

First Impression

The Approach

The first few seconds of a showing can literally make or break a sale. Make certain that the first things to come into view are neat and attractive.

The Entry

The front entry area and door should be warm and inviting. The area should be swept clean, and the door in good repair (painted if necessary). A seasonally decorative touch can set the proper inviting tone.

The View

Windows should be sparkling clean in order to maximize the light entering the home and to provide an inviting scene from the exterior. Keep curtains and drapes open whenever possible to achieve a bright, open effect.

The Surroundings

Spruce up, touch up faded or worn paint or paper on the walls and ceilings. This can create a drab effect through the interior and will leave an impression in the Buyer's mind that is hard to erase.

The Furnishings

A cluttered look makes every room seem smaller than it really is. Remove extra furnishings wherever possible to give your home a clean, simple appearance. Remember, the buyer is trying to visualize how their furniture will fit in the home. Make it as easy as possible.

Storage

One of the first things a typical buyer looks for is adequate closet and storage space. Maximize the size of your closets by removing excess items and neatly arranging those items that remain.

Kitchens and Bathrooms

These areas should be clean and spotless. No matter how relaxed the buyers may be in their present home, they will invariably downgrade the desirability of a home if the kitchen and baths are less than spotless. Make sure everything shines!

Fix The Little Things

Loose door knobs, doors that don't close, screens off the track, cracked window panes, etc are all part of everyday life except when you're selling your home. Little things undone can suggest neglect to a fussy buyer. For top dollar it's smart to fix these items.

Shed The Light Dark Areas

Whenever possible, make sure the lights are turned on in areas of the house that appear dark. The front of homes and all walkways leading up the entryway should be well lit.

**YOU NEVER GET A SECOND CHANCE TO MAKE
“A GOOD FIRST IMPRESSION”**