

How to Maximize the Potential Profit of your Home



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Curb Appeal / Entry



The first impression is all-important because it sets the tone for the way the buyer will view the rest of the house. Within fifteen seconds the buyer will develop an attitude toward your house, either positive or negative that they will be looking to reinforce throughout the rest of the home tour.

The curb appeal is the buyers "first view" of the outside of the house, while the entry is the buyers first impression of the inside of the house, so BOTH first impressions are critical.

Clearing the Clutter:

- ___ Keep grass mowed and edges trimmed regularly.
- ___ Pick up garden equipment, kids toys, and empty flower pots.
Hide trash cans out of view.
- ___ Trees should be trimmed so that they do not obstruct the view of the house.
- ___ Clear away bushes and trees to let some light in the house.
- ___ Power wash the walkway and drive.
- ___ Neatly store children's toys in bins in the garage or side of the house.

Consider These Easy Transformations:

- ___ Add a large flower pot of color and a new doormat.
- ___ Consider updating lighting or adding walk up lights.
- ___ Plant, plant, plant! Flowers work miracles in the front yard.
- ___ If you have a larger porch, consider a bench or rockers to highlight this feature.
- ___ Fresh mulch should be added to beds for a clean, manicured look.

CURB APPEAL NOTES:

ENTRY NOTES:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS :



Living Room



People love to view the living room as an area of entertainment, relaxation, and sophistication. We will use what you have to market an environment that buyers can aspire to live in. Consider the focal point which should be emphasized by furniture placement. Sophisticated and neutral artwork is essential in this room!

Focal Point:

Coffee tables are essential and the centerpiece is many times what gives the "updated" impression to buyers, so give thought to a runner/anchor and large potted plant or other to scale accessory grouping. Also, large colorful pillows will help to modernize what may be considered an otherwise boring room.

Checklist

- __ The living room needs to be a living room. Not an office/ exercise room or play room.
- __ What is the focal point of the living room? Is it a positive or negative feature? Reinforce the focal point by adding other furnishings for balance and emphasis.
- __ Living room furniture should be arranged in a conversation friendly configuration. Sofa on the longest wall away from the entrance OR facing a fireplace flanked by two chairs in a U pattern.
- __ Area rugs help to define the space of a seating area and are recommended for non-carpeted floors.
- __ Remove outdated window coverings and let the natural light in.
- __ Neutralize this space as much as possible so buyers cannot enter in and immediately profile the home seller. No personal photos or momentos.
- __ Purchase a beautiful throw and matching pillows to distract from older couches. Be sure that these are keeping with the other colors of the house to create continuity.
- __ Eliminate as much clutter as possible and group "collections" together. It looks best with three varying height pieces.

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Dining Room



Think "five star restaurant", set the table beautifully for entertaining, and let the buyer's imagination do the rest! The focal point should always be a beautiful centerpiece that should be to scale with the side of the table (fairly large) and anchored in the center of the table.

Focal Point:-----

Consider removing or adding a leaf to scale the rest of the room. What year is the chandelier? Simple everyday table settings fire up the imagination of the buyers, so that they can picture themselves entertaining guests at a fun dinner.



Checklist

- __ The goal of this space is to create a classic, formal entertaining area where buyers can imagine Thanksgiving dinner and formal entertaining.
- __ Remove and displace extraneous furnishings. Dining rooms tend to have too much furniture. A table and 4 - 6 chairs are usually enough. We want the room to appear larger
- Remove and be selective about china cabinet collections to streamline the look.
- __ All collectables should be packed and placed into storage.
- __ Create a dramatic centerpiece focal point and anchor it with a piece of fabric or a runner
- __ Chandeliers can immediately date a room. Replace old brass or out of date fixtures with something more current
- __ Remove wall paper or dated window coverings. We want the dining room to be fresh and elegant



FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

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SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Kitchen



The kitchen is critical to a buyer's decision to make an offer, so everything on the counters should serve as a "Marketing statement" and fuel the buyer's imagination for entertaining and family gathering. It is extremely important that it appears spacious, clean, modern, light, and bright. Kitchen sell homes and many agents will tell you make up to 30% of the buyers decision!

Focal Point:-----

Island?-----

Last Updated?-----

A simple propped-up cookbook or plant make a nice island centerpiece while placemats can anchor grouped accessories.

