

PREPARATION



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DALLAS FRISCO HOUSTON

In today's market if you want to get "top dollar" the market will bear then a home must look "top dollar" for that style and the location of a home you are trying to sell.

Remember when you toured a builders "New" home/model and the feelings you had about the house? Did you feel that it was beautiful, warm and inviting? Did you get excited that you could own a home like this? Maybe you said to yourself "this is perfect, I could move right in and not change a thing". Buyers today, more so than in the past, are expecting to find homes on the market place to be "move in" ready. Much of this expectation comes from the fact many young couples are professionals and do not have the time and for others the media (TV shows and videos) promote the allure of beautiful homes in almost perfect condition.



There are three important areas that should be addressed in properly preparing your home to market it for “top dollar”.

➤ Repair- this is the first step in preparing a home for the market. Are there any repairs or deferred maintenance items that need to be completed? If so, these need to be completed. Potential buyers are sensitive and cautious when a home has not been cared for and are unwilling to pay top dollar. I maintain a listing of reasonable and reliable contractors that can complete most of the repairs needed to get a home ready for the market.

➤ Staging – this step is critical in showing off your home’s “features” in the best possible light. Staging and decorating techniques are changing every year and it requires the assistance of a Professional Decorator that is trained and is decorating and staging in today’s market. Along with a list of contractors I also have a list of Professional Decorators that can help us prepare your home at any budget.



➤ Cleanliness – this step is ongoing and begins with the initial cleaning known as “**Make Ready**” clean. “Make Ready” is an in depth cleaning process that generally takes less than a day and makes it much easier to maintain the cleanliness of your home in the short period it will be on the market. Buyers are sensitive to cleanliness issues and again are cautious if they see deferred issues like soiled carpet, dusty lights and baseboards and even dirty air condition filters.

Here is a before and after pictures of a prepared home.



When a potential buyer decides to come and view your home they have already decided the following from the pictures/videos and descriptions: 1. the location is appealing to them. 2. The features/style of your home has gotten them emotionally excited enough to go see.

The last two questions in the buyers mind is: 1. is this home really what I saw in all the marketing material and 2. Are there any hidden issues that I could not see or not revealed in the marketing materials?

Preparing your home to look “top dollar” will help buyers want to buy your home for “top dollar”.



ARE YOU READY TO SELL?

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If this sounds great to you just give me a call and we can get started on the path to getting your home SOLD at the highest price in the shortest amount of time.

