

LANGHIRT CREW GROUP

"Everyone Needs a Little TLC"



PREPARING TO SELL YOUR HOME

Preparing your home for sale is a daunting task and it's difficult to know where to begin.

We've created a checklist to help you organize and tackle every step.

1. DON'T THINK OF IT AS "YOUR HOME"

Your home is more than a house. You've built memories there, maybe started a family there. So, we know it's not the easiest thing to do, but you have to be able to remove "home" from the equation. Try to concentrate on what a potential buyer is looking for. Buyers want to be able to picture themselves making their own memories there. They tend to focus on the size of the lot, the structure, the layout, and how the house might best fit their lifestyle. Your goal as the seller is to highlight features of the property that will help a buyer to envision themselves living there.

Imagine yourself happily handing over the keys to excited new owners.

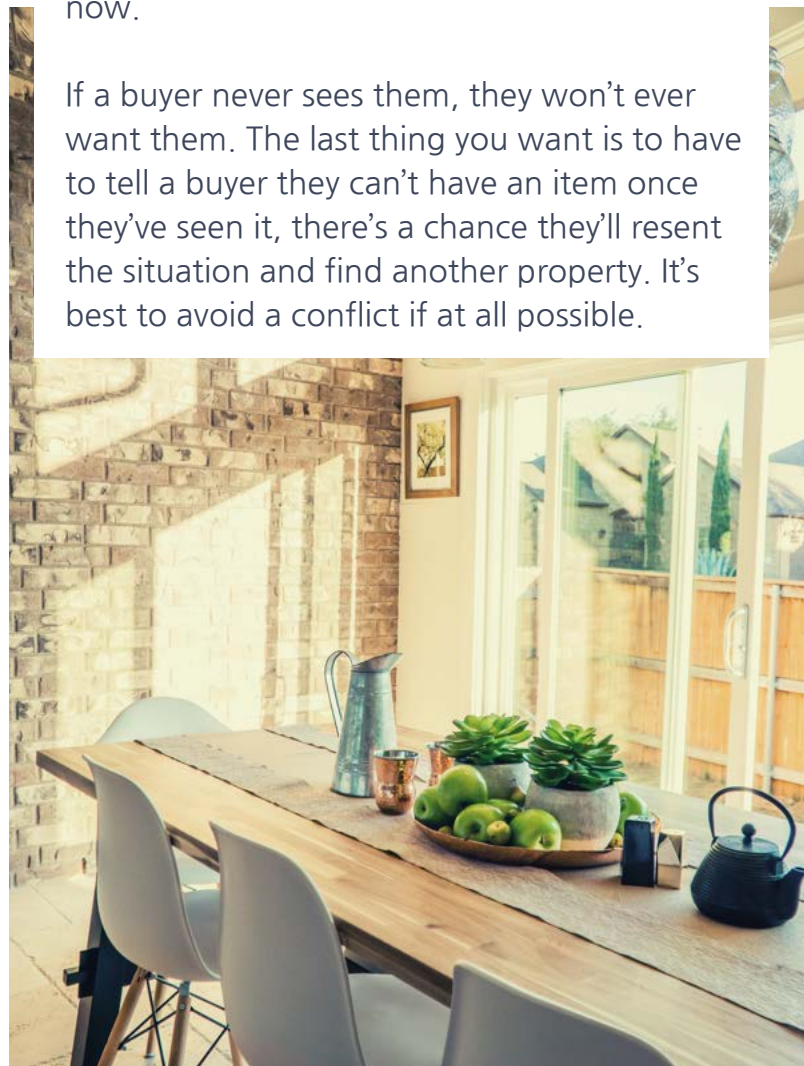
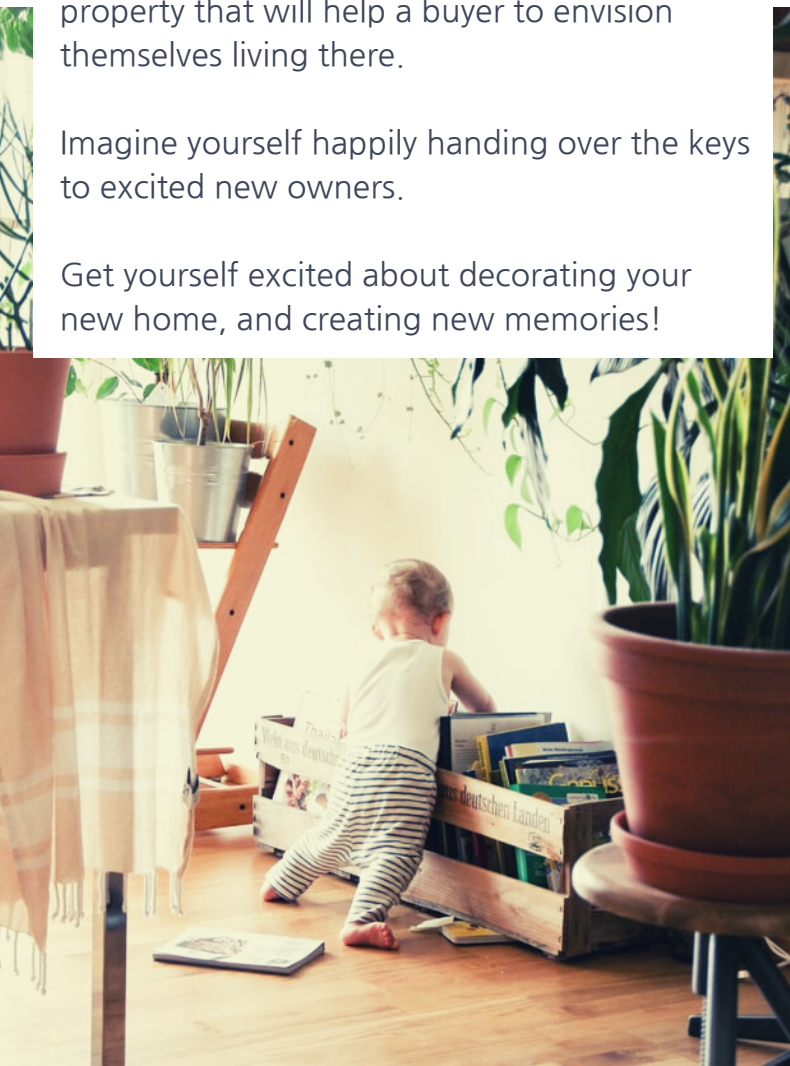
Get yourself excited about decorating your new home, and creating new memories!

