

# THE **INFORMED** Home Buyer/Seller™

## Helpful Advice for Making the Right Move

Issue 2

## 4 Simple Ways to Make Your Home Irresistible

There are dozens of ways to make your property more enticing to potential buyers. For example, you can invest in getting your home professionally “staged”, which involves making it look a little like a model home. Or, you can do a major renovation to improve your home’s look and value.

But what if you don’t have a lot of time and are on a limited budget? What can you do *today* to make your home irresistible to buyers *tomorrow*? Here are some ideas:

### 1. Paint

It doesn’t cost much to paint key areas of your home, like the foyer, kitchen or master bedroom. Yet the impression it makes on buyers is significant. In fact, compared to most other types of home improvement projects, painting gives you the highest payback when you sell.

### 2. Create space

Homes naturally get cluttered over the years. Even a double car garage can seem claustrophobic if there are a lot of boxes, equipment and other items stored in it. Go through each room of your home and do a major decluttering. It will make your property seem more attractive and, when you sell, make moving easier too!

### 3. Clean and tidy

Obviously, you’re going to make sure your home is clean for viewings. But you’d be surprised what a homeowner can miss and a buyer notices. Closets, laundry rooms, side yard, basement furnace room and all other nooks and crannies should be as tidy and clean as possible.

### 4. Roll out the red carpet

Not an actual red carpet! But you do want the entrance way to your front door and into the foyer to make the best impression possible. After all, those are the areas that a buyer sees first. Make sure walkways are clear and clean. Ensure that when a buyer opens the front door and walks in, the impression he or she gets is that of a great looking place to live.

These four tips don’t take much time or money to implement. Yet, they can all help make your home even more irresistible to buyers than it is today.

Want more tips on preparing your home for sale? Call today.

## Painting to Sell

A fresh coat of paint is the fastest and most inexpensive way to make your property more attractive to buyers. It can make just about any room look stylish and new.

The challenge is determining what paint colors and options you should choose out of the hundreds available. Should you be daring and select “designer” colors? Should you consider stippling, ragging and other effects?

Experts say to keep it simple. Stick to just two or three traditional colors for your entire home. The simple consistent tones will make your property appealing to the tastes of more buyers.

## Think, Act... Live!

*“Imagination is everything. It is the preview of life’s coming attractions.”*  
**Albert Einstein**

*“Everything you want is just outside your comfort zone.”*  
**Robert Allen**

*“The secrets of getting ahead is getting started.”*  
**Mark Twain**