Checklist

- __ The kitchen is usually the easiest space to //clutter! Home buyers respond to "open and clean" kitchens/ which mean that all unnecessary appliances should be hidden away
- __ Remove everything off the front and top of the refrigerator you won't believe what a difference this makes in making the kitchen seem larger.
- __ Stow all of your sponges/ soaps, and dispensers under the sink.
- __ Completely clear all of your counters off The only things on the counter should be those decorative items that evoke a marketing/emotional response.
- __ Hide trash cans and change them often. The kitchen must appear fresh and clean at all times.
- __ If cabinets are worn and out of date/ painting them a fresh appealing color will be beneficial If paint is out of the budget/ clean and repair them. Make them shine/
- __ Replacing cabinet hardware is a great way to give the cabinets an updated look.
- __ Make note of the lighting. Are all fixtures working? Do any bulbs need to be replaced? Are there any florescent lights? Can those be replaced with a fixture with a softer, more natural light?

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Breakfast Room/Nook



If kitchens make up over 30% of the buyers decision, then the breakfast room/nook is right there in that impression! Think morning coffee and newspaper since this is what we all aspire to. Consider a tray for under your centerpiece for easy set up!

Focal Point:-----

Year of Last Update?_____

Checklist

- ___ Remove unnecessary furniture and small furnishings. Keep this area simple and clean.
- ___ Place a runner or placemats to bring in color that is consistent with the rest of the main areas.
- ___ Art should be colorful and fun. Remove photos of family
 - Consider a new chandelier
- ___ Remove old window coverings and let this area be bathed in light/
 - Polish and shine table and chairs.

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FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Family Room



The family room is just as important to a home buyer's purchasing decision as the living room since that is where they will be spending the majority of their time. This room should be treated like the living room but in a less formal manner. Consistent color schemes, style, and feel are critical to harmonious interiors.

Focal Point:-----

Flat Screen or Tube:-----

Coffee tables are essential and the centerpiece is many times what gives the "updated" impression to buyers, so adding a runner or anchor and a large plant or stack coffee table books would be advantageous. Think family fun and quality time together while recognizing that the TV is an important element.

Checklist

- __ TVtime is stll important in this room and although an eyesore/ buyers should st!!/ be able to imagine where they wt!/ put their TVin terms of seating.
- __ Slip covered couches as updates with colorful pt/lows give buyers a 'sink in and be comfortable '' feeling.
- __ Update the lighting. Think triangular and make sure that there is an abundance of natural light
- __ Sliding glass or trench doors are popular in family rooms. Be sure to leave vertical blinds open or replace them with sheer neutral panels.
- __ Entertainment area should be c/earofv1deo5; DVDs/ video games/ etc.
- __ Consider removing large/ outdated entertainment centers and opt instead for a simple/ size appropriate TVstand
- __ Set a board game or chess set neatly on the table next to a bowl of M&Ms to create an emotional connection point
- __ No kids toys/ Have one large bin that chtldren make take out of the closet for daily use.
- __ Stage bookcases with books both horizontally and vertically Also/ remove bookjackets for a more sophisticated look. No paperback5; please. Add accessories to bookcases.

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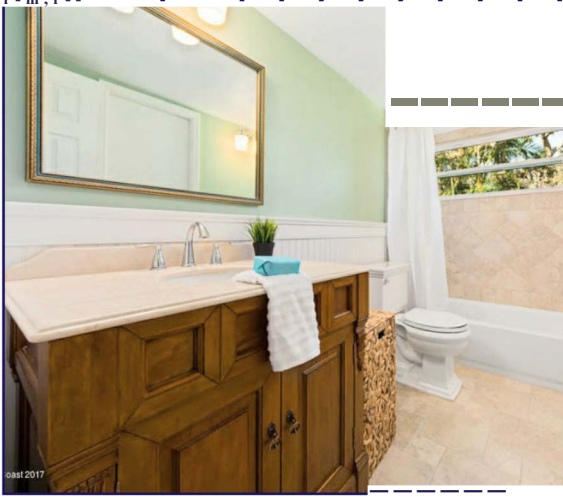
REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Main Bathroom



Bathrooms must be spotlessly clean! The goal for the bathroom is a spa-like environment. Think about what elements serve to create this experience and you'll find that many of them tend to be living and organic materials. For both staging and redesign, it's important to tuck away all products in organized drawers. This leads to a clean and clear workspace.

Year of Last Update? _____

Is the Mirror Framed? _____

___ Glass that shines, new towels that hang, growing plants, and spa soap set the stage and create a gorgeous atmosphere.

