



MORGANMEM 
YOUR INSIDE LOOK AT ALL THINGS REAL ESTATE

20 TIPS LEADING YOU TO A SOLD SIGN

They say photos are worth a thousand words, and that is the truth! Have your house in picture-perfect shape before doing listing pictures. Once photos are taken, you'll want to keep your house looking like the pictures so potential buyers know what to expect. Here's a few do's and don'ts to help put you on the path to a sold sign.

EXTERIOR: The exterior of your house tells potential buyers whether or not they want to look further.

1. Power wash your siding, pull weeds, mow your lawn, spread fresh mulch, plant flowers, hide the trash cans and put out an inviting welcome mat.
2. If it is winter and you are dealing with snow, make sure your driveway and walkways are shoveled and salted.
3. Clean the windows on the inside and outside! A little sparkle goes a long way.
4. Hose off the driveway and pathways to get rid of any mud, gravel or residue. This keeps potential buyers and Realtors from tracking dirt into your clean house.
5. If you have giant oil spots in the driveway, check with your local automotive store for easy cleaning tips.



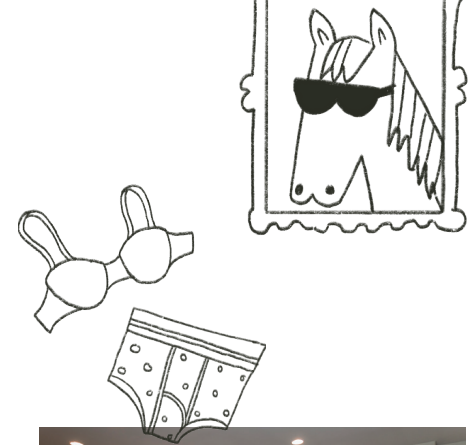
INTERIOR: The moment people step foot into your house, the goal is for them to see themselves living there.

6. Flooring: Is your carpet worn and stained? Is your linoleum scratched and yellowed? Replace it. For carpet, buy a nicer pad and slightly cheaper carpet to stay within budget and give potential buyers a luxurious feel. If your flooring is worn but still usable, consider putting a budget in the contract for the buyer. Steam clean any original carpet left behind.
7. Furniture: Pack away mismatched furniture. Vacuum away the pet hair and cookie crumbs and consider spraying fabric freshener to eliminate residual smells. Buy new throw pillows to help modernize older furniture.
8. Walls: Freshly painted walls make a house smell and show better. Stick to neutrals like greige (gray + beige), off-whites, grays, tans, etc. If you are the proud owner of wood paneled walls, strongly consider painting them a light neutral color to make the room feel bigger and more modern.



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9. **The Kitchen:** Aim for clutter-free countertops. Pack away your cookbook collection and hide items like hand towels, canisters, paper towel holders, dish drying stations, toasters and containers full of cooking utensils.
10. **The Bathroom:** A spotless bathroom is a must! Buy a set of neutral-colored towels just for showings and listing photos. Hide toiletries neatly behind cabinet doors. Consider replacing stained grout, adding new shower doors, updating the lighting fixtures and buying a new toilet seat cover.
11. **The Bedroom:** Make your bedroom a spa-like retreat. Stick to gender-neutral colors and décor. Buy a white duvet cover for your current bedspread to give the room a crisp, clean look. Invest in some nice throw pillows to add a splash of color.
12. **The Living Room:** Do away with personal photographs, décor sporting the family name, and religious items. Keep remotes and video game controllers hidden.
13. **Toys and Books:** Cut the number of toys and books in your house in half, pack away one half and give the other half a home via bins or bookshelves.
14. **Artwork:** Beauty is in the eye of the beholder, so potential buyers might not share your passion for bold artwork. If your artwork is part of a common theme throughout your house, consider keeping it, but if it's in one or two rooms, take it down to keep a neutral canvas in those areas.
15. **Closets:** Everything in your house is fair game, including your closets. Keep them organized! Pack away excess clothing, towels, bedsheets and toiletries to give the closets a larger look and feel.
16. **Laundry Room:** Don't be the house with a pair of underwear hanging out on the laundry room floor. Clean soap residue off the washer and clear out the lint trap of the dryer. Throw unwashed laundry in the dryer out of sight, out of mind. For listing pictures, arrange your detergent and laundry items in bins or baskets.
17. **Garage:** Make sure your garage can fit the number of cars it has spots for. Pack up tools and equipment you won't need for a while. Leave behind the lawn mower (or snow shovel) to keep up with the house's exterior appearance and the tools you'll need to break down furniture when you move.
18. **Basement:** Make sure your window coverings let natural light in and the room appears to have a clear purpose (is it a game room, a movie theater, a kid's play area?) Consider using an air freshener plug-in with a light, clean scent to keep the space fresh.
19. **Deck/Backyard:** Spruce up your deck with a fresh coat of stain. If your deck is beyond sprucing, consider replacing it. Potted plants and bright chair cushions add a homey feel. Make sure trees and shrubs are trimmed and do not pose hazards to the exterior of the house or to kids' play areas.
20. **Storage Rooms:** This is a huge selling point for buyers. Organize and clearly label boxes and bins. Eliminate enough boxes to show buyers the room is still big enough to store their belongings, too. Don't forget to clear away any cobwebs or dust bunnies while you're at it!



If you're planning to sell your house, contact one of our Realtors® for advice on how to set your house up for success in the selling process!