



# 10 Tips For Selling Fast & For More Money

Selling your house can be a scary proposition especially if the sale of your house is dependent on the purchase of your next forever home. What happens if it doesn't sell fast enough or the offer are low?

We have put together our top 10 tips for improving your house to make sure buyers want your house and are willing to pay to get it!

1. Stage it! Home staging does work as the entire process is geared to conditioning your property (inside and out) for the real estate market while giving buyers what they want.
2. Work with a strong and reputable real estate agent. Interview agents, don't hire the first agent you run across, speak with several to see who will offer the most in marketing your property to potential buyers. Work with an agent who believes staging works and do not let the agent convince you to list before the staging process is complete. No 'coming soon' mentions either. You want to hit the real estate market in the best possible manner – meaning the property is fully staged and in its best possible condition.
3. Follow the advice of your certified staging professional®. CSPs® are trained specifically to know what a buyer is looking for, how to improve your property for the fastest sale, to attract the most buyers and get the most money for your property. Sure, you will have to spend some money for this process, but it is worth it in the selling price. Read this article 'Why Put Money Into A House That I'm Selling' by Christine Rae, author of Home Staging for Dummies.

***"83% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home." ~ National Association of Realtors®***

4. Depersonalize the house. Stop looking at your house as your home. Start looking at it in the eyes of your potential buyer. Pretend you were buying your house – what are the key factors you would want and how would you want it presented? So take your life out of your house. Pack away family photos and all those personal things that make it your home.
5. Declutter and organize everything. One of the first places potential buyers look is in the closets and cupboards. Ensure they are neat, tidy and show there is a lot of space to hold the new buyer's belongings. Closets should be half full and organized, linens folded and placed neatly in the linen closet, cupboards clean, with organization and function in mind.

6. The Kitchen and Bathroom – two of the most important rooms in the house for your potential buyers. Consider upgrading faucets, counter tops and cupboards if needed in the kitchen. The bathrooms in the house should be pristine – replace caulking and grout if needed, have them well lighted and free of personal belongings. If your house has an ensuite, consider how this room can be upgraded to offer a sense of luxury and relaxation for the new buyer.
7. A fresh coat of paint can give new life to tired rooms while also removing scuffs, dents and damage caused by day-to-day living. Ask your stager for the best colour choices to paint when selling. Remember you are painting for your buyer, not for your personal tastes.
8. Remove odours in the home. Pets, sports equipment, even cooking can leave lingering aromas in the home that might not be appealing to your buyer. Have a friend come into your home and tell you what they smell. Carpets, drapes and upholstery can be cleaned, to remove lingering odours. Ask your CSP about air cleaning machines... they will usually have a solution.
9. Don't forget curb appeal and outdoor landscaping. Again a fresh coat of paint on doors and trim might freshen the house on the outside. Ensure walkways are clean and clear of weeds, gardens and the lawn is well-maintained. Set up an inviting outdoor space in the backyard and ensure your entrance way is welcoming, clean and bright. Check all outdoor lighting as some buyers will drive buy after dark to see the house at night as well – you want to make a good impression regardless of the time of day.
10. Consider renovations that may enhance the value of the home such as finishing the basement, modernizing the kitchen or building a sunroom. In today's market, after the pandemic, buyers are looking for ways to enjoy the outdoors at home, and good quality living space inside.

**BONUS:** When showing the house open all blinds, drapes and turn the lights on – your certified staging professional will have taken outstanding photographs for the listings, you will want to make sure your house lives up to the images on the internet.

If you are thinking of selling, contact Lynn MacMillan for a staging consultation. This detailed report will give you everything you require to prepare your house for the real estate market to sell it faster and for more money. The consultation alone is a very wise investment.

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