2. THE BUYER'S IMAGINATION

Buyers often have a hard time seeing past personal effects. They want to imagine their family and friends in the space, not yours. Pack up the family photos on the wall and remove Buckeye memorabilia (I know it hurts). The goal is to create an environment where buyers feel like they aren't intruding into someone else's space.

Remember when you bought the house? You probably envisioned dinner parties with friends, maybe mentally assigning rooms to members of your own family. Most buyers simply can't get to that point if your house exhibits too much of "your" life. Go for the look & feel of a model home so buyers think, "I can see myself living here." If there are any items that you're not planning on leaving in the house (window coverings, built-in appliances, fixtures, possibly a chandelier, etc.) the time to remove them is now.

If a buyer never sees them, they won't ever want them. The last thing you want is to have to tell a buyer they can't have an item once they've seen it, there's a chance they'll resent the situation and find another property. It's best to avoid a conflict if at all possible.



3. SPACE, SPACE, SPACE.

Over time, most people tend to collect a tremendous amount of 'stuff', and what some people may view as perfectly normal can be viewed as unsightly clutter to others. Clutter such as paperwork, toiletries and cleaning supplies, musical instruments, and sports gear, to electronics or baking equipment, can all fall into this category.

Unfortunately, clutter can be a big distraction to potential buyers, and they can put a negative spin on how a buyer relates to your house. Think about it this way: if you haven't used it for a year, you probably don't need it. But, if you just can't imagine parting with it, consider securing a storage unit until your move.

During a showing, buyers will spend a significant amount of time analyzing the kitchen and bathrooms. They'll look through drawers, they'll open the pantry, and they'll explore cabinets and under the sinks, all in an attempt to gauge the adequacy of space. When a space is full, it looks smaller.

Think about how big an empty room looks before the furniture is moved in. It's the same for drawers and counters. An empty drawer appears to have more space than one stuffed to the brim. Empty counters appear larger when they aren't cluttered with mixers and toasters. These rooms, more than any others, have the most impact on the sale of a home. Time to clear them out.

Kitchens -

- ___ Remove virtually everything from the kitchen counters.
- ___ Open each drawer and examine its contents. If it's not needed, throw it out or move it to your storage unit.
- ___ Neatly stack dishes, pots & pans. Glasses should be turned the same way, and coffee cup handles should face in the same direction. Organize spices and food. It may seem nit-picky but I promise, it makes a difference.
- ___ Remove everything from under the sink and scrub the base of the cabinet. Buyers need to be able to easily see the cabinet base and will be looking for any obvious signs of water leaks, as well as general condition.
- ___ Pantries should be as orderly as possible. Avoid stacking food items, canned goods should be arranged neatly. Like you would see in a supermarket. Loose items should be placed into tubs, and decorative glass jars are great storage containers for items like rice, beans, cereal, sugar, and flour.
- ___ The refrigerator - a shopping list or a recipe magnetically attached is okay, but clear everything else. Remove all magnets and photos.



