



*88 Ways to*  
**SELL FASTER**  
AND FOR MORE MONEY!

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**Suggestions and ideas to improve your home's appearance, help it sell faster and for more money.**

The way we sell a home and the way we live in a home are very different. Decorating is personal. Staging is merchandising – and it is no longer optional. If you want to sell your home for top dollar on your time deadline, you need to master the following three things...

## **#1: Get Control of Your Emotions**

Now that you've made the decision it is time to move on, detach yourself emotionally and look at the sale of your home as a business transaction. Rather than dwelling on the memories you've made and how much you'll miss it, focus on making one more great memory - sitting at the closing table selling your home for top dollar, faster than you should have.

## **#2 Learn to Look at Your Home Through the Eyes of a Buyer**

Think back to when you purchased your home. What compelled you to choose it over others? Would you make that same choice today given the homes your home is competing with today?

After you've checked your emotions, take an unbiased tour of your home. What can you do to improve its condition? How does it compare to what's currently for sale? Will a buyer choose your home or one of the others?

By looking at your home through the eyes of a buyer, rather than an emotional seller, you'll be able to see what improvements can be made and give them a compelling reason to choose your home.

## **#3 Maximize Low or No Cost Improvements**

Most sellers are pleasantly surprised to hear the improvements that have the highest return on investment are often the low or no cost improvements. There are several cheap and easy things you can do to improve your home's overall appearance and enhance a buyer's perception of its condition. To get you started, we've put together a list of 88 low or no cost ways to sell your home faster and for more money. Some require a minimal monetary investment, but most just require time and sweat equity. Complete these tasks and your home will stand out from the competition.



1. Open the drapery, curtains and pull up the shades, even during the day.
2. Create a positive, bright, cheery mood. Turn on all of the lights, day or night.
3. Install higher wattage light bulbs to show home brightly – in its best light.
4. Remove all the clutter from every room to visually enlarge them. Start packing. You're moving.
5. Create the illusion of spaciousness.
6. If you have a fireplace, highlight it.
7. Keep your home dusted and vacuumed at all times.
8. Have a "family emergency" game plan to get the home in order quickly, if necessary.
9. Air out your home at least one-half hour before showing, if possible.
10. Lightly spray room with a mild scented air freshener so that it has a chance to diffuse and air before buyer arrives.
11. Microwave a small dish of vanilla 20 minutes before the showing and place it in an out of the way place in the kitchen.
12. Create a master bedroom suite effect.
13. Make sure beds are made and the linens are fresh and clean.
14. Organize your closets, remove unnecessary items and put them in storage.
15. Bathrooms should always be kept spotlessly clean and clean smelling.
16. Do not leave towels around and wipe down the shower areas after each use. Stay ready for showings!
17. Recaulk if caulking is not sparkling white.
18. Put out fresh towels and decorative soap for showings.
19. Highlight the potential of your dining room by setting a grand dining table.
20. Deep clean your kitchen and keep it spotlessly clean and free of strong cooking odors.
21. Expand your counter space by

- removing small appliances.
22. Highlight the eating area in your kitchen with a table set for dinner.
  23. Shampoo all carpets and rugs and vacuum them daily.
  24. If the carpet does not clean up well. Replace it.
  25. Improve the traffic flow through every room by removing unnecessary furniture, knick knacks, hobby items, children's items, etc.
  26. But, don't go crazy. Avoid creating a "sterile" looking environment.
  27. Remove all grease from range hoods, ovens, stove tops, walls, etc. Get professional help if necessary.
  28. Clean the fireplace and keep it clean.
  29. Put away family photo's until your home is under contract. Prospective buyers will feel more like it can be their home if they don't feel like they are intruding in your home.
  30. Remove unnecessary items from the attic, garage, tool shed, and storage area. Start packing.
  31. Rent a storage space for these items or have a yard sale.
  32. Fix the front door and the door bell! Paint it if it shows wear and tear.
  33. Buy a new door mat.
  34. Make sure the front door, storm door, screen door, etc. works wonderfully.
  35. Create the feeling of a spacious entry area by using accents, mirrors, rugs, etc.
  36. Regardless of the season, tackle Spring cleaning.
  37. Wash all windows, inside and out.
  38. Curtains should be fresh, clean and attractive.
  39. Clean all light bulbs, light fixtures and chandeliers to brighten home.
  40. Remove all smoke odors, pet odors, and odors resulting from hobbies. If you

can smell it, you can't sell it!

