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# 11 Essential Ways To Get Top Dollar For Your Home

*Perhaps this is the first time you've sold a home or maybe you've done this a few times before. Either way, there are at least 11 things you can do to ensure you maximize your equity while reducing the on-market time for your home.*



## Tip 1: Stage Your Home

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**You can make at least 3 percent more with home staging. In some areas, that number can go as high as 50 percent!**

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Home staging works for all properties regardless of the price point because home staging is about preparing your home for a faster and more profitable sale and marketing your property to the most potential buyers for its target audience.

Presentation is everything and staging is presentation! The result is improved functionality and complementary space.

In this world of busy buyers, a property has to be staged to appeal to their imagination. They want to be able to look at your home and know that they can live there. They want to know that their furniture will fit. They want to know that everything is in "move in" condition. That is why staging is so important. It allows buyers to imagine themselves living in your home with their stuff, not yours.

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## Tip 2: Declutter As Much As You Can

**Cleaning and de-cluttering will offer a blank canvas for buyers to assess.**

Items that you don't need should be taken out of the closet to make them more spacious - get an early start and pack items in boxes and store them out of the house.

Take a look around you. Do you have items in your home that are unused and have no real sentimental value? If so, get rid of them! These types of items can often be found in closets, cupboards, basements, and garages. Sometimes they are on bookshelves or even in your everyday living space. The more you are able to move out the more the next buyer will want to "move in."

Get everything off the counters. Remove all appliances from the countertops. Even the toaster. Doing so will make your kitchen look larger and more spacious. It will also keep the buyer's eye from stopping on a particular item rather than getting a full view of the room. Find a place in cabinets and drawers for everything.

Take a look at your bathroom. If you are like most people, you will find half-used shampoo bottles, a jumble of hair accessories, a curling iron, foam curlers, several cans of shaving cream, tub toys, lotions, medication, books and magazines, oils, candles, toilet paper, and on and on and on. The amount of stuff we store in our bathrooms is far greater than the storage capacity for these small rooms. The "stuff" that is not in use needs to be boxed up and moved out.

Not only does getting rid of things that you don't need or want anymore make your place more desirable to potential buyers, but it also means that you have fewer things to move!



**TIP! Find out what organizations in your area pick up items. Such organizations often include Goodwill, The Salvation Army, veteran's associations, and other local organizations.**

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## Tip 3: Help Potential Buyers Feel At Home

Everyone has a different preference on how their home is going to look, and part of that means a neutral space that leaves room for the imagination - let the buyers see their lives in your house. Store family photos and anything that is too much a reflection of your life. You want buyers to focus on what their life would be like in their new home.

A home for sale should always be presented in its best light and immaculate condition, which is not the reality of everyday life. Potential buyers do not want to see how you live, with your children, cats and dogs, and mess. They want to see themselves in a perfect house under perfect conditions and that is how a home on the market should always be presented.



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## Tip 4: Make Sure You've Got Great Curb Appeal

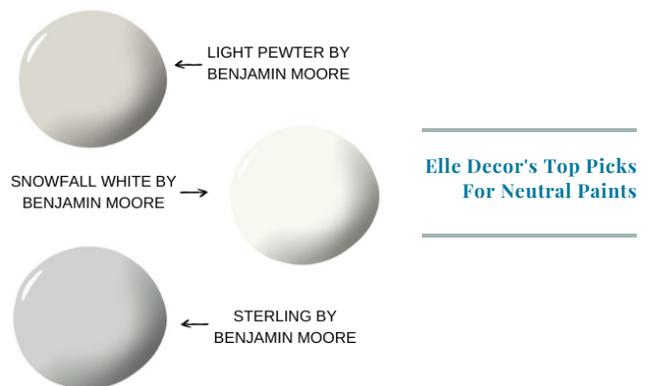
First impressions matter! It's the first thing people see when they drive up to view your home.

Also, many people simply drive by a listing and make a decision based on your home's curb appeal. So make sure your exterior looks inviting: paint the front door, wash the windows, plant some flowers and mow the lawn. In real estate, appearances mean a lot. What better way to set your home apart than to make it attractive at first glance!

