



Home Selling Guide

Everything you need to know to get your home ready to sell





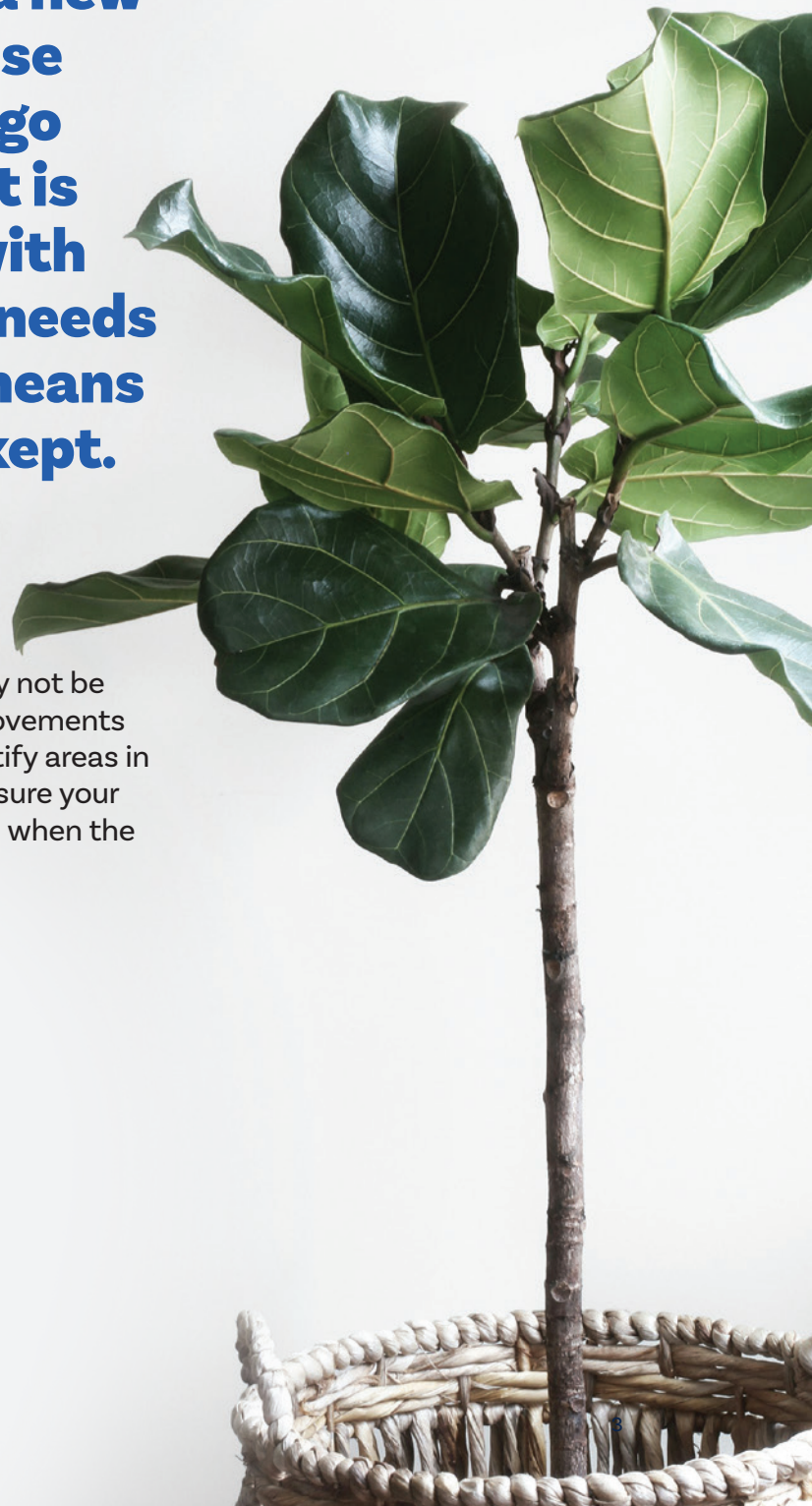
Getting your home ready to sell



Look at your house in a new way. Think of your house as a product about to go on the market where it is probably competing with brand new housing. It needs to show well—which means clutter-free and well kept. Taking pride pays off.