Checklist

- ___ New jewelry for the bathroom in terms of towel rack, toilet paper holders, and door pulls help to update this space.
- ___ Be sure that tile is extremely clean. Pay close attention to grout
- ___ Spa-like. Think candles, plants, decorative soap, and fluffy towels.
- ___ Replace colored toilets and sinks.
- ___ Remove dingy bathmats. They give the impression of germs and smells. Remove all reading material
- ___ Store all personal items. You can place them in a basket under the sink for easy access.
- ___ Consider framing the existing mirror if it has no frame or remove it and add a wall mirror for an updated look
- ___ Update the lighting if needed. Replace bulbs for a brighter appearance. Absolutely no fluorescent lights/

FIRST IMPRESSION NOTES:

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REMOVE/PACK:

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COSMETIC RECOMMENDATIONS:



Master Bedroom



A Master Bedroom should be a sanctuary away from the chaos of home life. Relaxing colors, plush linens, and fluffy pillows all subtly display this effect. It should feel calm and comfortable. Symmetry and cool colors work well in the master bedroom because it invokes calm and order.

Focal Point:-----

Walk-in Closet?-----

Year of Bed Linens?-----

Symmetrical Side Tables?-----

The master bedroom should have a soothing feel that invites you to stay and unwind after a long day. Remove any photos of children as this is an "adults only" area!

Checklist'

- ___ This should not be a space that has accumulated clutter, although many of us still tend to do so. The furniture should be kept to a minimum. Bed symmetrical nightstand5; a dresser, and a chair.
- ___ It is highly recommended that you purchase a new and neutral bed set and pillows for your bed
- ___ Remove dated light fixtures or ceiling fans and replace with one that is more current
- ___ A fresh coat of paint will work wonders in the master bedroom.
- ___ Remove photographs and personal items.
- ___ Matching bedside tables and lamps with only a clock and one accessory and a hardcover book
- ___ It is important that the closets are cleaned out and well organized

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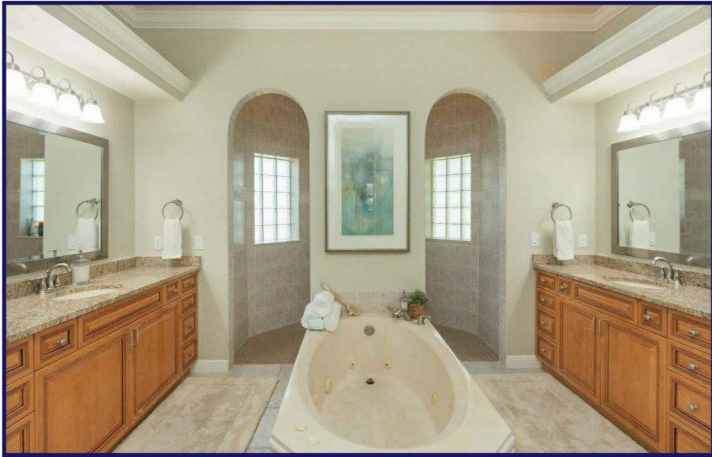
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SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Master Bathroom



The Master Bathroom should have a spa-like feel that invites you to stay and take a bath. This room is almost as important in a buyer's eye as the kitchen and should be treated as such. It should be updated (no old wallpaper, light fixtures, toilets, or vanities). Bring in organic, comforting materials like plants, seashells, candles, and wood to promote relaxation and purification.

Year of Last Update? _____

The bath should be spotless, updated, and spacious feeling. There is nothing that turns a buyer off more than other people's dirt, hair, or grime in a bathroom!

Checklist

- ___ New jewelry for the bathroom in terms of towel rack, toilet paper holders, and door pulls help to update this space.
- ___ Be sure that tile is extremely clean. Pay close attention to grout
- ___ Spa-like. Think candles, plants, decorative soap, and fluffy towels.
- ___ Replace colored toilets and sinks.
- ___ Remove dingy bathmats. They give the impression of germs and smells. Remove all reading material
- ___ Store all personal items. You can place them in a basket under the sink for easy access.
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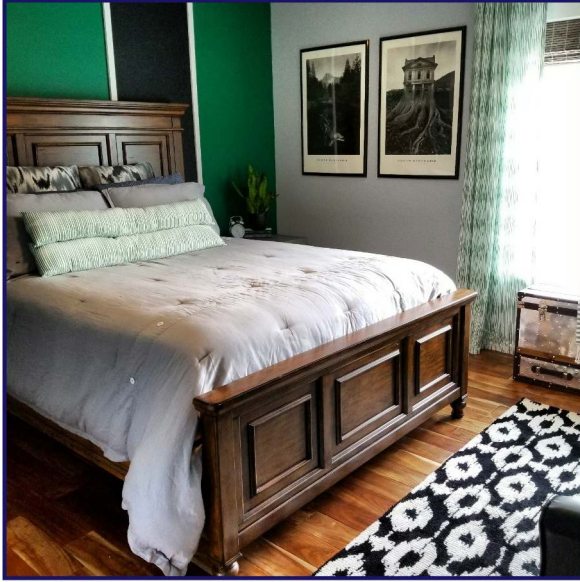
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COSMETIC RECOMMENDATIONS:



Second Bedroom



What type of Bedroom? _____

Other bedrooms in the house should be just as they are, but themes should be accentuated, tailored, and uncluttered. Take a hard look at the bedding, furniture, and wall hangings.

