

Star Power Systems Online Newsletter

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## **Five Critical Guidelines to Prepare a House for Sale**

By Liz Lorentzen

In today's market, it's more important than ever for your listings to create a great first impression. With competition so fierce, you should consider using any advantage you can gain over your competition. Any buyer that walks through your door needs to be taken seriously and your client's house needs to appeal to as many of these buyers as possible. Staging your listings will help you make a great first impression that will not only help the house sell quickly but most likely at the highest possible price.

### **1—Creat Curb Appeal**

Buyers judge a home by what they see from the street when driving by. They also cross a potential home off their list based on what they see on lin when viewing the photos or virtual tour. You may want to hire a lawn service to get your lawn and plants in shape. Put away toys, yard ornaments, rent a storage shed if you need to for bicycles or other equipment that clutters the yard. Repaint or varnish the front door. Buy a new doormat. This is your first chance to impress buyers.

### **2—Thoroughly Clean**

A clean house looks cared for. You want a buyer to feel that your house has been well maintained. They will feel that you have maintained not only the visual appearance of your home, but the parts they can't see as well, such as mechanical and electrical equipment. A clean house also smells good. Use lemon oil, lemon wax or fresh flowers to create a lasting scent. Sweeten the refrigerator with a box of baking soda. Eliminate pet odors, tobacco or cooking smells. Make sure everything from ceiling fans to baseboards is dust and dirt-free.

### **3—Eliminate Clutter**

You want the buyer to see the house and its features, so less is more. Remove pieces of furniture that make the room look crowded. Do not hang pictures on every wall. You will need to move them anyway, so get a head start by packing up toys and items that you don't use every day and



store them. Buyers will look inside cabinets and closets, so pack up what you don't need and store it. You want to create the impression that there is plenty of space for their belongings.

#### **4—Neutralize**

Just like in model homes, you need to create a neutral environment. Paint walls a neutral color that accents the home's best features. As you may have seen on HGTV shows, de-personalize the space by removing personal items. That means taking down family photos and other items that will distract the buyer's attention. You want them to see themselves living in the house.

#### **5—Emphasize**

Highlight the positive elements in your home. Fireplaces, open staircases, built-in bookcases, nooks and crannies are architectural features that give a house character. De-clutter the spaces and add accessories that enhance those special features.

*SpaceLift partners, Liz Lorentzen and Lois Britton specialize in staging homes for sale. You can check out their website at [HYPERLINK "http://www.SpaceLiftColorado.com"](http://www.SpaceLiftColorado.com) [www.SpaceLiftColorado.com](http://www.SpaceLiftColorado.com) for more information on staging your home or email them with questions. Contact a local real estate stager in your area to help your listings sell quickly and for top dollar.*

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