcome.*
- 12 AVOID CROWD SCENES**  
*Potential buyers often feel like intruders when 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.*
- 13 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 buyer feel uncomfortable.*
- 14 THINK VOLUME**  
*Rock 'n roll will never die, but it might kill a real estate transaction. When it's time to show your home, it's time to lower the volume on the stereo or TV.*
- 15 RELAX**  
*Be friendly, and don't try to force conversation. Prospects want to view your home with a minimum of distractions or interruptions.*
- 16 DON'T APOLOGIZE**  
*No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory remark about your home, let Dan handle the situation.*
- 17 KEEP A LOW PROFILE**  
*Nobody knows your home as well as you 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 background.*
- 18 DON'T TURN YOUR HOME INTO A SECOND-HAND STORE**  
*When a prospect comes to view your home, don't distract them with offers to sell your furnishings. You may lose the biggest sale of all; that is, your home.*
- 19 DEFER TO EXPERIENCE**  
*When prospects want to talk about price, terms and conditions, or other real estate matters, 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.*
- 20 HELP YOUR AGENT**  
*Your RE/MAX Associate will have an easier time selling your home if showings are scheduled through this office. You'll also appreciate the results.*