

THE INFORMED Home Buyer/Seller™

Helpful Advice for Making the Right Move

Issue 5

Take the Personality Out of Your Home

Does your home have a lot of personality?

There's nothing wrong with that.

In fact, you may have pictures on the fireplace mantle showcasing happy family memories over the years... or trophies and other awards in the kids' bedrooms that represent achievements that make you proud... or a fridge door covered with notes, a calendar and other items that make it a de facto family bulletin board!

These are all things that help make a house truly a place to call "home".

But when it comes time to sell, all that personality can work against you. When buyers view your property, they want to visualize themselves living there, not you and your family.

Have you ever noticed how model homes are often furnished and decorated? All the rooms look beautiful and enticing. They draw you in. Why? Because, although all the rooms in the model home look great, they're also impersonal. There's no uncomfortable sense that you're in a stranger's home. So you can easily see yourself living there.

And that's exactly what you should strive for when preparing your house for sale.

You can't get rid of every personal item. That would be impractical. But there's a lot you can do to depersonalize your home. For example, you can:

- Take down family pictures
- Clear items from the fridge door
- Store trophies in a box
- Remove personal knick knacks and similar items
- Keep only general titles on a bookshelf and store the rest.

The more easily buyers can see themselves living in your home, the more likely they are to become interested in it and make an offer.

Want more ideas for making your property look even more appealing to potential buyers? Call today.

A Fast Way to Get the Word Out

When you're ready to sell your home, your REALTOR® should put together a plan to quickly get the word out to potential buyers who are currently looking for a property like yours.

However, there's one thing you can do to help.

Make a list of all the people you know in your personal and professional network. These could include family, friends, neighbors, work colleagues and more. Then contact them by phone, email, facebook, twitter, or letter, and let them know that your home is now on the market.

Some of your contacts may know people looking for a home like yours.

Think, Act... Live!

"The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it."

Michelangelo

"Learning is a treasure that will follow its owner everywhere."

Chinese Proverb

"I'm a great believer in luck. And the harder I work, the more I have it."

Stephan Leacock