

# Let Your Home Welcome Buyers!

With a little effort, you can make your home ready to sell faster and at a better price.

## ★ 1 FIRST IMPRESSIONS ARE IMPORTANT!

Remember, when a prospect comes to look at your house, the first thing they see is your home's front door! Be sure that it is clean and inviting. Be sure your **lawn** and **landscaping** is well manicured and your yard is free of **debris** and leaves. If it's winter, remove ice and snow from walk and steps. Prospects will see the true appeal of your home first.

## 2 WHAT YOU SHOW IS WHAT YOU GET!

Faded walls and worn woodwork will reduce the look of your home. Why try to tell a prospect how your home would look. . . when you can show them how great it does look? Want a faster sale at a higher price? Invest in some minor redecoration like paint in the kitchen and bathroom. It will pay dividends for you.

## 3 LET THE SUN SHINE IN.

Open those drapes and curtains all the way, so the prospect can see how bright and cheerful your home is.

## 4 FIX THE LEAKY FAUCET.

Dripping water discolors sinks and suggests faulty or worn-out plumbing. A little effort now will pay off later.

## 5 LITTLE THINGS MEAN A LOT.

Take a few minutes to check to be sure that your doors don't stick or have loose knobs on them. Don't forget windows and cabinet drawers. Taking care of minor details now will keep your home's value.

## 6 SAFETY FIRST AND ALWAYS!

Keep new visitors safe by making sure stairways are clear and clean. Take care of those slippery area rugs and low hanging lights to avoid injuries around your home.

## 7 FROM TOP TO BOTTOM.

Display your attic, basement, and other utility space (including crawl spaces) by removing all unnecessary articles. The cost of paint can do wonders if your basement is dark and dreary.

## 8 BIG CLOSETS!

Make them look bigger by having them neat and well organized to show that your home has ample storage space.

## 9 BATHROOMS SELL HOMES.

Make your bathroom sparkle! Check and repair any damage or discolored caulking in the bathtubs and showers, and be sure that the towels and area rugs are bright.

## 10 BEDROOMS SHOULDN'T SLEEP!

Keep these rooms bright and cheerful. Remove any excess furniture and be sure and have attractive and colorful bedspreads, and fresh curtains.

## 11 SHINE ON!

Your home's illumination can be a welcome sign to that prospective buyer! Turn on all of your outside and inside lights when showing your home at night and they will feel a glowing warmth.

## 12 TWO'S A COUPLE & THREE'S A CROWD.

Don't have too many people present during a home inspection. Potential buyers could feel uncomfortable and want to hurry through your house.

## 13 MUSIC SOOTHES THE SAVAGE BEAST

But not the potential buyer. When showing your house, turn off that blaring radio or television. A quiet atmosphere will let your RE/MAX agent and buyer talk more freely.

## 14 CURB YOUR DOG!

A dog is "man's best friend," but not when showing your home. Keep all pets out of the way and not underfoot. \* Pet smells really hurt when it comes to showings.\*

## ★ 15 SILENCE IS GOLDEN!

Be courteous and friendly, but don't try to force conversation with a potential buyer. Let him view your home without distraction.

## 16 BE IT EVER SO HUMBLE

There's no place like home. Never apologize for the appearance of your home. If any objections or derogatory comments are offered, let the experienced RE/MAX salesperson answer them - that is their job.

## 17 STAY IN THE BACKGROUND.

Your RE/MAX agent knows the buyer's needs and desires and can better emphasize the virtues of your home when you're not "tagging along." If there are any questions, they will call you.

## 18 DON'T PUT THE CART BEFORE THE HORSE.

Trying to sell the prospective buyers any of the furniture or your personal items which you're not taking with you, before they've purchased your home, can often lose the sale . . . so "cool it."

## 19 A WORD-TO-THE-WISE.

Let your RE/MAX salesperson discuss the selling price, terms, possession and other factors with the customer. They have been trained and have experience, so let them bring your negotiations to a satisfactory conclusion.

## TOUCHDOWN JANET TEAM

### LET US EARN OUR MONEY!

We recommend that we show your home to perspective customers only by appointment through our office. This will help us make the sale safer, faster, and easier. You'll appreciate our **results!**



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Nobody in the world sells more real estate than RE/MAX. You can help us by playing a bigger part in the timely sale of your home.

In our experience, a little effort goes a long way. So the **JANET TEAM** assembled these tips to help you, help us to sell your home faster and at the best possible price.



**JANET TEAM**

\* Based on publicly available information and on an audit by Arthur anderson of 1997 RE/MAX residential real estate transaction sides in North America.

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**20 Tips**  
To Help Welcome  
Buyers To Your Home.

*These proven suggestions are provided to assist you in selling your home faster and at a better price!*