

 Experience shows that taking time to prepare your home increases desirability, provides a marketing “edge” and results in shorter market time while assuring the highest return.

## **Before Presenting Your Home to Buyers**

Go through the Marketing Preparation Guide to prepare your home for sale.

## **Before Buyers Come to Your Home**

- Turn on all inside lights, even during the day.
- At night, turn on outside lights.
- Turn on soft music.
- Keep heat at 68 degrees.
- Keep pets in a separate area; change litter boxes daily.
- Put money and other valuables away and out of sight.
- Keep draperies and shades open.
- Open all doors inside the home, except closets.

## **When an Agent Shows Your Home**

- A buyer will likely spend more time previewing your home if you are not in the home.
- If you can't leave the home, group children around the television with the volume on low, or have them play in a specially designated area.
- Don't precede or follow the buyer through your home.
- Let the sales associate show and sell your home.

