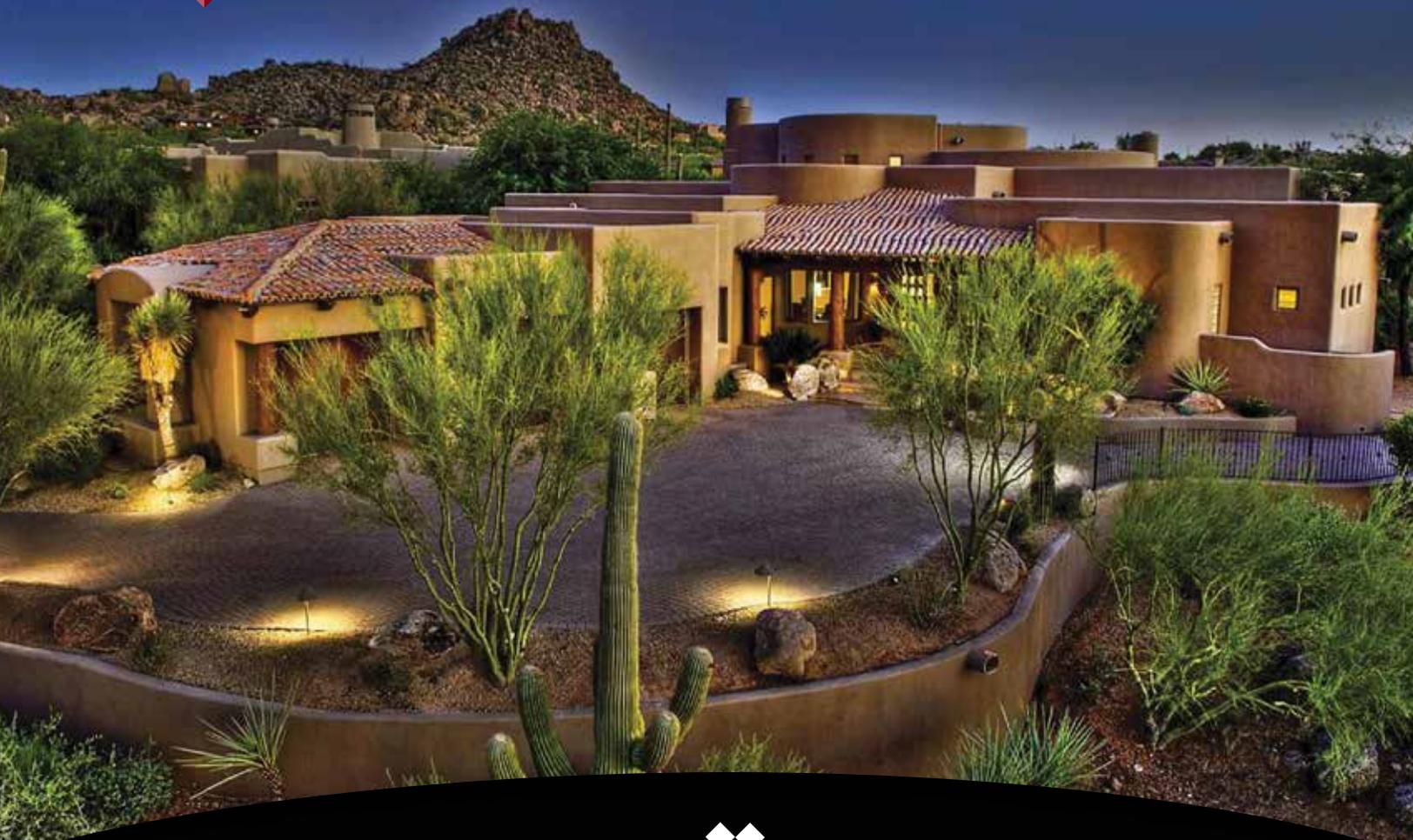


17 HOME SELLER

Staging Tips



HOME SMART
Elite GROUP



AIR FORCE
VETERAN

Kim Panozzo, ABR, CRS, GRI
602-526-0118
kimpanozzo@cox.net
ThePanozzoTeam.com



The
PANOZZO
TEAM
YOUR KEY TO THE RIGHT MOVE



U.S. ARMY
VETERAN

Dave Panozzo, REALTOR
480-785-6990
davepanozzo@cox.net
ThePanozzoTeam.com



- 1** Curb appeal is critical! Your yard should be trimmed; sidewalks and patios swept, and your front door should have a fresh coat of polyurethane or paint to create a great first impression. Buy a brand new elegant doormat and have some red flowers in a beautiful pot next to the entrance. This will tell the prospective Buyer that this home has been cared for.
- 2** Use your imagination to see your home through the Buyer's eyes (we will help you with this very important step). Go through your home and take down personal items (family photo's and portraits) and simplify. Since you are moving eventually, take down all your extra belongings and get ready for the move. We want the Buyer to see your home and imagine themselves living there. If your home is going to be vacant, we can also help you with staging the home for sale with the furniture that we personally own. A vacant home will take longer to sell and with this staging furniture there are no rental costs to you and your home will sell faster and for more money.
- 3** An investment in paint will pay for itself. If your home has a lot of color a nice neutral tone will appeal to most Buyers and give your home a warm inviting feel. By taking away the personal touches, this helps the new Buyer imagine themselves living there.
- 4** Repair any damaged or discolored caulking. Repair loose doorknobs or cabinet pulls, sticking doors and drawers, wobbly hinges, stuck windows, and broken doorbells are all negative items that are very easy to have fixed.
- 5** Put personal valuables away. This includes prescription medication, jewelry, keys, knives, sunglasses, weapons, and anything that can be easily pocketed.
- 6** Open the window blinds and have the windows cleaned so a Buyer can see how bright and cheery your home is. Remove sunscreens, as they will make a room feel dark. Dark and dreary rooms are not appealing.
- 7** Make lighting in your home the "Welcome Sign" for your home buying prospects. Please turn on all interior lights, including accent, niche and picture lights.

- 8** Low volume jazz music in the background sets a luxury tone in your home and makes it feel very inviting.
- 9** Place fresh sent plug-in's by the front and back door of your home. This is very critical to the sense of cleanliness to the prospective Buyer.
- 10** Keep stairways and corridors completely clear of clutter, as it is unattractive to the Buyer.
- 11** Viewing model homes at new home communities can give you a feel of what the goal is for Your home.
- 12** Buyers will not openly express their feelings on your home if you are there. To "Sell" your home, the Buyer's agent needs to know what the client is thinking, so it is best if you are not home during showings. If you are present, be courteous and friendly, but don't force conversation with potential Buyers. They're there to inspect your home, not to be social. Let us and/or the Buyer's agent show your home and do all the talking.
- 13** Having pets around your home is wonderful, except when showing your home. Please make sure to have arrangements set up while your home is on the market. Can they go with you on a walk or if you have an area in the backyard that they can stay. Any animal waste must be removed and kept up at all times.
- 14** Personal property selling will come later, so for now don't try to sell potential buyers-furniture that you don't want to take with you. Let's sell the home first and then personal property as a separate transaction.
- 15** Discuss with your insurance provider whether additional coverage is required. This is a concern with pre and post possession of the property.
- 16** There are "Fake Buyers" out there who like to pretend to buy homes. For some it is a sport to waste your time, others are pathological liars. Regrettably, this is just one of the risks associated with selling your home.
- 17** Let us negotiate with the Buyer about price, terms, possession date, etc. If a Buyer suggests a sales price, defer to us as we have the knowledge and experience necessary to get you the best price possible.