

10 things All Sellers Should Do to Maximize the Sale of Their Home

Buyers are stretching their budgets more than ever, and they want the best their money can buy.

Sellers can capitalize on this by considering these things, and get a return on investment

1. Paint

The easiest way to freshen up the look of a home, both inside and out. A fresh, neutral paint color will have broader appeal because buyers will be able to envision themselves in your space. The home will pop in photos and videos. A professional paint job can help clean up the nicks and dents of everyday living, and that freshly painted smell *creates an inviting environment for a new homeowner.*



2. Landscaping

If people don't like what they see on the outside, they won't want to check out the inside — no matter how low inventory is. *Over 96% of buyers begin their search online* (and exterior pictures are usually first on that online listing) creating strong curb appeal is where it's at. Given the widespread use of drone photography and video, ensuring that a property's landscaping looks good can create a warm welcome for potential buyers looking online, as well as those driving by in person...*It tells the buyers you care about your home, and take care of it!*



3. Appliance Refresh

Why should a seller even bother? Well, new appliances can update the look of even the most dated kitchens. Online pictures are extremely important and new appliances are a huge plus!

4. New Countertop and Sink A new countertop and sink can sometimes be the difference between the buyers needing to re-do the whole kitchen and *“wow, this has been updated!”*

5. Flooring Update

Dated or worn carpet should be replaced. If you do consider replacing carpet, consider the new luxe vinyl flooring...If you have hardwood floors consider refinishing them if needed.

6. Bathrooms

Sometimes a new floor, a new high vanity and a new high toilet can be added very reasonably and well worth the investment. *A little regrouting and fresh paint can make all the difference!*

7. Roof

If your sellers' roof is nearing the end of its life, it is going to be difficult to get away with not replacing it. No matter how a home is priced to offset that repair, the home inspection, appraisal, and home insurance, will bring the issue up again...your better off putting it on before the home goes on the market.

8. Heating and Air-Conditioning

At the very least, sellers should have their HVAC serviced and cleaned before putting their home on the market. HVACs are commonly flagged on inspection reports. Make sure the system is working properly and up to code.

9. Handyman Fix-Its Replace bad bulbs, make sure electrical switches and receptacles match. Caulk gaps around sinks, toilets and showers, regrout if necessary. Fix Dripping faucets, leaky pipes, *all those things you never got around to doing.*

10. Deep-Cleaning, Decluttering and Organizing

If sellers do nothing else, they should invest in a deep-cleaning of their house by a professional cleaning crew. No matter the market, buyers still expect a clean and sparkling home — even if the home doesn't have a lot of updates. Declutter, remove anything that does not make the space look warm and inviting, and provide good traffic flow. Closets and cabinets should be clean and not stuffed *When was the last time your sellers had their windows cleaned — both inside and out? I'm also talking about the tracks that build up with dirt and dead bugs over the years...Let the sunshine in, light bright and airy always makes a home more inviting.*

With a little elbow grease, a minimal of investment, you can maximize the sale of your property and get a return on your investment...Give us a call or text, we would be happy to give you our professional opinions...and, *we are never too busy for your referrals!*



Peter Szwed 201-805-6242
Lorraine Zito 201-960-6670
Juliette Gorham 973-769-1684



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