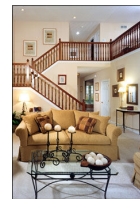


Dress Your House For Success™

Before you put your home on the market, take the time to look at it through the eyes of prospective buyers. They may be "turned-off" by flaws that you have learned to live with - flaws that are not expensive or time-consuming to correct.

There is a saying that "you don't get a second chance to make a good first impression." When you begin to prepare your house for market, start outside (curb appeal counts!) and work your way in, keeping in mind the importance of first impressions. Ask yourself, is my home:

- Uncluttered?** Un-cluttering makes every room look larger and feel neater. If a house is cluttered, buyers have trouble imagining themselves living in it. By removing or storing things you don't need, you create a roomy, comfortable feeling that will be inviting to prospective buyers. Remember, when in doubt, throw it out, sell it, or give it away!
- Clean?** Cleaning makes your house easy for buyers to explore and gives the impression that it has been well cared for. Be sure every room smells as good as it looks, paying special attention to pet areas, nurseries, bathrooms and kitchen; shampoo your carpets and polish your wood and tile floors. Some fresh paint and a one-time professional cleaning service can make your house look like new!
- In good repair?** Repairs, both large and small, eliminate buyers' objections before they arise. If you think something is too much trouble to fix, chances are that buyers will, too. Buyers tend to think that repairs will cost more than they actually do. They may not realize that a dripping faucet may be easily corrected with a part that costs less than a dollar.
- Neutral?** Neutralizing helps buyers picture their own things in your house and see themselves living there. Neutral paint, decor and carpet create a canvas for any lifestyle. Eliminating distracting colors and accessories lets buyers concentrate on important factors such as the room size and function.
- Dynamized?** "Dynamizing" is that magic touch that distinguishes the exterior and every room of your house from your competition. Look in magazines and catalogs for ideas on using plants, cushions, lighting and other details in and outside of your home. And remember to use fresh flowers, in season.
- Ready for Showtime?** "Showtime" is the final step before each and every showing of your home. Identify jobs, and assign them to family members in advance so that everyone can jump into action when a showing appointment is scheduled, and it will be quickly readied to make a good first impression on prospective buyers.



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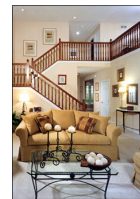
When I meet with you to put your home on the market, I will provide a checklist to follow when we walk through your home together. Some homes already show perfectly and need few or no changes. Other home sellers may have a few weeks of work to do before putting their homes on the market. One thing is certain - property condition is a major factor in selling your home quickly and at the highest possible price! It is one of the few things that you DO control in your home sale.

If you have any questions, or would like to schedule an appointment for me to see your home and make recommendations for preparing to sell, contact me today.

Dress Your House For Success™ *is the original home-staging program by Martha Webb.*

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Source: *Dress Your House for Success*, published 1989 by BCW Corporation

