

45 TOP TIPS FOR SELLING YOUR HOME

Get all the work done before placing your home on the market is the key for top dollar...



What makes a home sell for top dollar?

These tips were compiled from our insight of over a decade selling homes. The facts bear out a simple truth, homes that are properly maintained, clean, and updated to current trends sell faster and for more money. When your home showcases what the buyers want, you'll realize the best financial results.



Initial Impression - Curb Appeal

You only get one chance to make a first impression. Why leave that impression to chance? The moment the buyers arrive, they start forming an opinion of your home. Sweat the small stuff now so that buyers feel a friendly, warm, and safe welcome.

- 1 Weed flower beds, add seasonal flowers, remove yard art and add black mulch.
- 2 Trim overgrown bushes and trees. If they are too overgrown, consider replacing them with smaller plants.
- 3 Powerwash the eaves, porches, driveways, & sidewalks.
- 4 Re-stain or re-paint the front door and add a fresh, clean door mat.
- 5 If weathered, replace the front door hardware and the porch lights.
- 6 Re-paint exterior trim and siding.
- 7 Re-stain the fence if needed (recommended every 3-5 years in our hot Texas sun!).
- 8 Have the roof inspected and repair if needed.
- 9 Repair or replace swimming pool equipment.



Wood Floors Are Sexy!

- 10 Today's buyers want dark stained wood floors.
- 11 For a wow factor that will take the buyer's breath away, consider adding antique or reclaimed hardwood floors.
- 12 Another emerging design trend in flooring is wood look-a-like tile. They are waterproof, scratch resistant, and typically less expensive.



Explore More: brentanddeb.com/wood-flooring



Turn Sweat Equity Into Cash Equity

- 13 With a little sweat equity, you can have a major impact. While de-cluttering can be emotional and time-consuming, it pays off. Too much clutter will turn away buyers and eat up the equity in the price of the home.

Work towards simplifying spaces to evoke positive emotions. It's never too early to start.

Shades of Greige

- 14 Today's buyers are looking for gray or greige paint palettes. Give your walls a face lift with fresh interior paint. Paint is one of the least expensive preparations and can have a big impact. You can't go wrong with Revere Pewter by Benjamin Moore, it is the number one selling greige.
- 15 Remove any and all wallpaper. Most buyers cannot see past it and will overestimate the cost of removing it.
- 16 Look at your trim molding. Is it a dark stain or does it show heavy wear and tear? Give it a face lift with a bright white paint. White Dove by Benjamin Moore is a great color choice.
- 17 Gray paint is not just for walls. Gray cabinetry in kitchens and bathrooms is becoming very popular.



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Throw In The Kitchen Sink

- 18 Clean off fridge of any photos, magnets, artwork, etc...
- 19 Place small appliances under the cabinets or in the pantry.
- 20 Completely clean off the counter tops and any decorations on the top of cabinets.
- 21 Do you have granite counter tops? Today's homebuyer expects granite at all price points. More modern homes may feature quartz or soapstone counters.
- 22 A cabinet without hardware is like a woman without jewelry. Accessorize your cabinets with satin-nickel or oil-rubbed bronze hardware.
- 23 Buyers want the kitchen sink, literally. They prefer a large, undivided basin or farm sink.



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Master Bedroom Suite

- 24 Buy new luxurious solid color towels. White or chocolate brown towels are always a safe bet.
- 25 Replace bedding with a solid ivory or white comforter and add colorful shams and accent pillows.
- 26 Remove heavy drapery from the windows which can make a room feel smaller and darker.
- 27 Add framed mirrors above the bathroom sinks or if you're crafty, add painted molding around your existing mirrors. Pinterest has some great DIY tutorials.
- 28 Remove all personal bath items from counter tops, tub, and shower.
- 29 What color are your bathroom cabinets? Today's buyers desire white cabinets for a fresh and clean atmosphere. Don't forget the cabinet hardware.

Renovations Sell Homes

You don't want to do renovation... but neither do buyers. The idea of giving the buyer a credit to do it themselves just doesn't work. Even if buyers can get over the overwhelming negative connotation that the house feels old, they will want a discount for time and effort to do it. On the contrary, buyers will pay a premium for an updated, move-in-ready home.

If you aren't up for a complete re-do, implement simple alternatives to major renovations. Small, poignant fixes can really make an impact.



Appeal To All Five Senses

- 30 Sight: Visually appeal to every buyer that walks through the door.
- 31 Sound: Have soft music playing in the background. Play a family friendly movie in the media room.
- 32 Smell: Neutralize all odors and welcome them with clean and fresh scents.
- 33 Touch: Choose textures that are aesthetically pleasing to the touch.
- 34 Taste: Offer your guests freshly baked cookies and bottles of water.

Maximize The Light

- 35 There is nothing worse to a buyer than walking into a dark home. A home with great lighting is one of the most requested qualities in a home. Replace all light bulbs with bright wattage and open the blinds. Clean windows make a huge impact to a potential home buyer. Our clients have been happy with www.nothingbutwindows.net.



Explore More: brentanddeb.com/sense-appeal

Home Staging

- 36 Consider consulting a home stager for advice on how to showcase your home in its best light. While you love your treasured collections, buyers need a blank slate to envision their dreams.
- 37 Home Staging is a service we include for our clients. Remove oversized furniture that may be crowding a room.
- 38 Monogrammed artwork is popular in home decorating, but not home selling. Pack away any decor with your name or initial.
- 39 Take down all family photos and remove all religious decorations.



Explore More: brentanddeb.com/home-staging

Eliminate Objections Before They Happen

- 40 Check all major systems such as HVAC, hot water heaters, sprinkler systems to insure proper working.
- 41 Repair cracks in interior drywall or exterior bricks. They may cause unnecessary alarm.





What's In The Closet?

- 42 Space sells! An overflowing and overcrowded closet communicates that you're out of space. Buyers want to see closets that offer plenty of storage. Pack away seasonal clothing, remove anything on the closet floor, and neatly fold articles of clothing on shelves.
- 43 It's easy to focus on preparing the inside of a home for sale, but don't forget the garage. A well-kept and tidy garage is a true indicator of how well a home has been maintained.

Know The Market

- 44 One of the most important factors that bring buyers to a community is the school system. Our schools have an excellent reputation and it's one reason that demand for our town continues to grow. Most buyers research school districts even if they do not have school-aged children. Be aware of school rankings and how they can impact a home sale. You can explore school rankings at www.greatschools.org.
- 45 There is a finesse to pricing a home. You cannot base the value of your home on what your neighbor's home sold for, but it can give you a good feel for the competition. Don't fall into the trap of overpricing your home and risking a stagnant sale. In a high demand town like our's, a home that is priced fairly can lead to a competitive multi-bid situation that results in a selling higher price.





Invite us in! We would be happy to make some suggestions to get you started.

When you properly prep your home, price it correctly, and combine it with innovative marketing, you'll have a winning combination that is sure to bring a successful selling experience. Even if you are not ready to sell your home in the near future, you can enjoy yearly home improvements that bring a big payoff when it comes time to sell. If you need sound advice on the right direction to go, we're here to serve.

Ready to get started? Just say the word.



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