

# 50 TIPS TO SELL YOUR HOME FAST AND FOR TOP DOLLAR



## What are Charlotte area homebuyers looking for?

These tips were compiled from much research and conversations with our homebuyer clients. I have found that this list holds true for all price points. Having more of the buyers' must-haves and avoiding their deal breakers will be key in realizing the best financial results when you sell your home.



# Initial impression

No matter how good the interior looks, buyers have already judged your home even before stepping foot inside. There's no second chance to make a great first impression!

1. Pressure wash exterior, driveway, and deck/patio.
2. Clean up landscape.
3. Add mulch and flowers.
4. Trim overgrown bushes and trees.
5. Add a nice door mat.
6. Paint the exterior - especially the trim work.
7. Have the roof cleaned.
8. Repaint or stain the front porch if necessary.
9. Stage outdoor living areas.
10. Clean all windows and doors.



## Hardwood floors can help sell your home for more money

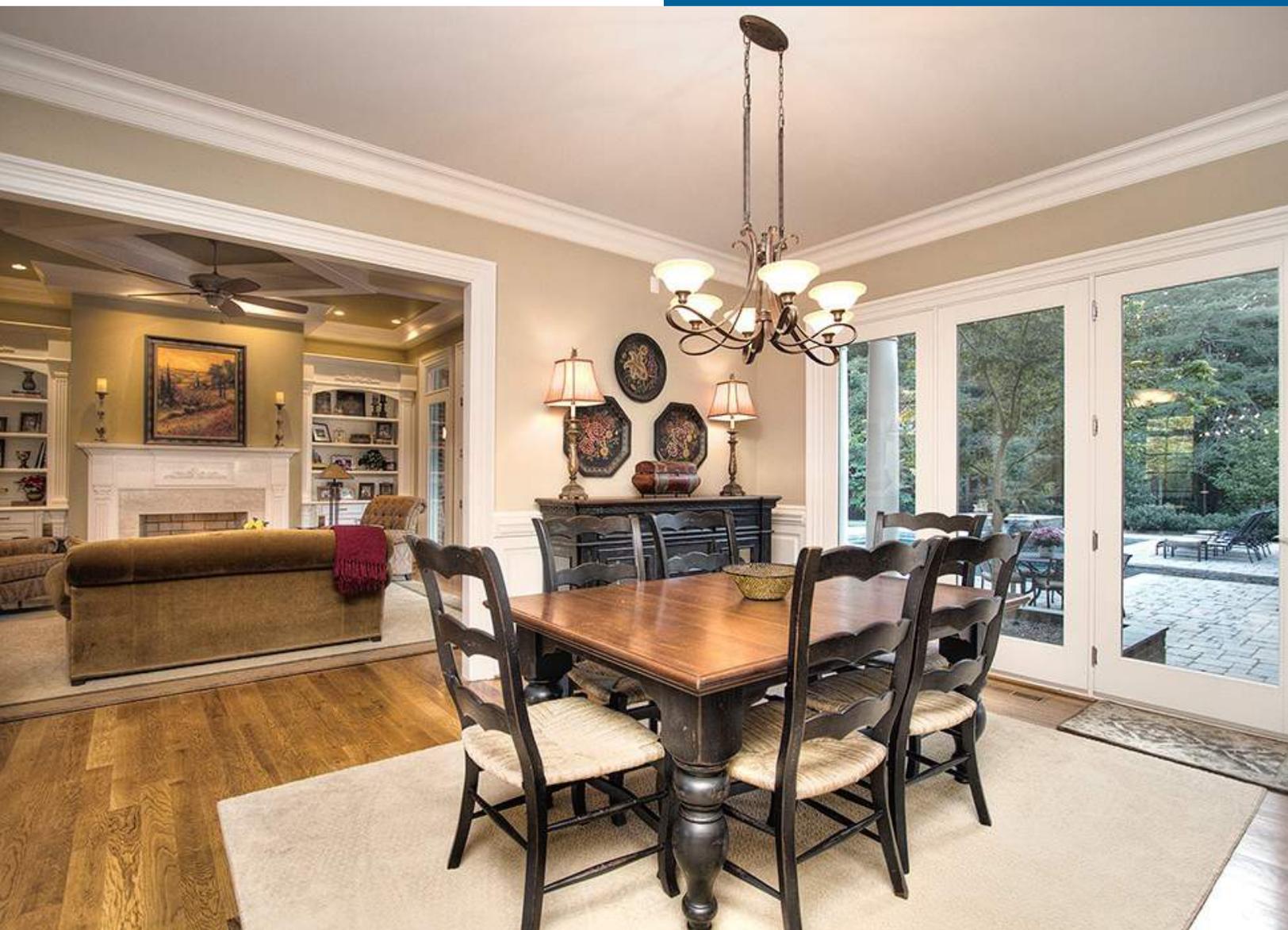
11. Darker stained floors are more popular today. If you have traditional honey oak floors or dated pickled floors from the 80s-90s, think about investing in refinishing. It is relatively inexpensive for the big impact it will provide.
12. If you have carpeting with hardwood floors underneath, uncover them! This is a huge asset you want to show off.

