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INDUSTRY KNOWLEDGE CLIENT SERVICE PERSONAL INTEGRITY



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## TIPS FOR REAL ESTATE SELLERS

**Make first impressions count.** Without a doubt, a visually appealing house will attract buyers, who can't help but respond to the look and "feel" of a home. Take time to carefully prepare for showings. Don't forget the following:

- Cut the grass
- Remove any clutter from the yard
- Trim hedges
- Weed gardens
- Wash steps, windows, railings, doors, etc
- Paint if needed
- Remove unnecessary clutter from garages

**Scrub, dust and fix up the works.** Buyers will notice details. Get rid of the clutter, repair leaky faucets, wage war on dust and clean until your home shines. Small things can make a potential buyer walk away. When you prepare your house for showing, remember to:

- Shampoo carpets
- Clean tubs, toilets and showers and hang fresh towels
- Oil squeaky doors
- Fix things like broken hinges and light switches

**Listen to suggestions.** As you prepare your home, don't rely solely on your own judgment. It's hard to be objective when you're the owner. Your realtor will have helpful, professional tips on how to make your home more marketable.

**Take a whiff.** Nothing will turn a buyer away faster than an odd smell. Try to eliminate smoking, food and pet odors. And don't leave any clues. If potential buyers see a dog or an ashtray, they'll be on the lookout for smells and stains.

**Turn on the lights.** Open shades and draperies before a viewing. Open all doors inside home. Turn on inside and outside lights.

**Let potential buyers "see" themselves in your home.** Too many personal items can make viewers feel like they're intruding in someone else's home. Keep things clean and simple. Decorate in neutral colors.

**Get out of the house.** When buyers view your home, they'll be more comfortable and spend more time if you're not there. If you must be present, be as unobtrusive as possible. Let your agent do the work.

**Stay unemotional during negotiations.** Selling your home can be emotionally charged, but don't let that stand in the way of making a deal. Have a business-like attitude during the process.

**Choose a REALTOR® you like and trust.**