Focal Point: _____

Walk-in Closet? _____

Year of Bed Linens? _____

Checklist

- __ Work with the theme but do not make it too stylized or over the top. In the absence of style/ work with what we have to create some that is geared toward our Buyer Demographic.
- __ Now is the time to go through each room and get rid of furniture/ unwanted items/ clothing, and knick knacks and it will make your move even easier.
- __ For children's rooms/ remove 75% of the toys and put the rest in clear bins in the closet or garage.
- __ Consider plastic under bed bins/or large baskets for children's toys to be kept out of sight and easy cleanup/
- __ Extra Room Rules: 3 bedroom should have all rooms as bedrooms/ 4 bedroom can have 3 bedrooms and an office. Children's rooms are expected in a Family Buyer Demographic.

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Third Bedroom



What type of Bedroom?_____

Other bedrooms in the house should be just as they are, but themes should be accentuated, tailored, and uncluttered. Take a hard look at the bedding, furniture, and wall hangings.

Focal Point:_____

Walk-in Closet?_____

Year of Bed Linens?_____

Checklist

- ___ Work with the theme but do not make it too stylized or over the top. In the absence of style/ work with what we have to create some that is geared toward our Buyer Demographic.
- ___ Now is the time to go through each room and get rid of furniture/ unwanted items/ clothing, and knick knacks and it will make your move even easier.
- ___ For children's rooms/ remove 75% of the toys and put the rest in clear bins in the closet or garage.
- ___ Consider plastic under bed bins/or large baskets for children's toys to be kept out of sight and easy cleanup/ (See Hard Truth About Toys at the end of this manual)
- ___ Extra Room Rules: 3 bedroom should have all rooms as bedrooms/ 4 bedroom can have 3 bedrooms and an office. Children's rooms are expected in a Family Buyer Demographic.

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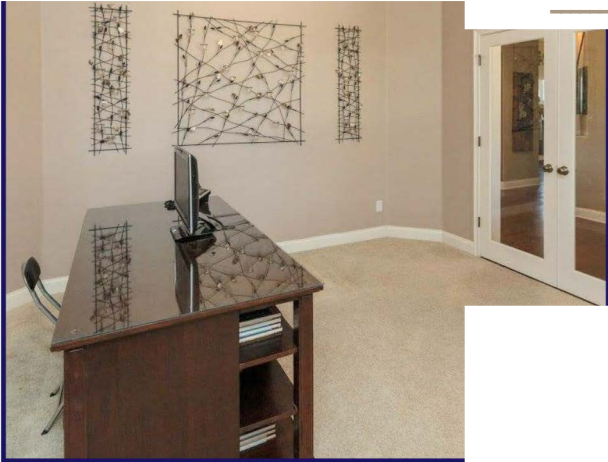
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COSMETIC RECOMMENDATIONS:



Fourth Bedroom / Office



What type of Bedroom/ Office? _____

Many buyers are looking for homes where they can telecommute comfortably and remotely. Create that environment by choosing the smallest fourth bedroom and transforming it to an easy office.

Focal Point: _____

Cleared Desk? _____

Checklist

- ___ Work with your theme but do not make it too stylized or over the top. In the absence of style/ work with what we already have to create an area that is geared toward our Buyer Demographic.
- ___ Remove excess memorabilia/ knick knack5; and stylized art
- ___ Desk and work spaces cleared of paperwork.
- ___ Consider adding a bar or game table in the corner with a chair.
- ___ Now is the time to go through each room and get rid of furniture/ unwanted items/ clothing and knick knacks. This will also make it easier when you move.
- ___ Add bins and baskets to shelves/hide extraneous necessities.

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Additional Bedroom/ Guest Room

What type of Bedroom? _____



Other bedrooms in the house should be just as they are, but themes should be accentuated, tailored, and uncluttered. Take a hard look at the bedding, furniture, and wall hangings.

