

Set the Stage for a Sale

By TRENT MOORE | Green Shoot Media

If you're looking to sell your house, you have to make sure a potential buyer can see themselves living there. There are a few steps you should take before just tossing it on the market. U.S. News and World Report has a few recommendations on where to start.

CONSIDERING TAKING THE PLUNGE ON THE 'BIGGER' REPAIRS

It obviously doesn't make much sense to pour a lot of money into a home you're looking to sell, but putting a new roof on a property, or having new vinyl siding installed, can make a home a whole lot more enticing — while also safer and more structurally sound. Start by getting some estimates to see how much the work will cost, then weigh that against the appraisal and comparable listings in the area to see if it might be worth the cost.

SWEAT THE SMALL STUFF

If a toilet is clogged, clear it. If a pipe is leaking, fix it. If a lock is broken, replace it. It's the little stuff that can make a difference when you're showing your home, and if a buyer notices a lot of little things are wrong, he might start to wonder what bigger things need fixed, as well. From patching the driveway to painting the chipped paint on the front



door, these minor repairs can drastically improve curb appeal and buyer confidence.

LANDSCAPE, LANDSCAPE, LANDSCAPE

It's amazing the difference a few flower beds, bushes and a

freshly mowed lawn can make. Start by cleaning things up as needed, such as clearing dead limbs or dead plants. Then add some mulch and flower beds. Also add some bright, lively potted plants at the front door. It'll make the place look much

more inviting, and that investment of a few hundred dollars could make up thousands on the final sale price.

JAZZ UP THE HARDWARE

Everything from the mailbox, to the house number on the

REAL ESTATE 101

How Staging Works

The National Association of Realtors' 2015 Profile of Home Staging found that staging can be a powerful tool for sellers.

Among its findings, according to Realtor.com:

- Among Realtors who typically represent the buyer, 49 percent report most buyers are effected by home staging and 47 percent report some buyers are effected by home staging.
- Among sellers' agents 34 percent stage all homes, 13 percent stage difficult homes to sell, and four percent stage only high price bracket homes.
- Thirty-two percent of buyers' agents believe staged homes increases the dollar value buyers are willing to offer by 1 percent to 5 percent.
- The median dollar value to stage a home is \$675.

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Everything from the mailbox, to the house number on the front of the address can make an impression. It might be worth it to spend a few dollars to replace those items to give the house a fresh look. Also use this as an opportunity to make sure everything matches, and just a little bit of work could go a long way.

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How Staging Helps Sell

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HOMESWISE GLOSSARY

Exclusive right to sell listing: A listing agreement employing a broker to act as agent for the seller of real property under the terms of which the broker is entitled to a commission if the property is sold during the duration of the listing through another broker or by the owner without the services of an agent.

SOURCE: California Department of Real Estate

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