## Wallpaper must come down

13. Most homebuyers cringe when they spot wallpaper in a prospective home. They anticipate a huge mess and an expensive inconvenience. Although many sellers tell me that they are willing to offer a credit to compensate buyers for this dated feature, most buyers just can't see past it when viewing photos online and may just click "next." Even if the buyers can see past the wallpaper, be prepared for them to overestimate the cost of removing and painting. For the most positive impact, you should take it down.

## Paint the house, inside and out

14. Hire a professional painter.
15. Get advice from an expert to help you choose colors. Neutral colors are best.
16. If you have a home with dark stained moldings and windows, paint these moldings bright white. Online photos with dark trim make most buyers feel the home is dated. This may cause them to skip right over your home, even though this is a minor issue.



# Renovated kitchens and bathrooms sell homes

Most buyers don't want to do renovations. The idea of giving the buyer a credit to do it themselves just doesn't work. Even if buyers can get over the overwhelming negative connotation that the house feels old, they will want a discount for time and effort to do it. On the contrary, buyers will pay a premium for an updated, move-in ready home.



## Kitchens

17. Change the drawer pulls and cabinet knobs to stainless steel or brushed nickel.
18. Today, brass is often viewed as outdated. Remove as many brass fixtures as possible.
19. Some cabinets may benefit from being painted or re-stained. Consider refacing if the cabinet boxes are in great shape.
20. Consider new stainless steel appliances.
21. Replace your countertops with granite. Regardless of your home's price range, buyers want and expect granite.
22. Consider installing a new sink and pull-out spray faucet.

## Bathrooms

23. Buy fresh, white towels to display.
24. Replace dated light fixtures.
25. Add stylish drawer and cabinet pulls.
26. Remove the big, outdated mirror and replace it with a picture frame mirror.
27. Add a new shower curtain to add to the updated decor.
28. Consider adding a seamless shower door.
29. Re-grout the tub and shower.
30. Clean the grout on your tile floors.



## De-clutter

31. While this is the least expensive suggestion, it's also one of the most impactful. Too much clutter can make a buyer feel stressed and negative while walking through your home. Simplified spaces evoke positive emotions and help buyers envision themselves living in your home.
32. Remove personal objects and unnecessary furniture - less is more.
33. Storage is something every buyer is looking for. Aim to have 20 - 30 percent open space in each closet to give the impression of spaciousness.
34. Give every room a purpose to show potential buyers what a room *could* be.

## Maximize the light

- A home with good light is one of the most requested qualities. Buyers value great lighting.
35. Remove heavy draperies.
  36. Install the highest wattage bulbs possible.
  37. Hang or prop a mirror on a wall opposite a window to double the light coming in.
  38. Remove window screens.
  39. Replace burned out light bulbs.
  40. Trim bushes and trees that are blocking windows.

## Clean unfinished spaces

The unfinished spaces can have as much of an impact as the staged living spaces. Basements, utility rooms, garages, and storage closets are typically forgotten when prepping a home to sell. Buyers know to carefully examine basements and attics for the real story on how the home has been maintained.

41. Is there a musty smell? Consider adding a dehumidifier to remove excess moisture.
42. Avoid perfumed plug-ins and deodorizers.
43. Paint the garage flooring to give the space a fresh, clean look.

## Staging can help your home sell faster

44. Professional staging can highlight your home's strengths and help buyers see themselves living there. A staging company can offer recommendations for paint, furniture placement, de-cluttering, and how to address problem areas. They can utilize your existing contents or stage your home with their inventory of furnishings and accessories.





## Know the market

45. It is valuable to be aware of the current inventory of homes for sale, as these homes may represent your competition (or a future comparable) when you are ready to sell. We will provide current market data.
46. Try to be objective and realistic and not factor your own emotional feelings for your home when evaluating its market value.
47. Pricing your home accurately is the most effective way to ensure a successful sale. We highly recommend having a professional appraisal.

## Have a pre-inspection

48. Have a licensed home inspector inspect your home. Discovering and repairing problems prior to listing your home for sale eliminates the stress of making repairs quickly during due diligence. This may save you money. In addition, a pre-inspected home is much more desirable to buyers.
49. If you have a pest maintenance contract be sure to keep it in effect until due diligence is satisfied.
50. Offer a transferable home warranty. Not only is this a great benefit for the buyer, but the warranty also covers your home while it is on the market.

# Ready to sell? Let's get started.

Properly prep your home, price it correctly, add our comprehensive marketing campaign, and you've got a winning combination that should result in a very successful home selling experience. Even if you aren't ready to sell your home now, try to do some improvement projects so you can enjoy these upgrades yourself instead of just doing them for the new buyer.



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