Make your house a “10”.

Today’s home buyers lead busy lives and may not be interested in taking on major repairs or improvements upon moving in. This guide will help you identify areas in your home that need corrective action to ensure your house looks fresh, clean and well maintained when the “for sale” sign goes up.





Fix It First

If you need to make improvements to your home, do the work before it goes on the market.

Potential buyers are not interested in hearing about “good intentions” to address defects or maintenance. Even if fix-up work is underway, buyers may not be able to visualize what your home will look like when the work is finished. They will just remember it being in a state of disrepair.

Curb Appeal

How does your house look from the street? That is where prospective buyers will be when they first see your home; and, that is where they will form their first impression. Stand at the curb in front of your house and note what you see.

- Remove any clutter in your yard.
- Ensure compost area is tidy.
- Make sure your lawn is mowed regularly.
- Repair cracked or uneven driveway or walkway surfaces.
- If your lawn has bald spots, apply some top dressing and re-seed.
- Are your windows and walls clean?
- Does your front door need paint?
- Prune trees and shrubs of dead wood.
- Weed and mulch flower beds, if you have them.
- Consider buying some container plants for eye catching appeal.



Exterior

- Ensure your eaves and downspouts are clear of debris and in good repair.
- Are your backyard deck and walkways clean? If not, use a power washer and do any necessary painting, staining, or sealing.
- If you have a swimming pool, are the deck and pool clean (when in season)?
- Do all outside lights work? Replace any burned out bulbs, and clean fixtures of dirt and cobwebs.
- Do windows and exterior doors need re-caulking? Even at six to seven years of age, the caulking may be dried out and in need of replacement.
- Do you have decorative wooden poles on the porch? Are they in good condition?
- Is there a shed? Does it look presentable?
- If you have a gate, is it well oiled?

Roof & chimney

- Will your roof and chimney pass inspection?

If you are uneasy about climbing onto your roof, you can inspect most items from the ground using binoculars. Otherwise, be careful when working or moving about on your roof. Unless roof repair is a simple matter of applying new caulking, you will probably need the services of a professional.

- Check the general condition of your roof.

Sagging sections, curled shingles, pooled water on flat roof, sand corrosion on metal roof. Is it time for repair or replacement?

- Both masonry and metal chimneys need to be straight and structurally sound, have proper capping and watertight flashing where they penetrate the roof.

All roofs undergo stress from snow and rain loads so it is possible a truss or rafter may become damaged, resulting in a noticeable small depression. A professional should do this inexpensive repair.

Examine Your Walls

The condition of your exterior walls directly affects the look and curb appeal of your home.

- Replace old caulking. You may have to cut or scrape away old caulking to get a good seal. Do not seal drainage or ventilation gaps.
- Is your exterior paint looking good?
- If you see faded colours and cracked or peeling surfaces, you need to repaint.
- You can clean vinyl siding but defects or damage to it and to metal siding usually means replacement.
- Stucco can be repaired but skill is required to blend patches with existing stucco.

Garage

Get rid of the broken tools, old car parts, discarded bicycles, empty paint cans and the hundreds of other useless items that accumulate in garages. Strive for a clutter-free zone. Show off the storage space. Use cleaning solutions to remove oil stains from the floor.





Interior

A prospective buyer will usually enter through your front door; so, that is where you should begin your interior inspection. You want your buyer to see a neat, clean, well-lit interior. You want your home to look spacious, bright and fresh. Your objective is to help potential buyers feel as if they could live in your home the minute they arrive.

