



As we gear up for the springtime flood of listings, get ahead of your competition with these easy steps:

- Start packing now: Pack items that are rarely used and stack the boxes neatly in the garage or in the attic. Better yet, give away what you don't use and rent a small storage unit for the rest...show off all the extra "space" you the potential buyer will have!
- Clean. Clean. Clean. And clean again: More than your own daily standards. Spotless windows are a high impact project (I'd hire a professional). Floors can be waxed to a shine. Baseboards & blinds are oftentimes forgotten but will sparkle with a little elbow grease. What else can you do in this weather?!
- Bring in the repairman: Fix it now or negotiate it later. Why give the buyer more "ammo" to lower the price? Repair any water damage from an old leak, patch minor cracks in the walls, and replace a broken windowpane now so you aren't rushing to get it done to meet a deadline later.
- Use your rooms as they were intended. Even if you don't use your formal dining room for dinner parties, get the sewing projects off the dining table so the buyers will see the room for what it is and not distracted looking past the sewing machine. Remove excess furniture and clear the traffic patterns for the buyers to use. Maintain the natural focal point of each room.
- Find out who the demographic target market is (ask your real estate agent) and tailor some details to appeal to their emotions. For example, a neighborhood with a charter school will draw more families, so even if you don't have kids, hang a "home is where the

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heart is" doorknob pillow or put a teddy bear on the guest bed. A young professional neighborhood might respond to an area to entertain - with a martini shaker & glasses set out. Downsizing retirees? Display golf clubs in an obvious corner or scrap-booking supplies on a craft table.

- Replace outdated wallpaper with fresh paint colors...buyers today hear on the news every day what a "buyers market" it is and are not expecting to have to do any improvements.

In today's real estate market, it is imperative to stand out amongst the competition - ***today's curb appeal starts on the internet.*** Set your listings apart with the best presentation possible to get more buyers through the door.

For more information on how to prepare your home for sale, feel free to contact the team at *by Michelle Lynne* for help! www.byMichelleLynne.com
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