## Tip 5: Be Willing To Paint

A fresh coat of paint instantly freshens a space, helping it to look neat, clean, and up-to-date.

Paint is very inexpensive and gives you a big bang for your buck. Although a bit labor-intensive, painting is not expensive and gives your home a new, fresh, clean look. There are certain universally accepted colors and these should be used when repainting your home.



## Tip 6: Little Fixes Go A Long Way

If you're like most folks, you've been avoiding the Honey-Do list for a long time. But now is the time to get it done. Make a plan to fix that leaky faucet, repair the crack in the wall, re-caulk the bathtub and replace that missing door hardware.

How much work a house seems to require will impact the offering prices you receive, so it's a good idea to ensure that everything is in good working order. Potential buyers will be looking for visual clues that your home is well cared for. Buyers can be easily scared off by the little things and tend to exaggerate how much the fixes will cost.



## Tip 7: To Renovate Or Not?

When you decide to renovate your home before selling it, you should have an idea what return you can expect on the investment.

Although it varies from area to area, generally speaking, the improvements with the highest returns are modernized kitchens and bathrooms, as they have the most wow potential. Also, projects that add a bedroom, bathroom or family room to the house consistently generate the highest return.



## Tip 8: Pay Attention To The "Heart Of The Home"

The kitchen really can sell your home. It's one of the most important rooms on every buyers list.

The benefits of remodeling your kitchen are endless, and the best part is that you'll probably get 85% of your money back. It may be a few thousand dollars to replace countertops whereas a buyer may knock \$10,000 off the asking price if your kitchen looks dated.

Don't have a lot of money to spend? The fastest, most inexpensive kitchen updates include painting and new cabinet hardware. Use a neutral-color paint so you can present buyers with a blank canvas where they can start envisioning their own style.

Affordable tips to spruce up your kitchen:



- If your kitchen cabinets, pantries, drawers – even your refrigerator – look jammed packed, it suggests there is not enough room in your kitchen. The best way to change this negative first impression is to have as much "empty space" as possible.
- Replacing old outdated light fixtures can make a remarkable difference to the kitchen.
- Add colorful accessories to bring life and warmth to the space.
- Bring in herbs and plants. Potential buyers will envision themselves chopping herbs for fresh pesto in the kitchen.
- Remove a few chairs from around the table and stools from the island. You will be amazed at how much larger your eating area will look without all that seating.



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## Tip 9: Use Spare Rooms Wisely

Each room should have a clearly defined purpose, so think about what potential buyers might like to see in your extra rooms.

With more people working from home, many buyers are looking for a home that offers office space. If you have a spare room, think about turning it into an office.

If you live in an area popular with growing families, then perhaps another kids room is important to feature.

Whether you buy inexpensive furnishings, rent them, or borrow some from friends, making a real room out of a junky spare room will have a big payoff.



## Tip 10: Make Your Home Shine

Once you've moved personal items and furniture that won't be used while the house is on the market it's time to clean like you've never cleaned before.

**First impressions mean a lot.** So don't let foul smells, dirty floors or dusty surfaces make a bad one on a potential buyer.

While no one is going to be checking shelves for dust with a pair of white gloves, every nick on the wall, smudge or fingerprint on the window is going to be noticed. Baseboards need to beam, windows need to shine, and toilet bowls must gleam.



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**TIP! Consider calling in the professionals. It may be worth the extra money to have the pros deep clean your home and make it sparkle.**

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## Tip 11: Hire A Professional Real Estate Agent

**Selling a house is stressful ... but without an agent, it could become a nightmare. Once you've made the decision to put your home on the market, you want to hire a professional to ensure you are getting top dollar.**

It's hard to deny the benefits of working with a good real estate agent. An agent will perform an analysis of the local real estate market to price your home at fair market value. They have massive local networks to spread the word about your listing and market knowledge that is imperative for the home selling process. They will expertly negotiate offers to get you the best price and handle tons and tons of confusing paperwork.

They will market your house across an array of social media and real estate platforms, bring in buyers for showings and talk up your house like you never thought possible—they know what buyers love!

With so much money on the line, why wouldn't you bring in a professional to help manage all the details? If you have questions or are ready to list, please reach out to me. I'm ready to help you get top dollar for your home!