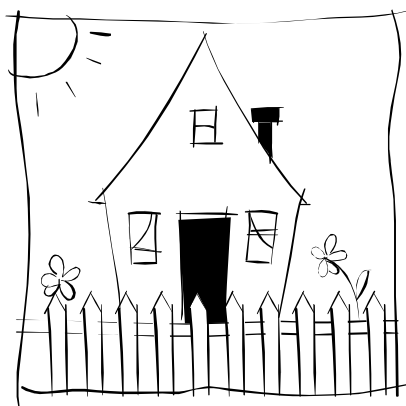


# **Designs That Sell**

**How To Make Your Home  
Show Better and Sell Faster**

**Gloria Hander Lyons**



**Blue Sage Press**

# Designs That Sell

## How To Make Your Home Show Better and Sell Faster

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# **Introduction**

## **Designs that Sell**

When you decide to place your home on the market, there is a wise old saying you'll want to keep in mind: "You never get a second chance to make a first impression."

This is especially true when it comes time to show your home to prospective buyers. Making a good first impression can mean the difference between getting a quick sale with a great offer, or wasting valuable time showing your home month after month with no takers. It can also have a big impact on the final price you receive.

Every property will sell—eventually—if the price is low enough. But you've made a sizeable investment in your home, and you want a top-dollar return in the shortest time possible.

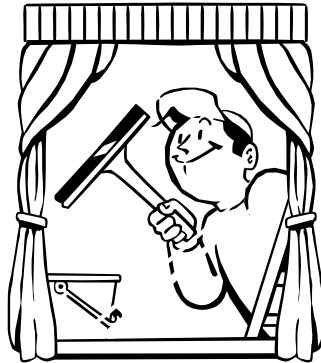
Investing a small amount of money and a little time and effort in home improvements and staging can give your house a solid advantage over your competition and reap big financial rewards.

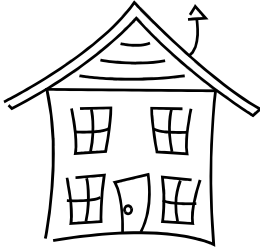
*Designs That Sell: How To Make Your Home Show Better and Sell Faster* offers practical suggestions and decorating tips to make your property outshine all the others.

You'll learn helpful hints and creative ideas for furniture arranging, accessorizing, lighting, staging, de-cluttering, updating, using designer tricks and more.

Don't pass up the opportunity to impress potential buyers. All it takes is a small investment of time, money and effort to showcase your home's best features.

The suggestions offered in this simple step-by-step guide will help make your home show better and sell faster. Put them to work for you!





## **Grab Them at the Curb!**

The very first impression any prospective buyer gets from your house is the outside view—also known as the “curb appeal”. If buyers have a negative impression of your home’s outside appearance, it can affect the way they will perceive the inside of your home as well. Some buyers might decide against going inside at all.

Make sure your house has positive curb appeal. If the outside of your home sparkles, potential buyers will be anxious to get inside. Focus on the following areas to make your house shine:

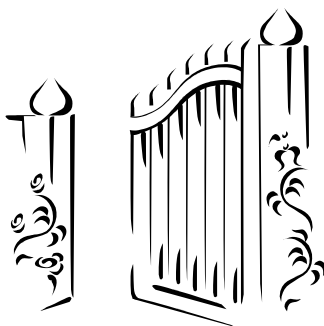
- Keep the grass well-watered and mowed. Have your trees trimmed. Cut back or replace overgrown shrubs. Plant a few blooming flowers to add color.
- Keep toys, bicycles, roller-skates, gardening equipment and other clutter stored away out of sight.
- Have the outside of your house painted, if needed. You want it to look brand new. Don’t forget to paint or refinish the front door.
- Place a seasonal wreath on your front door to welcome buyers.

- Freshen up the front porch or entry. Put out a new doormat. Clean and polish the doorplate and doorknob.
- Make sure the door locks are in good working order and that the door opens smoothly to give agents easy access.
- Paint the mailbox or replace it if it is not in good condition.
- Spruce up the light fixtures or add new ones if they are outdated.
- Make sure the house address numbers are neat and visible from the street.
- Sweep or pressure-wash the porch, driveway and front walkway. Check to see that these areas are in good repair, with no unsightly cracks or loose steps.
- Clean out and repair the gutters and downspouts.
- Repair or replace any loose or damaged shingles. You don't want potential buyers concerned about the cost of a new roof before they even get inside.
- Plant shrubs around a cable box or air conditioning unit to help disguise them.
- Install a low fence to hide the trash cans from view.
- Wash the windows and repair or replace any screens that are damaged or missing.

- If your garage doors take up a large portion of the front of your home, paint them a color that matches the exterior color of your home to help camouflage them. Paint the front door a complementary but contrasting color and spruce up the front entry with attractive plants to draw attention away from the garage doors.
- Make sure the back yard and side yards look as good as the front. Just because they are hidden behind a fence doesn't mean you can neglect them. Buyers will inspect these areas, as well.
- After dark, turn on your front porch light and any other exterior lighting to create a warm and welcoming feel.

Your overall objective is to project an attractive, well-maintained image that will welcome prospective buyers into your home.

Paying attention to these details can make a big difference in the overall impression your home has on buyers.



# Where's the House?



Would you purchase a home you can't see?

- Is your home is crowded with too much furniture?
- Are the closets and cabinets are overflowing?
- Are your kitchen and bathroom countertops loaded with clutter?
- Do you have lots of family photos or collectibles on display?

If your home suffers from any or all of the above, then potential buyers won't be able to see your home. They will be overwhelmed by the chaos and wonder what else might be hiding underneath all the clutter.

Before putting your home on the market, get rid of anything you don't absolutely need or use. This means you'll need to sort through all your belongings and divide them into categories of things to toss out, things to sell or donate and things to keep.

And don't forget about all that stuff piled up in the garage. Buyers will need to inspect this area, as well, so make sure they have easy access.