Focal Point: _____

Walk-in Closet? _____

_____, Year of Bed Linens? _____

Having a guest room is a huge positive feature for buyers. Stage the guest room similar to the master bedroom and shoot for a contemporary hotel look. Consider buying new, neutral bedding or laundering the coverlet. Grab all the pillows you can and layer them nicely on the bed. This is an easy and fun room to stage because it's rarely used, so more likely will keep its look longer.



Checklist

- ___ Work with your theme but do not make it too stylized or over the top. In the absence of style/ work with what we already have to create an area that is geared toward our Buyer Demographic.
- ___ Now is the time to go through each room and get rid of furniture/ unwanted items/ clothing and knick knacks. This will also make it easier when you move.



FIRST IMPRESSION NOTES:

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REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Additional Bathroom



Bathrooms must be spotlessly clean! The goal for the bathroom is a spa-like environment. Think about what elements serve to create this experience and you'll find that many of them tend to be living and organic materials. For both staging and redesign, it's important to tuck away all products in organized drawers. This leads to a clean and clear workspace.

Year of Last Update? _____

Is the Mirror Framed? _____

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Checklist

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- ___ Be sure that tile is extremely clean. Pay close attention to grout
- ___ Spa-like. Think candles/ plants/ decorative soap and fluffy towels.
- ___ Replace colored toilets and sinks.
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- ___ Store all personal items. You can place them in a basket under the sink for easy access.
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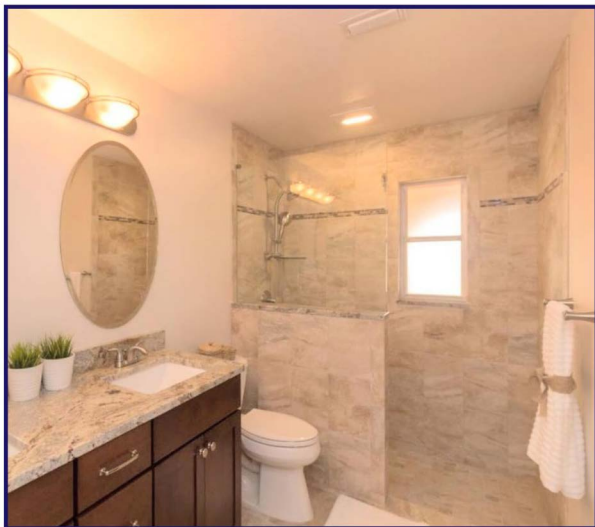
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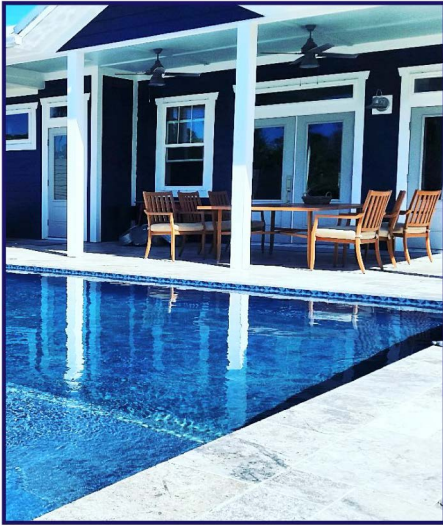
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COSMETIC RECOMMENDATIONS:



Pool Area



We live in an area where many people have pools and for some buyers, this is an important feature that can "make or break" a sale. Creating a clean, inviting space where the buyer can picture themselves, their family, and their friends enjoying pool parties and entertaining.

Checklist

- ___ Keep pool clean free of algae/ and skimmed at all times.
- ___ Store pool toys; cleaning equipment and pool chemicals in garage and out of sight
- ___ If there is outdoor living furniture make sure that it is clean and in good repair.
- ___ Consider adding coordinating pillows to furniture and grouping chairs in a conversational arrangement
- ___ Bar area countertops should be cleaned and a tray with a pitcher and glasses should be added to create an emotional connection for the buyer.
- ___ Make sure that all exterior lights and fans are operational clean and updated

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:



Laundry Room



Since not all homes even have the luxury of a laundry room, make sure to stage this obscure little room so buyers immediately notice this positive aspect of the home! Clear off tops of washer and dryer, remove hangers, store clothing out of sight, and clear off countertops.

Everyone loves the smell of fresh laundry. An easy way to give the laundry room that clean smell all the time is to stick dryer sheets between folded or rolled up towels.

FIRST IMPRESSION NOTES:

RECOMMENDED PAINT COLOR:

REMOVE/PACK:

SHOPPING LIST:

COSMETIC RECOMMENDATIONS:

