

Help Your Realtor® Sell Your Home

POTENTIAL BUYERS ARE COMMITTING TO A SIGNIFICANT AMOUNT OF DEBT WHEN THEY DECIDE TO BUY YOUR PROPERTY. YOUR JOB IS TO HELP THEM VIEW IT AS THEIR DREAM HOME. HERE ARE SOME PROVEN TIPS AND TECHNIQUES...

FIRST IMPRESSIONS COUNT!

“Curb appeal” increases what someone may be willing to pay for your home. Potential buyers not only want to be impressed with your home, they want everyone else to be, as well. Make sure that your lawn, yard, garden beds, and driveway are well-kept and tidy, because appearances matter.

CLEANING

This is the most cost-efficient ways to spruce up your home. Make sure you scrub your home from floor to ceiling. Wash your windows, vacuum your carpets and drapes, and dust thoroughly. Remove dust, grime and fingerprints from all surfaces. Cleaning your light fixtures: can make a *huge* difference in the lighting in your rooms. Also, make sure your house smells good and is free of odors.

STAGING

It’s all the rage these days – and for good reason. Staging doesn’t have to cost a lot of money, and the rewards of doing it can be huge. When you sell your house “as is” – or don’t stage – it can actually *cost* you money. Staging a home, on the other hand, can result in your home’s selling for a higher amount than it would otherwise.

TIP: Linger in the doorway of every room and imagine how your house will look to a buyer. Does your current arrangement of furniture and belongings show off your home’s strengths and meet the standards of a “buyer-friendly house”?

For additional ideas on staging your home, download our exclusive “Selling Your Home” 8-page brochure from our web site. (See details below.)

GET A SECOND OPINION

Ask a friend or neighbor – one who is not afraid to be blunt – to walk through your house as a prospective buyer would. Get his/her opinion on how well it “shows”. Consider making any additional changes, depending upon your budget and schedule.

THE BOTTOM LINE

Your Realtor will help you sell your home by marketing it, bringing in potential buyers, helping you evaluate offers, and guiding you through the entire closing process.

Your job is to make your home look as attractive and inviting as possible, to improve your chances of getting the price and terms you want when you sell it.



CREATE A BUYER-FRIENDLY HOUSE

Download our exclusive
“Selling Your Home” brochure at
www.CharleyFarleyHomeLoans.com/brochures/sell_realtor.pdf



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