Bathrooms -

Counters should be absolutely bare. Remove makeup mirrors or hairdryer hangers from the wall, then have the holes filled. Bent towel bars and rings should get replaced.

Walls & shower doors need to be relatively clear. Remove any hanging personal items like shower caps, robes, or dirty towels.

Open closets, drawers and medicine cabinets, and remove old/unnecessary toiletries & medical supplies. Keep only the essentials.

Closets must be neatly organized, and towels should be folded in neat stacks. If you have a clothes hamper, it's a good idea to move it out during the sale process. Extra sheets, bedding, oversize towels, or anything that takes up large amounts of closet space should be moved out.

Bedrooms -

Bedding should be neat and crisp. A couple of throw pillows are okay, but avoid pillow overflow.

Floors should be free of any shoes or clothes.

Dressers and mirrors should be clear of any jewelry and electronic devices.

Walls and ceilings need to be free of any posters, stickers, or hanging memorabilia.

Bedroom closets should have clothes hung and arranged neatly with hangers facing in the same direction and like items grouped together. Line up shoes and minimize clutter on shelves.

Furnishings -

Houses show better with less furniture. Remove any pieces that are in poor condition or that squeeze pathways.

Bookcases need to be cleared off and should be nearly empty.

Depending on the size of your kitchen or dining room, removing extra leaves from tables will make the room appear larger.

Don't forget about your patio furniture. If your patio furniture has seen better days, remove it.

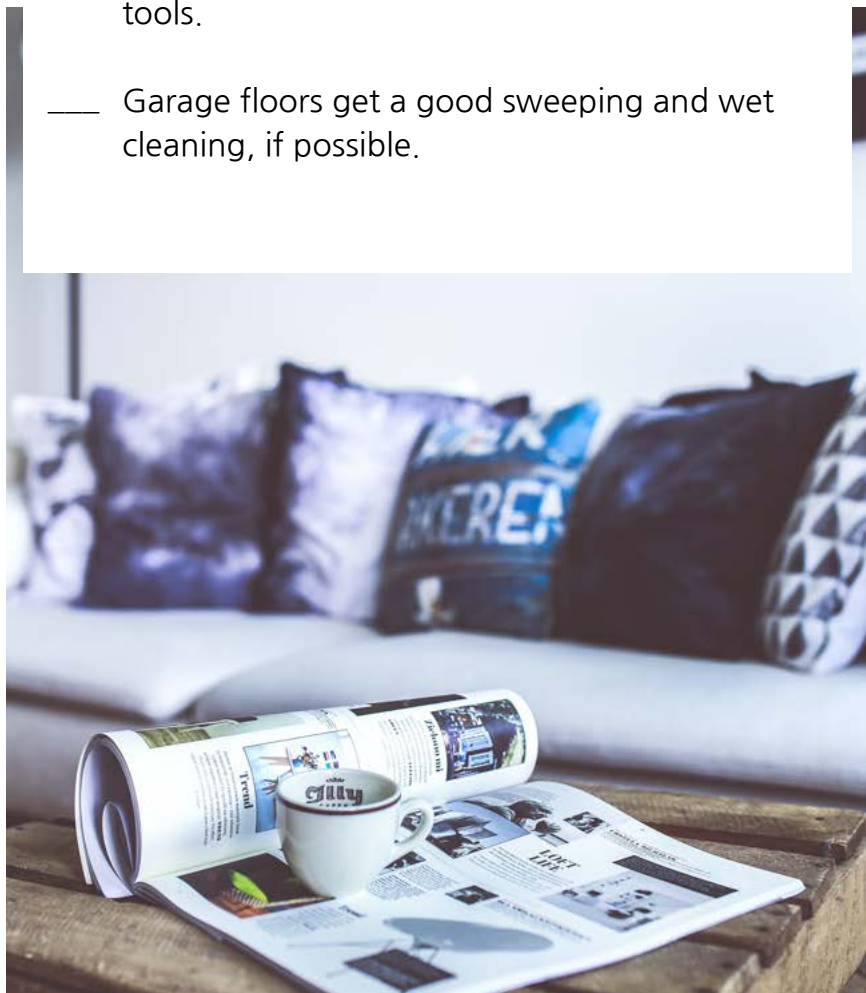
Garage -

Remove mowers & yard tools if you can.