- Get clutter out of sight. You want buyers to focus on the home not the items in the home.
- Ensure that carpets are clean and floors are scrubbed and polished. (Buyers also like to see new or recently installed floor coverings throughout.)
- Walls and trim show fresh paint (preferably neutral or light colours).
- Take a sniff. Are there any unpleasant odours in your home? If there are, track them down and eliminate them. If you have a pet with a litter box, ensure the litter box is clean and out of sight.
- Ensure all your lights work and are free of cobwebs.
- If you have considerable family memorabilia about, consider thinning it out.

General Interior

The most important areas of your home to upgrade and modernize are the kitchen and bathrooms. These rooms get the largest return on resale. Objective is new and clean. Going high-end is not in your best interest. Buyers who wish to have high-end would rather choose those finishes themselves.

Living Room, Halls, Family Room, Den, Bedrooms

Keep furniture to a minimum so these rooms do not appear smaller than they are. Ensure that traffic can flow in or through these rooms unimpeded. If they contain bookshelves or cabinets overflowing with books, magazines and knick-knacks, remove some of these items. Ensure bedroom closets look spacious, organized and uncluttered. Create space by getting rid of old clothes and junk. Remember to remove or lock away valuables such as jewellery, coins, currency, cameras and compact disks.

- Ensure doors open and shut properly. Minor sticking is normal but excessive binding indicates possible structural problems.
- Open and close all windows to ensure they work properly. Fogging between the panes of a sealed window indicates the seal is broken and the unit needs to be replaced or repaired.

Kitchens and Bathrooms

- Check around sinks, tubs and toilets for rotting countertops and floors. Problems could be due to poor caulking or plumbing leaks.
- Fogged windows, molds and sweating toilet tanks indicate high humidity levels, which you can remedy with exhaust fans.
- In the kitchen, clean all appliances, including your oven.
- Clean or replace your greasy stove hood filter.
- Clean your cabinets inside and out, as well as your countertops and backsplashes.
- If you have ceramic tile in either your kitchen or bathroom, ensure grouting is intact.
- Repair dripping faucets or trickling toilets.

- Remove anything stored on top of your fridge and remove artwork and magnets.
- Remove any items stored on countertops.
- Remove items stored under the sink.
- In bathrooms, scrub sinks, tubs and toilets taking care to remove any rust stains.
- Remove mildew from showers and bathtubs.
- Vacuum your fan grill.
- Clean mirrors, light switch plates.
- Consider installing new 6-litre toilets if you currently have water-guzzlers.

Basement

The condition of the foundation and main structural members in the basement are critical to the fitness of any house. The purpose of your inspection is to make sure these are sound and durable. Look for cracks, water seepage, efflorescence (white powder-like substance), crumbling mortar or concrete and rotting wood. If any of these problems are present, you need to do further research to learn about causes and possible solutions. In general, if your basement is damp or musty, consider a dehumidifier. Like all other areas of your home, your basement should be organized and clutter-free. Change the filters in the furnace and have it cleaned—this is the number one item purchasers want done after a home inspection.

When it's SHOW TIME!

You have inspected your house and taken care of problems or potential problems. Now you are ready for showings. You will need a plan of action that assigns duties to each family member so the place can quickly be whipped into shape.

- Open all drapes, blinds, etc. and turn on lights to make the house bright.
- Air out the house to get rid of cooking, pet odours, and so on.
- Have fresh flowers in view.
- Pick up clutter and empty garbage.
- Make sure everything is spotless.
- Set your thermostat at a comfortable level.
- Remove pets from the house or put them outside.
- In poor weather, provide a place for boots, overshoes and umbrellas.
- Display photos of house in summer to show landscaping if selling in winter months.
- Leave out heating and hydro bills.
- For those on a septic system and/or well, leave out inspection and maintenance information
- Last leave your home for showings if possible so buyers don't feel uneasy.

The reality for some homeowners is that not all points can be achieved for one reason or another. Ultimately, speak to your REALTOR to give you the BEST customized advice for your situation. They will have the insight and experience to save you time and resources while still maximizing your investment.



Thank You

For the opportunity to earn your business and demonstrate everything you deserve in a real estate venture!

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