



Home Seller's Guide

First Impressions Last a Lifetime



The goal is to make your home warm and welcoming to all potential buyers. This will require some work up front and a lot of maintenance while your home is on the market. The reward will be shorter time on market and a higher price for your efforts. At Maxsell Real Estate, our hope is that Buyers walk into your home and say "this is the one" right away. The tips below will help achieve maximum results.

Maximizing Interior and Exterior Appeal

Curb Appeal

- ✓ Cut lawns
- ✓ Trim shrubs and lawns
- ✓ Weed and edge gardens
- ✓ Pick up any litter
- ✓ Repair gutters and eaves
- ✓ Touch up exterior paint

Spacious Look

- ✓ Clear stairs and halls
- ✓ Store excess furniture
- ✓ Clear Counters and stove
- ✓ Make closets neat and tidy
- ✓ Clean out garage basement

First Impression

- ✓ Clean and tidy entrance
- ✓ Functional doorbell
- ✓ Polish door hardware
- ✓ Clear walk & driveway of leaves
- ✓ Paint front door
- ✓ Buy a new Welcome Mat

Clean Freak

- ✓ Shampoo carpets
- ✓ Clean washer, dryer and tubs
- ✓ Clean furnace (keep copy of service ticket on furnace)
- ✓ Clean fridge and stove
- ✓ Clean and freshen bathrooms

Top 9 Actions for Sellers

- ✓ Remove Clutter
- ✓ Clear counters
- ✓ Only cars in garage
- ✓ Plant new flowers
- ✓ Remove personal pics
- ✓ Clean baths & kitchens
- ✓ Repair broken items
- ✓ Eliminate bad odors
- ✓ Improve landscaping

General Maintenance

- ✓ Oil squeaky doors
- ✓ Tighten doorknobs
- ✓ Replace burned out lights
- ✓ High watt bulbs in dark rooms
- ✓ Clean and repair windows
- ✓ Touch up chipped paint
- ✓ Repair holes in sheetrock
- ✓ Repair leaking taps and toilets
- ✓ Make sure all systems, appliances are in good working order

Setting the Buying Atmosphere

- ✓ Be absent during showings
- ✓ Quick clean (wipe down)
- ✓ Turn on all lights
- ✓ Open drapes in the daytime
- ✓ Play quiet background music
- ✓ Keep pets outdoors or away
- ✓ Leave all doors open (inviting the buyer's into the room)
- ✓ Light fireplace (if cold outside)
- ✓ Bake cookies and leave a note for guests to enjoy (ninja trick)
- ✓ Depersonalize: remove photos & knickknacks
(buyer's are looking for their home, not yours)