

SELLERS

PREPARING YOUR HOME FOR MARKET



First impressions matter-and they are essential to achieving a successful outcome when selling your home. Adopt the lens of a buyer in scrutinizing your home (and common areas in condominium buildings) to ensure you are positioning your home as favorably as possible to enhance buyer reception and market demand. Below is a helpful list of considerations:

Enhance “Curb Appeal”

Whether your curb is the front door of your condo in a high-rise or a single-family home, make sure the environment is clean, well-manicured and inviting. Invest in seasonal landscaping, deep cleaning and new lighting. For condo owners, common area entrances are your home's first impression. They will either elicit a welcoming or discouraging effect.

Create a List of Repairs and To-Do's

Enlist a handyman. Identify all minor repairs from leaky faucets and running toilets to cracks in walls or windows and correct them. Re-caulk around bathtubs, showers and toilets to freshen the look and feel in bathrooms. Buyers respond very well to homes that are well-maintained; this can provide leverage in negotiations.

Consider a Pre-Market Inspection

Nearly every buyer hires an inspector whose purpose is to identify problems with your home. Latent and obvious problems are almost always called out with buyers leveraging reports to secure repairs or credits at close. At the very least, an inspection report will provide a list of items to address before market, such as HVAC service or faulty outlets, that should be corrected before listing your home. It will streamline the escrow period and reduce stress.

Declutter and Depersonalize

A thoughtfully edited home with well-placed accessories and minimal personal items invites buyers to imagine themselves living in the environment, a clear canvas for their imaginations. Well-organized drawers and closets are a critical component of decluttering. Most buyers want as much storage as possible. Organized spaces appear larger.

Invest in Cosmetic Improvements

We live in an Instagram world where buyers at every price point seek move-in ready homes. Homes that appear more turnkey perform better on the market. Identify areas of your home that feel dated and select projects that will provide the greatest ROI. Some top considerations include painting walls a timeless neutral color, painting an older vanity in a fresh, modern hue, replacing kitchen or bath counters with a new stone surface and updating lighting and plumbing fixtures.

Stage Your Home

This applies to every home on the market. Buyers respond well to cohesive, clean designs. Well-lit homes that feel open and demonstrate the best features of each room and environment appeal to buyers. Whether your home requires minor touches or professional staging, thoughtfully staged environments attract more viewers online, lead to more showings and help command better prices.