Hang bicycles or park them out of the way.

Declutter the shelves. Discard or remove paint cans, gas cans, pesticides, weed killers, and hand tools.

Garage floors get a good sweeping and wet cleaning, if possible.



4. MAKE IT SPARKLE & SHINE.

- While this list is not all-inclusive by any means, it is meant to be used as a guide to cover many of the issues that can alarm potential buyers. When encountered, buyers become concerned about what they can't specifically see.
- Wash windows inside & out
- Remove cobwebs
- Dust & clean the furniture, blinds, ceiling fans, chandeliers, and air-conditioning/heater returns & vents.
- Replace air conditioner filters
- Wet clean every door, especially the doorknobs
Repair stained or cracked caulking in the bathrooms
- Use glass cleaner on chrome faucets and mirrors
- Clean out the fridge
- Mop tile/wood floors weekly and vacuum carpet every day
- Replace or remove any worn-out carpet.
- Deodorize. Maybe you've heard the term "nose blind". This when a homeowner becomes used to specific smells (especially pets) and becomes oblivious to them. An odor neutralizing spray, scented candle, or carpet freshener can help tremendously. Just don't go overboard. You don't want to create the impression that you're trying to cover something up.



5. REPAIRS & MAINTENANCE

Most buyers will use a home inspector. Quite often the “problems” are somewhat trivial in nature. Experienced buyers can sift through the unimportant items of concern, but a new buyer reads an inspection report, and their anxiety simply overcomes them. It’s always best to address as many repair items as possible upfront.

Interior Repairs -

- ___ Fix, paint, or re-stain any scratches or gouges on cabinets
- ___ Tighten hinges, or replace stripped out screws (go one size larger) for any cabinet doors that may not be aligned.
- ___ Patch holes or cracks in walls.
- ___ A new coat of paint can work wonders for the interior of your house. Consider painting your walls a light beige or light neutral color.
- ___ Replace cracked floor or counter tiles.
- ___ Carpet repairs are typically a must. Depending upon the severity of any worn areas, they may just need professional cleaning. Otherwise, replacement may be in order.
- ___ Plumbing Fixtures need to operate and look brand new. If yours don’t, you can easily swap them out.
- ___ Fix squeaky doors that don’t close properly, doorknobs that stick, and locks that don’t engage.
- ___ Replace all burned-out light bulbs, and be sure that every light switch is working.

The following section is THE MOST IMPORTANT to address. “Curb appeal” is a make or break issue for most buyers. If buyers don’t like the exterior, they won’t even get out of their car to go inside.

Exterior Repairs -

- ___ Repair any rotten wood. Most often found around doors & windows, soffits, and siding near chimneys.
- ___ Ensure rain gutters are attached to roof-lines, and downspouts are attached to gutters.
- ___ Remove, clean and/or repaint shutters & front door. Front Entries are incredibly important.
- ___ Replace outdated exterior lighting easily dates a house.
- ___ Clear off the front porch, roll up and store yard hoses and make sure the entire porch is swept off.
- ___ Trim all bushes, low hanging or dead tree limbs to allow a clear path to the front entryway.
- ___ Mow and trim the lawn and keep it manicured during the sale process.
- ___ Plant colorful flowers in your flower beds and add fresh mulch
- ___ Rent a pressure washer to spray down sidewalks, the driveway, and exterior of the house (siding, brick, stucco, etc.).
- ___ Lastly, make sure that potential buyers have an unobstructed view of your address (and your Agent’s sign). When they start making calls the buyer should be able to tell agents exactly which house they’re interested in.

6. GET OPINIONS

Ask family members, friends and neighbors to role-play as a buyer, and walk the property with you. It's important to remain open to advice that's shared with you, and not to get discouraged or dismiss any of the opinions they offer. First, turn on every light in the house. Walk down the street with your "buyers", and turn to face your house. Take a look around.

- How does your house compare with nearby properties?
- Does yours have a nicer curb appeal than the surrounding area?
- Stand in your yard, and face the main entry. Does the house look welcoming potential buyers?
- Enter the house from the front door. How does it smell?
- Can you easily move from room to room without walking around obstacles?
- Spend time in the entryway of each room. Does the furniture need to be moved to create a better flow?
- Does the space look like it belongs to someone specific, or does it exhibit a clean slate that a buyer can envision living in?

In order to get that perfect offer, it requires careful planning and a keen understanding of how to present your home so that buyers will be scrambling to sign a contract.

Langhirt Crew Group

405 Colemans Crossing
Marysville, OH 43040

(614) 600-6201

