

Pre-Staging: Let your Home WELCOME Buyers!

*With a little effort, you can make
your home ready to sell more
quickly and at a better price!*

Preparation

- FIRST IMPRESSIONS ARE IMPORTANT!** When a prospect comes to look at your home, the first thing they will see is your front door. Be sure it's fresh and clean and your lawn and landscaping is well manicured and trimmed. Be sure your yard is free of refuse and leaves. If it snowed, be sure you've removed ice and snow from the walk and steps.
- WHAT YOU SEE IS WHAT YOU GET!** Faded walls and worn woodwork reduce the appeal of your home. Why tell a prospect how good your home *could* look, when you can *show* them with a reasonable amount of redecoration? A quicker sale and higher price will result.
- LET THE SUN SHINE IN!** Open the drapes and curtains all the way, so prospects can see how bright and cheerful your home is.
- FIX THE LEAKY FAUCET!** Dripping water discolours sinks and suggests faulty or worn-out plumbing.
- LITTLE THINGS MEAN A LOT!** Take the time to be sure that doors don't stick or have loose knobs. Check your windows and cabinet drawers as well, and get all those minor flaws fixed, or they'll detract from your home's value.
- SAFETY FIRST AND ALWAYS!** Keep stairways clear and clean to avoid injuries around your home, as well as steer clear of 'detracting by distraction'.
- FROM TOP TO BOTTOM!** Display your attic, basement, and other utility space (including crawl spaces) by removing all unnecessary articles. A coat of paint can do wonders if your basement is dark and dreary.
- BIG CLOSETS AND STORAGE SPACE!** Make them look bigger by having them neat and well organized to show that your home has ample closet and storage space.
- BATHROOMS SELL HOMES!** Make these rooms sparkle! Check and repair any damaged or discoloured caulking in the bathtubs and showers, and be sure that the towels and area rugs are bright.
- BEDROOMS SHOULDN'T SLEEP!** Keep these rooms bright and cheerful. Remove excess furniture and be sure to use attractive and colourful bedspreads, and fresh curtains.
- SHINE ON!** Your home's illumination can be a 'WELCOME' sign to that prospective buyer! Turn on all of your outside and inside lights when showing your home at night and they'll feel the glowing warmth your home exudes.

Showing your Home

- TWO'S A COUPLE, THREE'S A CROWD!** Try not to have too many people present during a home viewing. Potential buyers will feel like intruders and hurry through your home – missing the best features.
- SILENCE IS GOLDEN!** When showing your home, turn off the blaring radio and/or television. Let me and any potential buyers talk freely and not be distracted.
- CURB YOUR DOG (OR CAT)!** A dog may be man's best friend, but can sometimes be *too* friendly. Keep all pets out of the way and not underfoot. Remember, many potential buyers may be allergic to your beloved pet, or afraid of your overly rambunctious puppy.
- FADE INTO THE WOODWORK!** Be courteous and friendly, but don't try to force conversation with a potential buyer. I know the buyer's needs and desires and can better emphasize the virtues of your home when you're not tagging along on a viewing. If there are any questions I can't address, I will call you.
- BE IT EVER SO HUMBLE – THERE'S NO PLACE LIKE HOME!** Never apologize for the appearance of your home. If objections or derogatory comments are offered, let ME answer to them – that's my job.
- DON'T PUT THE CART BEFORE THE HORSE!** Trying to sell the prospective purchasers furniture you're not taking with you before they've purchased your home can often lose the sale.
- A WORD TO THE WISE!** Let me discuss the selling price, terms, possession date and other factors with the customer. I've been trained and I have experience, so let me bring your negotiations to a favourable conclusion.
- USE DAN TERSIGNI TO YOUR FULL ADVANTAGE!** I recommend that we show your home to prospective buyers only by appointment through my office. This is for your convenience, and safety. Refer any doorknockers or direct phone calls to my office or myself - this will be sincerely appreciated and will help us make the sale more quickly and efficiently.
- VIEW MY WEBSITE!** Go to the "Tools" tab, and click on "About the Offer" to familiarize yourself with the Agreement of Purchase and Sale (it's all explained here in layman's terms).

Maximize the value of your home!

Dan Tersigni, Broker

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