

Following are 20 steps to make the process of selling your home a productive, efficient and timely process, and ultimately yield the best price.



The easiest and most reliable way to improve the appeal of your home is to enlist a quality home service professional. The right professional can help you get everything in order - from repainting the kitchen to providing a thorough cleaning - so you can stay focused on more important things.

1. Make the Most of that First Impression

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted — or at least freshly scrubbed — front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

2. Invest a Few Hours for Future Dividends

Here's your chance to clean up in real estate. Clean up the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor touch-ups. A fresh coat of paint adds value to your property. If you're worried about time, hire professional cleaners or painters to get your house ready. Remember, prospects would rather see how great your home really looks than hear how great it could look "with a little work."

3. Check Faucets and Bulbs

Dripping water rattles the nerves, discolors sinks, and suggests faulty or worn-out plumbing. Burned out bulbs or faulty wiring leave prospects in the dark. Don't let little problems detract from what's right with your home.

4. Don't Shut Out a Sale

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily sand them away. A little effort on your part can smooth the way toward a closing.

5. Think Safety

Homeowners learn to live with all kinds of self-set booby traps: roller blades on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for potential buyers.

6. Make Room for Space

Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are organized, clean and free of clutter.

7. Consider Your Closets

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8. Make Your Bathroom Sparkle

Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats, and shower curtains.

9. Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

10. Open up in the Daytime

Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is. Clean windows are imperative.

11. Lighten up at Night

Turn on the excitement by turning on all your lights - both inside and outside - when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

12. Avoid Crowd Scenes

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Potential buyers feel awkward opening closet doors and really taking a good look around if the sellers are present.

13. Watch Your Pets

Dogs frighten some people and irritate others. You'll have a much better response from showings if pets are controlled and kept from getting underfoot. Locking pets in rooms is not a good idea, as potential buyers do not want to be told there are certain rooms that are off limits. The best scenario is to remove pets during showings. If this is not an option, then for the safety of the pet, and consideration of the potential buyer, crate the animal.

14. Think Volume

When it's time to show your home, it's time to turn down the stereo or TV, extraneous sounds might kill a real estate transaction.

15. Relax

Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.

16. Don't Apologize

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Associate handle the situation.

17. Keep a Low Profile

Nobody knows your home as well as you do. But RE/MAX Sales Associates know buyers - what they need and what they want. Your RE/MAX Associate will have an easier time articulating the virtues of your home if you stay in the background.

18. Don't Turn Your Home into a Second-Hand Store

When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all. Arrangements to sell home furnishings can be arranged at a later time.

19. Defer to Experience - It's the Experience®

When prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your RE/MAX Sales Associate.

20. Help Your Agent

Your RE/MAX Associate will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!

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