

SHOWING YOUR HOME

FIRST IMPRESSIONS ARE LASTING IMPRESSIONS: An inviting exterior insures inspection of the interior. Keep your lawn trimmed and edged, the flowerbeds cultivated, the yard free and clear of refuse.

DECORATE YOUR HOME—A STEP TOWARD A SALE: Faded walls and worn woodwork reduce desire. Do not tell the prospect how the place can be made to look, show him by redecorating first. A quicker sale at a higher price will result.

CLEANLINESS IS NEXT TO GODLINESS: Bright, cheery windows and unmarred walls will assist your sale.

FIX THAT FAUCET: Dripping water discolors the enamel and calls attention to the faulty plumbing.

A DAY WITH THE CARPENTER: Loose doorknobs, sticking drawers, warped cabinets and the like are noticed by the prospect. Have them fixed.

FROM TOP TO BOTTOM: Remove all unnecessary articles that have accumulated. Display the full value of your storage and utility space.

STEP HIGH—STEP LOW: Prospects will do just that unless all walkways are cleared of objects. Avoid cluttered appearances and possible injuries.

CLOSET ILLUSIONS: Clothes properly hung, shoes straightened, hats and other articles neatly placed will make your closet appear adequate.

DEAR TO HER HEART: Is the kitchen. Colored curtains in harmony with the floor and counter tops add appeal for the lady of the house.

CHECK AND DOUBLE CHECK YOUR BATHROOM: Bright and clean bathrooms sell many homes.

FOR THE REST OF YOUR LIFE: Bedrooms are outstanding features. Arrange neatly.

CAN YOU SEE THE LIGHT? Illumination is a welcome sign. For an after dark inspection, turn on your lights from the front porch through. The prospect will feel glowing warmth otherwise impossible to attain.

THREE IS A CROWD: More will lose the sale. Avoid having too many people present during inspections. The prospect will feel like an intruder.

MUSIC IS MELLOW: But not when showing a house. Shut off the radio—it distracts. Let the salesman and the buyer talk free of disturbances.

LOVE ME, LOVE MY DOG: Does not apply in house selling. Keep pets out of the way. Preferably out of the house.

SILENCE IS GOLDEN: Be courteous but do not force conversation with the prospect. He is there to inspect your house not to pay a social call.

BE IT EVER SO HUMBLE: Never apologize for the appearance of the home. After all it has been lived in. Let our salesman answer any objections.

IN THE SHADOWS: Please do not tag along with the prospect and the salesman. He knows the buyer's requirements and can better emphasize the features of your house when alone. You will be called if you are needed.

PUTTING THE CART BEFORE THE HORSE: Trying to dispose of furniture and furnishings to the prospect before he has purchased the house often loses the sale. Proper timing is very important.

WORD TO THE WISE: Do not discuss price, terms, possessions or other factors with the customers; refer them to us. We are better equipped to bring the negotiations to a favorable conclusion with all due dispatch.



Scott Sandgren
RE/MAX Results
801-652-8002
scott@ourutahrealtor.com
www.ourutahrealtor.com