

TERI in the MARKET



Teri Malone, Realtor® "At Your Service"

2004 NJAR "Circle of Excellence" ♦ Weichert Million \$\$ Sales Club ♦ Executive Club

Weichert Realtors—Westfield Office

Cell: 732-423-2792

Office: 908-654-7777 Ext. 156

Email: Tmalone@Weichert.com

www.terimalone.com

Volume 6, Issue 2 March, 2007

How Can We Make Our Home More "Marketable?"

Your home is likely your biggest investment ... this is when professional quality counts!

Just as you want to "put your best foot forward" when interviewing for a new job, you want to put your home's "best features" on display when you're selling your home.

So, first, make sure your Realtor® knows what you consider to be those "best features!" Some Realtors will ask ... but if yours doesn't, make sure you offer this information during your initial meeting.

Your goal is to have buyers say "Wow, THIS is a nice house!" You want them to see your house as the best choice — and there are some things you can do to make that happen.

CURB APPEAL

"You only get one chance to make a good first impression." If your house is attractive and friendly on the outside, buyers will be inspired to come in for a closer look. Curb appeal, then, is vital to getting lots of buyers into your home.

TRAFFIC is the key ..

The more buyers who visit your home, the better your chance of getting

THE BEST PRICE & TERMS

Beyond hiring a Realtor® who will "market" your home *aggressively*, here are some tips:

- **Mow & water the lawn** often; trim hedges and shrubs.
- **Plant flowers** and weed flower beds.
- **Paint exterior** and/or shutters & trim. Power wash vinyl siding.
- **Wash windows** inside and out
- **Clean driveway** and walkways of dirt, debris, leaves, snow, and toys.
- **Outside lights** should work.
- **Mailbox** should be new or in good repair.
- **Keep dog pen clean** and use "pooper-scooper" in your yard.
- **Keep your garage clean** and organized.
- **Your pool**, if you have one, should be clean and sparkling.

CLEANLINESS SHOWS!

When buyers enter your home, you want them to experience the cheerfulness and serenity associated with "coming home." So, the inside should be clean and neat, and it should smell clean as well.

- **Remove old carpeting** because carpeting holds cooking and other odors.
- Launder or dry clean **curtains and drapery** to make them look and smell fresh.

- **Give pet areas special attention** to eliminate odors.
- **Keep your kitchen spotless.** Make appliances, floors and countertops shine, and empty trash every day.
- **Clean bathrooms every day;** fix or replace leaking faucets. Re-caulk if caulk is peeling or soiled.
- **Make beds** everyday.
- **Put away** personal items.
- **Clean mirrors,** wipe fingerprints.
- Put out your "guest towels."
- **Clean the fireplace;** shine equipment.

...On Reverse...

What About Improvements, Amenities, Upgrades?

Continued on reverse ...

NEXT ISSUE:

- **Buying a Home ...**

What to look for

- **Real Estate TRAPS**

Need More Answers NOW?

Call or email me today!

Teri: 732-423-2792 (cell)

Tmalone@Weichert.com

www.terimalone.com

...“Marketable” ... continued

- **Closets** should be organized & neat. If your closets are overfull, box up non-essentials and start a “staging area” for your move in the basement.
- **Kitchen Cabinets** should be neat and not overfull; Make sure doors are properly aligned.
- **Odors.** Clean furnace and change the filters. Spray freshener in pet areas.
- **Keep your basement dehumidifier** turned on 24/7.
- **Clutter** makes a room look smaller, less inviting. **Box up collectibles.** This keeps them safe from children and will make rooms look more spacious.
- **Camouflage flaws:** Remove an unneeded table or chair to make a room seem more spacious.
- **Lighting.** Plenty of light in each room will make buyers feel cheerful and relaxed.
- **Repainting.** If your son sketched “team banners” on his bedroom wall, consider repainting since some buyers will worry they won’t be able to cover the “artwork.”

Buyers will remember the house that seems the most **spacious & serene**, the most **cheerful & organized**, and the **best maintained**.

Touch up painted surfaces to remove scratches; wipe fingerprints.

- **The fragrance** of a pie baking in the oven, or a candle burning, adds a warm “homey” feeling during an Open House.
- **Carpeting vs wood floors.** Some people like carpeting; others prefer the gleam of wood. If your carpeting is relatively new and unblemished, ask your Realtor to note your wood floors beneath the carpeting. If, however, your carpeting is worn, or holding cooking and other odors, you may wish to remove it and have the wood floors beneath buffed or refinished.

REPAIRS

Make repairs before you market it. An obvious need for repairs makes buyers wonder if there are other things “wrong” with your house. So...

- If your upstairs tub overflowed and left a water stain on a downstairs

ceiling, you’ll want to repair it.

- **Windows.** Repair cracked or broken windows or screens; replace broken locks.
- **Stairs.** Repair any broken railings or stair treads.
- **Light Switches.** Make sure every light switch and outlet has a cover.
- **Cracks.** Repair and repaint any ceiling or wall cracks or stains.

Ask your Realtor® for suggestions; she knows what’s on buyers’ minds!

PRICE IT RIGHT!

Supply vs demand is very much at play in today’s market. If there are several homes similar to yours on the market in similar neighborhoods, how can you distinguish yours from the rest? In a word —PRICE!

A well-documented CMA — which I will provide **free of charge** — will help you determine the right “price position” for your home. **Once again, an experienced Realtor® is invaluable in helping you PRICE IT RIGHT!** ■



Is It Possible to “Over-Improve” My Home?

Yes ... and No... If you’re thinking of selling, here are some tips:

- **Central Air.** This is a definite plus since without it, some buyers won’t even consider your home. With forced air heat, this upgrade is fairly inexpensive. Otherwise, consult your Realtor before you install CAC. There are some good alternatives to consider first.
- **Updated kitchens** done with quality materials (granite, wood) can “SELL” a home. Likewise, **updated baths.**
- **Hot-Tub or In-Ground Pool. STOP!** Many buyers don’t want the work or expense of these. So, if you don’t have these amenities, and are selling, don’t install them.

- **Deck or Patio.** Generally these are very desirable and worth the investment when you sell.
- **Finished basement.** A good investment that can pay off if ceilings are high enough and basement is dry.
- **Family Room Addition.** **Go for it** provided the addition is large enough to be a “family room” —it’s even better with a “vaulted” ceiling.
- **Crown Molding** makes your home more attractive, more “saleable,” but it rarely commands a higher sales price.
- **Fenced yard.** This is a real plus.

Finally, if yours is a neighborhood of small Cape Cods, and you want to turn your home into a Colonial, with an elegant staircase, vaulted ceilings and 2 story entry, consider whether your dream home will “fit” in your neighborhood.

If not, and you’re ready for that dream home, maybe it’s time to **think about moving up—to a neighborhood of such elegant homes.** ■

HAVE MORE QUESTIONS?

CALL Teri Malone
732-423-2792

tmalone@weichert.com
www.terimalone.com