

## **\*4\* Marketing Secrets to Maximize Your Home's Value**

This eye-opening report will maximize your potential to get your home sold and at the highest possible price...in any market.

Preparing the physical appearance of your home prior to listing is vital. The property's condition as it relates to the first impression, will make or break a sale. Home owner "blindness" and overlooking negative issues is natural and can occur, in part, because homeowners see their home everyday, but the buyers' vision is more acute and very critical because this is their first time through. Here are the 4 Top Tips to increase your property's market value:

**#1 Exterior:** Pressure wash the vinyl siding, scrape and paint any flaking wood surfaces. Have doorbell operational, mow the lawn, remove weeds, edge sidewalks, mulch front of home, clean the windows and gutters, seal your asphalt driveway, repair or replace your mailbox, paint or replace your main front door and garage door. Even the smallest of details can matter and it all adds up to create a positive first impression...which is extremely important to a successful showing.

**#2 Interior:** Repaint ceilings flat white (2 coats). Repaint walls light grey, beige or off white (Washable Flat). For all doors, window and baseboard trim use semi-gloss white. ALWAYS 2 COATS. No exceptions. De-clutter, organize, clean the windows, and replace all blown bulbs especially in the basement. Upgrade all bulbs to a higher wattage 75 - 100 LED (No florescence) Clean, clean and clean. Be aware that if pet smells are present, even if you do not smell it, the buyer will. If you smoke, do it outside, pick up your butts.

**#3 Making your home available for showing:** Buyers want access to your home on their schedule not yours. What I mean by "available" is if an agent wants to show your home in 10 minutes, do it. If it's inconvenient or they show up on your doorstep unannounced, smile, grab your keys pack up your bag and go shopping for an hour. **Buyers are precious. They need to be treated like a cash buyer at a Mercedes dealership. White glove treatment!** They will be the reason you achieve your real estate goals and so you need to think in terms of what is best for the buyer's customer experience. Be accommodating to each agent attempting to set up a showing. Always be happy to hear from them. This is huge.

**#4 What to do just prior to any showing:** Open up all window shades to let as much light in as possible. Turn on all lights through the house including the basement. Burn scented candle(s), have soft music playing and then go for a ride. By not being there it eases the buyers mind and enhances the showing experience. If they are not interested, the showing could last as little as 5 minutes. Otherwise depending on the interest level it could go as long as 45 minutes. If a second showing occurs, it's a great sign they are ready to make a favorable decision. Get ready for an offer.

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**Have questions on what specifically you should do to get your home ready for sale? Grab your phone and dial Adolfi R.E. at (315) 695-6434.**