

# Roche Benson Albergotti 20 TIPS

**to welcome buyers to your home.**

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

**1. FIRST IMPRESSIONS ARE IMPORTANT!**

When a prospect comes to look at your home, the first thing he or she will see is the front door! Be sure that it is fresh and clean. Be sure lawn is well manicured and free of refuse and leaves. If it snowed be certain that you've removed the ice and snow from walk and steps.

**2. WHAT YOU SHOW IS WHAT YOU GET!**

Faded walls and worn woodwork will reduce the appeal of your home. Why try to tell a prospect how your home could look . . . when you can show them with a reasonable amount of redecoration? A quicker sale at a higher price will result. Invest in wallpaper in the kitchen or 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 THAT LEAKY FAUCET!**

Dripping water discolors sinks and suggests faulty or worn-out plumbing.

**5. LITTLE THINGS MEAN A LOT!**

Check to be sure that your doors don't stick or have loose knobs on them. Don't forget your windows and cabinet drawers. Get all those minor flaws fixed since they detract from your home's value.

**6. SAFETY FIRST AND ALWAYS!**

Keep stairways clear since this will avoid injuries around your home, as well as avoid detracting by distraction.

**7. FROM TOP TO BOTTOM!**

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

**8. BIG CLOSETS!**

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

**9. BATHROOMS SELL HOMES!**

Make these rooms sparkle! Check and repair any damaged 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 use attractive 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 inside lights when showing your home and the prospective buyer will feel a glowing warmth as a result of your lighting.

**12. TWO'S A COUPLE & THREES'S A CROWD!**

Don't have too many people present during a home inspection, since the potential buyers will feel like intruders, and will want to hurry through your home. Better yet, leave, if you can.

**13. MUSIC SOOTHES THE SAVAGE BEAST. . .**

. . . but not the potential buyer. When showing your home, turn off the blaring radio or television. Let your RE/MAX agent and buyer talk freely and not be distracted.

**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.

**15. SILENCE IS GOLDEN!**

If you're home during a showing, be courteous and friendly, but don't try to "force conversation with a potential buyer." They are there to inspect your home.

**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 agent 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, he or she will call you.

**18. DON'T PUT THE CART BEFORE THE HORSE!**

Trying to sell the prospective purchasers any of the furniture or furnishings 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 agent discuss the selling price, terms, possessions and other factors with the customer. He or she has been trained and has experience, so let the agent bring your negotiations to a satisfactory conclusion.

**20. GO AHEAD AND USE OUR SALESPERSON!**

We recommend that we show your home to prospective customers only by appointments through our office. This will be sincerely appreciated and will help to make the sale more quickly.

*Roche Benson Albergotti*

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