

Getting Ready to Sell Your Home

Don't just list your home without any advance preparation. A few minor touch-ups can go a long way towards making a favorable impression on potential buyers and perhaps cinching a deal. Remember, you only get one time to make a good first impression.

“Put your buyer’s hat on and walk thru your home like it is the first time,” Lorraine says, look at everything with “fresh eyes” Ask your decorator or your qualified Realtor to go through and point out every detail. Replacing or repairing as necessary. Lorraine & Juliette start with getting rid of clutter, especially closets. If closets are overstuffed and messy, it appears as there is not enough room for storage...Hide family photos, removing excess or oversized furniture, and create a flow from room to room.



Boost the curb appeal. Don't spend all your time concentrating on the indoors. More than one buyer has decided not to even enter a home based on its curb appeal, so make sure your home's exterior looks excellent. Trim your shrubs, weed your flower beds, add fresh mulch to your gardens, mow the lawn...remove dead trees, clean the gutters, seal the driveway...you get the idea...***and if your budget is tight, focus on the front entry way, first impressions are important!***

Repaint the walls neutral colors. As much as you love your dramatic red dining room, it could turn buyers off...So repaint your rooms in neutral tones like tans greys and whites that allow buyers to focus on the spaces themselves, not the color of the walls...***Buyers need to see your space as a blank canvas...for their stuff!***

Keep the décor simple. To help buyers imagine themselves in your space, get rid of any art or other décor that might turn off people with different tastes. Remove as much personal décor as possible, your kid's lego collections need to go...Neutral paintings like Flowers or a landscape are fine...No Animal heads on the wall!

“Light, Bright and Airy” is what we hear from our buyers everyday...Remove heavy window treatments, minimalism is “in” and wash those windows! Replace dead light bulbs, let the sun shine in!

Add a few potted plants, or fresh cut flowers...***always a plus***, especially in the cooler months.



Get rid of bulky furniture. Your furniture should fit the scale of the room, so get rid of any extra or oversized items *that could make your space look smaller than it really is*. Turn the living room into conversation central. Help buyers picture themselves relaxing with family and guests by grouping your furniture into arrangements that inspire conversation. Keep the flow going.

The last thing you want is people bumping into furniture as they tour your home; it disrupts their focus and makes your space look cramped. Do a dry run as though you're seeing your home for the first time and tweak anything that interrupts the "flow."

All those little things you've been meaning to do, but never got around to...buyers will notice them, and they'll detract from the value of your home. *We tend to notice defects*, so get rid of them...Set aside a weekend to tighten those loose doorknobs, fix that leaky faucet and paint over the scuffs from when you first moved in your sofa. Make something yummy. Realtors don't put out fresh cookies at open houses just to treat buyers; a "homey" smell like baking cookies or bread can help people connect with a kitchen. Not a baker? Fake it with a vanilla scented candle...*Scent is so important*, (cooking odors, smoking, the cat, the dog's funky blanket) must go, and we all become nose blind.



Make it look "lived in" with vignettes. Help your buyers see themselves in your home by adding deliberate vignettes that showcase how your home can be lived in. An inviting armchair and a tray with a coffee cup and book can turn that empty corner into a reading nook. Pretty soaps in a decorative tray can make your tiny half-bath more appealing. Highlight focal points. Draw buyers' eyes towards any special features with bright colors or accents like plants. A pop of red throw pillows can draw a buyer's attention to that lovely window seat. A striking fern on the mantle can show off your fireplace.

Lorraine is a Certified Staging Professional...Juliette and Lorraine would be happy to give a complementary consultation, should you be thinking about selling...Peter can offer his expertise in home improvements, and is also the photographer.

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