



QUICK CHECKLIST FOR YOUR SHOWINGS

- Open drapes and turn on all lights, even in the daytime.
- If possible, open windows for an hour or so before showings for fresh air.
- Tidy each room (pick up dishes, toys, papers, clutter; make beds; put away clothes).
- Hide dirty laundry (take it with you in the car if necessary).
- Put out fresh soap and towels.
- Fluff sofa pillows.
- Clean or put away pet feeding/watering dishes, pet beds, and toys.
- Lock up smaller valuables and prescription medications.
- Take out all garbage.
- Turn off all automatic sprinklers.
- Turn off all work sounds (dishwashers, washers, dryers, fans).
- Turn off televisions and turn on quiet background music.
- Set thermostat at a comfortable temperature.
- Subtly infuse the home with a comforting scent (such as citrus or peppermint), or put two caps full of vanilla extract in an oven proof dish, then place it in the oven at 300 degrees for one hour. The smell will start to spread after around twenty minutes and encompass the whole house after the hour duration. Should last for at least a day; or bake cookies or pies on weekend mornings when higher traffic is expected. Feel free to leave baked goods out for potential buyers.

KEYS TO A BETTER SHOWING

- **Know why you're selling and keep it to yourself.**
 - The marketing of your home is a strategy based upon your reasons for selling. Do not reveal your motivation to anyone else (this includes social media posts), or it may be used against you.
 - While you should be out of your home during showing time, there are times you may intersect with a prospective buyer or his/her agent. If asked why you are selling, simply say that your housing needs have changed. Refer any other questions to us, and simply give them our card.
- **Make your house available for showings, even when it may be inconvenient.**
 - Most showings will be scheduled at least an hour or two in advance, but regardless, if you decline to show, it is likely the prospective buyer will skip your house altogether and move on to the next one.
 - In the event an unexpected real estate agent requests to show the house, request a business card first. It is your house, and it is your right to ask that they schedule an appointment through the office.
 - However, since you are serious about selling your house, try to accommodate their request. If you need a few minutes to tidy up, ask that they return in 15 or 20 minutes.
 - If a buyer comes alone, DO NOT let them in. This is for your protection.
- **All family members, including pets should be out of the house for showings.**
 - Pets are a BIG distraction (whether a positive or a negative one), so please try to arrange for your pets to stay with a friend or kennel during showings.
 - This will also prevent the pet from running out the front door and getting lost.
 - If you must be home during a showing, step outside or stay on the far end of the home away from the potential buyers.
 - Your presences inhibits them from making comments, looking in closets, etc., and remember, we want them to feel like it is already their home.

- **Appearances do matter.**

- Appearances are so critical that it would be unwise to ignore this when selling your home.
- The look and feel of your home will generate a greater emotional response than any other factor.
- Prospective buyers react to what they see, hear, feel and smell, and these elements can easily turn a buyer off of a well-priced home.
- Invite the honest opinions of others. The biggest mistake you can make is to rely solely on your own judgment. You need to be objective about your home's good points as well as bad.

- **Even if it seems insignificant, clean it.**

- If it won't come clean, then paint it, repair it or replace it.
- You never know what will cause alarm in a potential buyer, and remember, you're not just competing with other resale homes, but brand new ones as well.
- Properties in prime condition are a pleasure for real estate agents to show, so they get shown more often.
- The more exposure a property gets, the better the chance of selling it quickly and for a higher price.

- **Let prospective buyers visualize themselves in your home.**

- The last thing you want prospective buyers to feel when viewing your home is that they may be intruding into someone's life. Avoid clutter such as too many knick-knacks, etc.
- Minimize family photos, and put away trophy collections and other personal memorabilia.
- To appeal to as many potential buyers as possible, decorate in neutral colors, like white or beige, and place a few carefully chosen items to add warmth and character.
- Consider having a yard sale or donating items to charity before listing your house for sale, to clean out unwanted items.

- **Appeal to all five senses.**

Touch - There should be no grease, grime, dust or residue when you swipe your finger along surfaces.

Sight - Declutter, clean, repair, depersonalize, beautify.

Smell - Odd smells such as traces of food, pets and smoking can kill deals quickly. Research has suggested that clean citrus smells or peppermint are best for a clean, crisp showing. Avoid scented sprays, as they are often too obvious and offensive.

Sound - Soft background music should be the only sound in the home during showings.

Taste - If you can, try leaving a little snack for your guests.

- **Marketing a vacant home**

- Studies have shown that it is more difficult to sell a home that is vacant, because it looks forlorn, forgotten, and simply not appealing. It could even cost you a closed deal.
- A seller with a vacant home is considered to be more motivated to sell fast.
- If your home is vacant, it is important to dress it up to look as new and fresh as possible.
- Consider having your home staged, as it can often speed selling.

- **Keep in touch.**

- Notify us if you plan to be out of town and the best way to contact you. Timing is EVERYTHING!

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