

# Preparing Your Home

**COLDWELL  
BANKER** 

- Tidy up the grounds, porches and garage. Keep the lawn trimmed and edged. Make sure that your yard is clean. First impressions count!
- Your front door adds to that first impression - be sure it is scrubbed or repainted if necessary.
- Wash windows and clean/dust window coverings.
- If any decorating or painting is needed (especially in the kitchen), do it now! Twenty dollars worth of paint will make a much larger difference in the sales price.
- Bathrooms help sell homes. Make this room sparkle.
- Illumination is like a welcome sign. Replace bulbs and turn on the lights.
- Wash dishes, make beds, put away clothes and straighten up.
- Keep pets out of the way during showings – many people are allergic.
- Leave the showing to the salesperson. The salesperson knows the buyer's requirements and can best emphasize the features of your home. If possible, leave the house during a showing.
- Don't discuss anything about the sale with a potential customer. Let your agent discuss price, terms, possession and other items concerning the sale. Your sales representative is qualified to bring negotiations to a favorable conclusion.
- Never apologize for appearance, it either distracts or accentuates the problem.
- Pack away valuables, store extra furniture, knick-knacks, guns and medicines.

Look at your home objectively. Pretend you are seeing it for the first time, through a buyer's eyes. Call or email me for recommendations on how to stage the property for presentation to prospective buyers. That is part of my expertise. I will be happy to walk through your home with you and help you "set the stage."

Remember, my goal is to help you sell your home for the most amount of money, in the shortest period of time, with the least amount of inconvenience to you.

## **Jeffrey Sheppard**

Sales Representative

**Coldwell Banker Peter Benninger Realty, Brokerage**

**508 Riverbend Drive, Kitchener**

**Office: 519-742-5800 ext. 2160**

**Direct: 519-496-3904**

**[jsheppard@coldwelbankerpbr.com](mailto:jsheppard@coldwelbankerpbr.com)**

**[www.WRLiving.com](http://www.WRLiving.com)**

**WR**LIVING.COM

*\*This is not intended to cause or induce a breach of an existing Representation Agreement.*