

Attracting Young Buyers

Young buyers are ruling today's market 75 million strong. If you are looking to sell your home, you should consider upgrading outdated appliances before placing your home on the market.

Talk to your Realtor about what appliances would be best for your home. Today's young homeowners rule the market and according to a Consumer Reports survey of millennials, a "modern/updated" topped their list for home features young couples look for in a home. But for now, here's a list of appliances to get the ball rolling.

WHICH APPLIANCES SHOULD YOU UPGRADE?

According to consumer reports.org, the kitchen remains king when it comes to which appliances you should consider upgrading.

If you are looking to sell your home you shouldn't do a huge renovation to your kitchen but try considering creating a budget for purchasing a few new appliances, a new fresh countertop or buying or making a kitchen island



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REAL ESTATE 101

Tips for First-Time Home Buyers

First-time home buyers are naturally nervous about this huge investment. The process can also be confusing. Here are some tips to help guide you from Rocket Mortgage at bit.ly/3tuxp9C.

if the space allows.

A fresh coat of paint will always go a long way and give you kitchen a fresh new feel. If you do paint your kitchen, use a neutral color that can go with a variety of different colors should they choose to redesign the space themselves.

New energy efficient windows, LED bulbs and a programmable thermostat are other changes to your home

that will attract young hungry buyers to you.

WHAT YOUNG BUYERS ARE LOOKING FOR?

Today's young buyers are looking for homes that are move-in ready. Young buyers want to find homes they can cook in immediately and begin to entertain guest as soon as their first weekend in.

You need to shift your mindset to think like a buyer.

Ask yourself questions such as what would you search for in a home? What are some red flags you may consider if you were a first time home buyer?

This part of the process is a great time for you to really depend on a good agent to lead you making your home move-in ready.

Move out the extras in your home that can clutter up. Potential buyers want to

imagine themselves in your home and put themselves there.

Some Realtors recommend putting all the extra clutter in your home in a storage unit just while your home is for sale. You want your home to be staged pretty much all the time. You never know when a Realtor will bring someone in your home while you're away.

Another way you can keep your house move-in ready is by keeping all the rooms in your house to neutral colors. It's hard to for potential buyers to envision themselves in a home that has so much of the previous owner in it. You want to convey that your home is a blank sheet for potential buyers to fill with their imagination.

STAGE THE HOME

Part of the blank canvas look for your home is to stage the home for potential buyers. You want everything to be ready at any moment for a realtor to bring in young buyers.

Make your house as generic and basic as possible. You want to stage the home the same way rooms are staged in department stores or in magazines. Using neutral colors and simple decorations to create the blank canvas look. Remember these tips and you'll have people touring your home in no time.



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HOMEWISSE GLOSSARY

Appraised value: The worth of the property as determined by a professional appraiser. SOURCE: MLS.com

AD SPACE