



## **Getting Your House Ready to Sell**

### **Disconnect Your Emotions**

When speaking to the Joa Realty Team, you will often find that when they discuss buying real estate, they will refer to your purchase as a “home.” Yet, if you are selling property, they will often refer to it as a “house.” There is a reason for this. Buying real estate is often an emotional decision, but when selling real estate it is most beneficial to remove emotion from the equation. Think of your house as a marketable commodity, property, or real estate. Your goal is to get others to see it as *their* home, not *yours*. If you do not consciously make this decision, you can inadvertently create a situation where it takes longer to sell your property. The first step in getting your home prepared for sale is to “de-personalize” it.

### **De-cluttering the House**

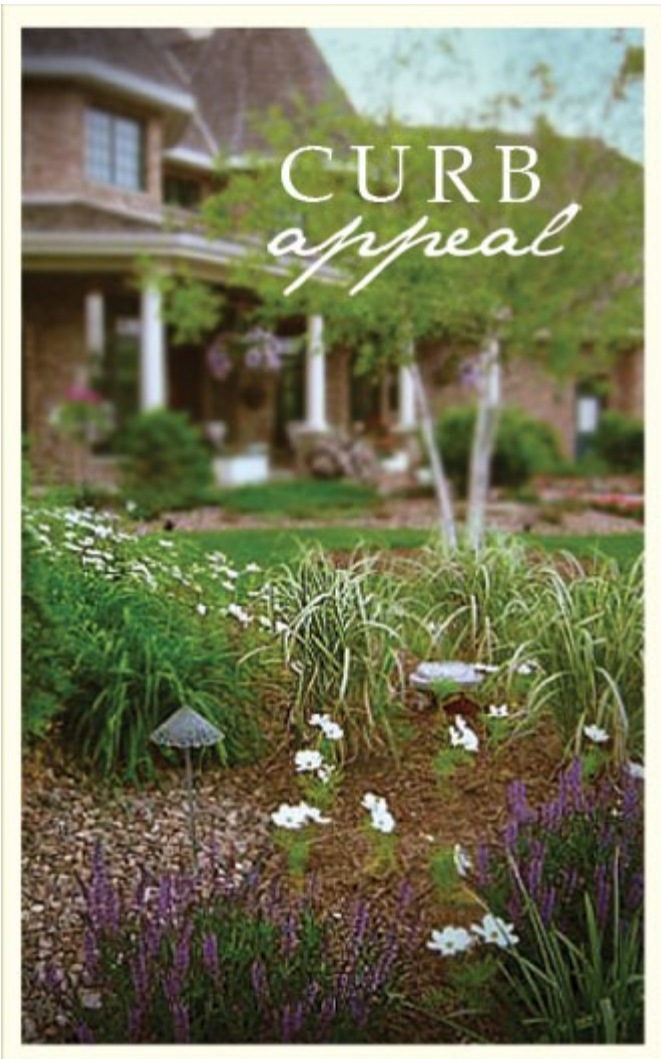
This is often a quite difficult process for home owners. They are both emotionally attached and comfortable in the house as the “home” they have created it to be. After years of living in the same home, clutter collects in such a way that may not even be evident to the homeowner. However, it does affect the way buyers see the home. Clutter collects on shelves, counter tops, drawers, closets, garages, attics, and basements. You want to create as much open space as possible. Take a step back and pretend you are a buyer. Have a friend and your real estate agent point out areas of clutter.

### **Costs of Repairs**

Do not do anything too expensive, such as remodeling. If possible, use savings to pay for any repairs and improvements. Try to avoid charging up credit cards or obtaining new loans. Remember that part of selling a house is also preparing to buy your next home. You do not want to do anything that will affect your credit scores or hurt your ability to qualify for your next mortgage.

## Plumbing and Fixtures

When looking at a house, prospective home buyers often do not know what to do, so they “play” with things. Make sure all fixtures are shiny to make a good first impression. All of your sink fixtures should look shiny and new. If this can’t be accomplished by cleaning, buy new ones. This can be done fairly inexpensively. Make sure the faucets are easy to turn off and on, and do not leak. This may sound like hard work, but the end results will be worth it. Check to make sure you have good water pressure and make sure there are no stains on any porcelain. If you have a difficult stain to remove, one trick is to hire a cleaning crew to go through and clean your home on a one-time basis.



## The Exterior of the House

Since preparing the interior of the house is generally easier, Joa Realty advises to save the exterior for last. The curb appeal is a very strong selling point to all buyers. Once you begin to think of your home as a marketable commodity, it will be much easier to sell. Take a walk across the street and take a good look at your house. Look at nearby houses, too, and see how yours compares.