

Don't Take It Personally

You may have fantastic personal style. However, your style isn't necessarily everyone's, and we want your home to appeal to a wide audience. If we recommend certain changes to your home, it's not because we don't like it or think it was a bad choice on your part. Our recommendations are based on our experience dealing with buyers on a regular basis. Keep your eye on the prize selling your home at the right price, to the right buyer, as quickly and efficiently as possible. If you disagree with some of our suggestions, remember that you're not the buyer, someone else is!

10 TIPS FOR SELLING WITH ALEXANDER GROUP

expert advice for getting your home ready to sell

Curb Appeal 1



A critical step. If your home doesn't look fantastic when agents and buyers pull up to the curb, they may just keep on driving! Buyers equate how well a home appears on the outside to how well it's been maintained overall. Buyers LOVE a well maintained home. Tips:

- Make sure all paths, entry areas and porches are clear and well swept.
- Be sure exterior lights are cobweb-free and that your doors are clean and inviting.
- Weed all gardens and pathways. Fresh mulch can make a huge impact.

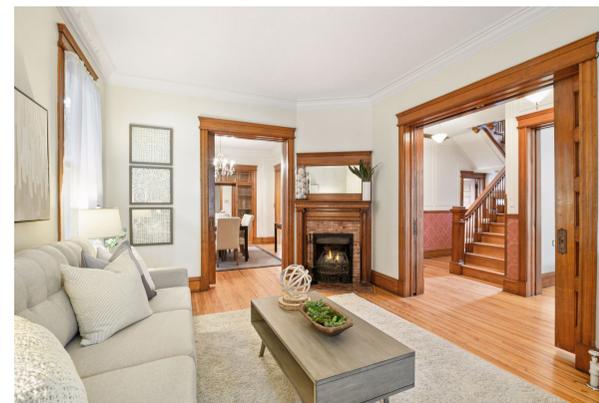
3 A Higher Purpose

A room that appears to have a specific purpose sells. You don't want a buyer to ever feel confused. To avoid this, clear away clutter and excess furniture in each room. Is it an office? A nursery? A laundry room? A playroom? Make a choice.

2 Let There Be Light!

Lighting is THE most effective way to set a room's mood.

- Open up your curtains and blinds and make sure all of them are functional. If not, don't invest in replacing them, remove them altogether. Less is more.
- Replace any burned out light bulbs and make sure all bulbs are the same type (incandescent or led).



4 Declutter



Show off your home, not your things. An overpacked room is a red flag to buyers that your home lacks storage space, which may not be the case. Collections, awards, statues, electronics and photos will make it difficult for buyers to see past your style and could deter a sale. Simplifying to make it easier for buyers to imagine themselves and their belongings in your space.

- Make sure all closets and cabinets are neat and tidy. Less is more; showcase the amount of storage.
- Hide items that detract: figurines, mail, newspapers, magazines, paperwork. Clothes, shoes, laundry should be put away or out of sight.
- Remove anything hanging on the backside of doors or on your fridge.
- Clear the counter, table and desktops as much as possible.

5 Neutralize



- Potential buyers need to imagine themselves living in your home. Make it easy for them.
- Remove all personal items such as photos and religious items.
- Bold paint colors aren't for everyone, consider repainting with a neutral color. Consult with us on color choices. Some colors compliment wood tones and architecture better than others.
- Buyer's don't want to trip over your pet items. Tuck away bowls, toys and beds.

6 Make it Work

The key is to make a home feel lived in and well loved.

- Repair squeaky or ill-functioning doors and cabinets.
- Touch-up any chipped or damaged paint.
- Repair broken fixtures and fittings.



7 Sparkle

Clean mop, dust, vacuum, wash windows and baseboards too. Some buyers will look in cupboards, under sinks and in closets.

- Fresh towels and linens hung or folded nicely.
- Empty trashcans without lids.
- Glass cleaned on both sides.

9 What's That Smell?

Unpleasant odors don't win over buyers. Especially smoke and pet odors. Remove or replace old rugs that may trap offensive smells. Have your carpet cleaned. Consider having a friend stop by for a smell test.



8 Product Placement

Buyers don't need to see your loofah in the shower or your toothbrushes on the vanity. Personal products should be tucked away from all surfaces - showers, baths, vanities and nightstands.

10 Spend Money to Make Money

We realize that some of these suggestions may require you to spend money in order for them to happen. However, small adjustments like these can make a big difference with buyers. People buy with their eyes, ears and noses and the longer they stay in your home, the greater the likelihood of an offer.