

THE ULTIMATE *Home Sellers* *Guide*

A GUIDE TO
SELLING YOUR HOME
FASTER AND FOR MORE MONEY



Prepared By:

Ryan Megson

REAL ESTATE AGENT

1. GATHER IMPORTANT DOCUMENTS



One way to get ahead is to have proof of when certain things were done in your home. If you upgraded to a new furnace, having the invoice of when it was purchased and installed will prove to potential buyers that what you're claiming about the property is factual. Things like upgraded electrical, plumbing, roof shingles and insulation etc. it is important to show these things off and could influence a buyer to forego a home inspection if they are certain everything is newer and in good working order.

2. PRE-INSPECTION



In some cases it could be very beneficial to have a home inspector perform a pre-inspection on your home.

This will save potential buyers money and allow them to put in an offer with less conditions.

Some things to consider are whether the inspection is going to benefit your sale price or not, if there are potential underlying issues with the home that could come to light from the inspection then this could hurt your sale.

If you know your home is in good condition and only minor issues will be reported on the inspection then it could be beneficial to give to potential buyers as they would be more likely to put in an offer without a condition of inspection.

Keep in mind that buyers may also want to have the home inspected by their own trusted inspector and will disregard a pre-inspection.

In a hot sellers market, buyers are more inclined to forego the inspection condition and having the pre-inspection done may give them more confidence to put in an offer.

3. DE-CLUTTER

The goal when decluttering is to make the home feel as spacious as possible, without making it feel cold and empty.

You want to focus on the overall feel when you first walk in.

Picture yourself entering your home for the first time. How does it feel when you look around? Are there things piled up on shelves or is it neat and tidy with a few key items presented. Does all the furniture complement each other and the space? Or is there too much space being taken up by all of them? Is it necessary to have all of the dvd's and console games displayed by the TV? Or can they be packed away? Take away as many unnecessary things as possible leaving just the essentials.



The goal is to make it feel homely - but not lived in.

Potential buyers will want to be able to visualize themselves living there and a blank canvas is the best way to achieve that.

4. DE-PERSONALIZE



You'll want to eliminate any feeling that this is YOUR home. Buyers looking at purchasing the home will not want to think about who has lived there before them. Everyone loves getting brand new stuff because they like to know they are the only ones who have used it. With resale homes the goal is to trick buyers into thinking the home is not lived in by someone else and is ready for them to move in. Taking away family photos, kids drawings, excessive amounts of clothing, grooming products and "taste specific" items (things that are personal preference to you eg. Repetitive artwork following a specific theme that wouldn't appeal to majority of people etc.) will help to achieve this. Making sure things like pets beds and toys are removed is also a good idea.

5. MINOR REPAIRS

A lot of potential buyers are going to nitpick every little thing about your home.



It is important to try and eliminate as many points of contention as possible.

Filling in any dents in your dry-wall and touching up the paint will give potential buyers the feeling that the home has been well cared for. Make sure all of your lights have working lightbulbs and fix any leaky faucets.



Small issues like these will take attention away from the great things your home has to offer and could turn off any potential buyers.

6. BACKYARD/PATIO



The back yard of the house can have a huge influence on a buyers decision.

Canadians love to spend time outside and make the most of the short summer months so highlighting all of the great features of your yard will help them visualize spending this time there.

Making sure the grass is nicely cut, gardens are weeded and have good looking plants will show the yard has been well kept.

Consider re-staining your deck to give it a fresh feel, and make sure your patio furniture and BBQ is clean.

If you are selling your home in the winter, make sure you have some good photos of your yard in the summer time so you can show potential buyers all of the great features of the property.

7. BASEMENT

Basements are a huge selling feature of a home! Whether finished or not, buyers love the extra space. If you have a full unfinished basement, make sure before you sell that it is tidy and looks well kept. A potential buyer will want to picture how they can make the space their own, if there is stuff piled up everywhere it makes that difficult for them.



Having a tidy space with the furnace, electrical panel, hot water tank and any roughed in plumbing easily accessible will make it easy for a buyer to see the full space. A finished basement you want to treat just like the rest of the house. Decluttering and depersonalizing the space so that it feels spacious and cosy. Make sure any minor repairs that need to be addressed are done.

8. CURB APPEAL

How does the house look from the street? Does it look like the owners truly love and look after the property, or does it give a different feel? Making sure your drive-way and entry way is swept and tidy is a good place to start. Freshly cut grass and weeded gardens will show care and attention. If you want to go above and beyond for your homes curb appeal, consider repainting the front door, replace any old hardware on the door and even getting a new mailbox. First impressions are everything, it is not uncommon for potential buyers to be turned off by the look of the home from the outside, and sets the mood for the rest of their viewing.



9. CLEANING!

This is the most important part of preparing your home for sale. A clean home is fundamentally the biggest swaying factor for how potential buyers feel when viewing your home.



People viewing the property will want to be able to visualize themselves and their families living in the home.

This includes seeing themselves preparing and eating meals, brushing their teeth in the bathrooms, using the washrooms and sleeping in the bedrooms. If the home isn't clean this is an automatic turnoff for most people. And do not underestimate how much a buyer will snoop!

Clean out every single drawer and cupboard in your kitchen, wipe down the baseboards, dust the light fixtures - every single square inch of your home should be sparkling!

No exceptions!

10. BEDROOMS

It is important in the bedrooms that you keep the space as neutral as possible.

Using plain neutral coloured bedding will assist in depersonalizing the space.

Ensure the beds are perfectly made! It should feel like walking into a hotel room - if you booked a hotel and the room felt like somebody else had just left the room it would feel gross. The same goes for the bedrooms in your house! Make them feel as clean and un-used as possible!



Organize closets and remove any unnecessary items so buyers can see all of the storage space available - same goes for linen closets.



11. SMELLS AND LIGHT



A home that has no smell is better than a home with a bad smell! Before any showings or open houses, make sure that all garbage bags, composts, cat litters, diaper genies etc. are replaced/emptied and free from any potential odours! Nothing will turn buyers off faster than a home that has a foul smell. Along with this, avoid any super strong scents or perfumes. Not all smells are loved by everyone, subtle candles and incense are the best options, do not fumigate the home with harsh sprays.



Buyers love to see bright and open spaces! Make sure you are letting in as much light as possible, open up all your blinds and curtains before viewings.

12. LEAVE THE HOUSE



It is extremely difficult for buyers to properly inspect a home when the owners are at home during the showing. You want buyers to feel comfortable coming into the home for their viewing so that they can confidently inspect everything without feeling like they are intruding on your space. They also may want to discuss certain features of the home without the current owners hearing or chiming in. Another consideration is your pets, it is advised that pets are removed from the home for the duration of the listing, this will ensure that any pet fur or smells aren't accumulating as well as buyers having no distractions for the viewings.

FIND AN AGENT



Picking a realtor is the hardest part of the selling process. You will want to use somebody that you personally trust to do a good job of showing off your home! There are a lot of realtors out there just looking to make a quick sale and are not looking after your best interests. Hand pick and interview a few realtors in your area and figure out who is going to bring you the most value based on your individual wants and needs.



Ryan Megson

REAL ESTATE AGENT

Get in touch today for a
free no obligation home
valuation!

Ryan@RyanMegson.com

705-790-7001