41. Straighten, tidy and remove unnecessary items from all closets. Create the feeling of spacious closets. Put all unnecessary items in storage and under beds.
42. Remove posters and adhesives from walls and doors, and putty any holes resulting from nails or other mishaps.
43. Depersonalize teenagers rooms and decorate in a neutral temperament.
44. Clean and paint the garage walls and floors to remove stains.
45. Paint all inside walls with off-white paint. Use 2 or more coats to cover bold, bright or dark walls.
46. All walls should be painted, not just washed. This will brighten the home and make it look bigger.



47. An investment in professional painting can really make the difference between "turning on" the buyer and sending up a "red flag" about the condition of your home.
48. Repair or replace all doors, closet doors, and/or windows so they open with ease.
49. Remove screens from all windows and put them in the garage or attic.
50. Repair or replace all banisters and handrails.
51. Repair or replace all broken tiles on walls, floors, or in shower/tub stalls.
52. Replace wallpaper.
53. If the house shows any signs of water or structural damage it may be necessary to obtain a structural engineer's report.
54. Replace all toilet bowls if you can't get them spotlessly clean.
55. Replace shower curtains and keep them clean.
56. Replace the washers in faucets and remove rust stains from basins.
57. Water and prune all plants, especially around windows to allow light entry.
58. Use plants in transitional areas of your home between inside & outside.
59. Either get rid of dying plants or keep them out of sight.
60. Remove any excess electrical extension cords and exposed wiring.
61. Open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attic, basement, etc.
62. Close all other closet doors and closets.
63. Make the attic as pleasant as possible by airing it out, and decorating if possible.
64. Add visual appeal to stairways.
65. Keep the yard mowed, raked, fertilized and watered at all times.
66. Remove all toys, bicycles, tools, unsightly patio furniture, trash, etc. from the yard.
67. Trees and shrubs should be pruned and trimmed.
68. Lawns and gardens should be weeded at all times.
69. Apply a nitrogen treatment to brighten lawn color.
70. Use flowering plants to dress up yard, walkways and patio.
71. All hoses and garden equipment should be kept neatly out of sight.
72. Outdoor furniture should be kept



clean and/or repainted if necessary. If furniture does not enhance the setting, remove it.

73. Firewood should be neatly stacked or kept out of sight.
74. Fences should be evaluated with a critical eye. Repair or replace if necessary. Gates and gate locks should be in good operating condition
75. Paint and repair mailbox or replace it if necessary.
76. Make all those minor repairs to exterior.
77. Replace all rotted wood, including at the edges of the roof.
78. Porches, steps, verandas, balconies, patios and other extensions of the house should be kept uncluttered, swept and in good condition.
79. Put a fresh coat of paint all entrance doors.
80. Shades and awnings should be in good, workable condition. Replace if color has faded. Remove windsocks.
81. Create an inviting outdoor living/dining area with furniture and plants.
82. Highlight your pool area, water garden, etc. with lighting, benches, planters, flowering plants, etc.
83. Take nighttime photos of decorative yard lightening systems.
84. Take pictures of your flowering mature landscaping now if you are planning to sell your home in the winter months. Display your photos in the house during the Winter season.
85. Clean and shine all accessories (door knobs, knockers, lamps, address

numbers).

86. Clean, repair and paint all gutters and downspouts.
87. All roof shingles, tiles, etc. should be secured or replaced. If roof leaks, fix it and repaint interior blemishes.
88. Make sure garage door opens easily. Safety features operative. Fix and paint garage door if necessary.



**Ready to Sell Faster and for More Money? Call Us!**

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