

Coldwell Banker Offers Tips on Attracting Buyers and Maximizing Your Selling Price

RISMEDIA, July 13-Selling a home can be a stressful undertaking. Sellers normally have a strong belief in how much their home is worth, but securing the right offer is not always easy. There are a number of things sellers can do to impress potential buyers and maximize the possibility of gaining the best deal. Coldwell Banker(R) has identified several tips that allow sellers to differentiate their home from others on the market by making it look its very best and presenting it as a desirable place to live.

Focus on Curb Appeal: The outside of the house makes the first impression. If the "curb appeal" is strong, people will want to see what is inside. To improve a home's appearance, water and mow the lawn, trim the trees, cut back overgrowth and plant some colorful flowers. Also, properly store bicycles, gardening equipment, and children's toys. In addition, be sure the front door has a "welcome" feeling. A fresh coat of paint on the front door works wonders for a good first impression.

Remove the Clutter: Virtually all homebuyers are on the lookout for one thing - a clean, spacious home. Homebuyers tend to show less interest in an untidy home. A dirty home will likely mean a lower selling price. The two most important rooms in a buyer's mind are the kitchen and bathrooms. Make certain these rooms are sparkling clean and in good condition. In addition, avoid overflowing closets or displaying too many family collectibles. Consider storing some furniture to open space in rooms. Buyers need to imagine themselves living in the home. By neatly displaying and making all available space accessible, the seller affords the buyer a suitable opportunity to look towards the future.

Make those Necessary Repairs: Homebuyers will automatically expect all features in a home to operate safely and efficiently. If a buyer notices a number of problems, they may question whether the home has been cared for. Any faulty or outdated electrical outlets and wiring, furnaces and water heaters, along with leaking roofs and other plumbing concerns, should be repaired prior to putting a house on the market. Potential buyers may also react negatively to spot holes in window screens, broken windows and burned-out light bulbs.

Eliminate Odors: Make sure to take out the trash and empty ashtrays. Also be certain to bathe pets and clean drapes. It is important to ensure that the home smells nicely. Fresh flowers and room fresheners also work wonders in creating a pleasant environment.

Work with Your Sales Associate: Being objective is hard. So utilize your real estate sales professional to gain an even-handed appraisal of what improvements can and should be made. Sales associates have the experience and knowledge to help identify potential problem areas or to suggest necessary improvements that appeal to potential buyers.