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Today's competitive real estate market requires homeowners to "put their best foot forward" when preparing to market their home for sale. Homes that are updated and maintained will sell faster and for a higher price. Sometimes just a few repairs, cleanup, and minor redecorating can enhance the home and expedite the sale. In some instances, it is beneficial to undergo more extensive redecorating.

Many sellers will insist on making allowances for updating while not understanding that buyers many times fail to see past the obvious. Buyers may also estimate updating and repair to be much more expensive than they would actually be. ~

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*First
Impressions
are Lasting
Ones.*

We have found the following suggestions helpful in preparing your home for sale.

☞ Curb appeal is important. The old saying “you can’t judge a book by its cover” is not popular with prospective buyers. An inviting exterior will draw buyers inside. If the home doesn’t need complete repainting, spruce up the paint by retouching some trim, downspouts and gutters. The front door is the first thing a buyer sees—make sure it is clean and inviting. Keep the lawn trimmed and remove dead shrubbery. A fresh load of mulch is a nice touch!

☞ Spring clean no matter what time of year. A buyer may have just left their home a mess, but they expect yours to be perfectly clean. Be sure windows, floors, walls, pantries, and closets are shining bright. If closets and cabinets are crowded, remove some items to make them look roomier.



☞ A can of paint can go a long way. Sometimes just a little touch-up paint can make a big difference, whereas other times a whole room may need to be repainted. This can make your home look fresh and allow you to get a higher selling price.

☞ Don’t be a drip. Drippy faucets and discolored sinks can imply faulty plumbing. Always check to see that all faucets are in good condition and drains are clean.

☞ Honey dos. Take a day and fix all those loose door knobs, missing screens, hard to open doors, and all the other minor repairs you have been wanting to do. Buyers want to know that the home has been kept in good repair.

☞ Love that kitchen... a kitchen is important to almost every buyer. Clean off countertops to give a feeling of spaciousness. Check to make sure all the appliances are working well, clean out cupboards and pantries, and keep the kitchen sparkling clean.

☞ Don’t forget the garage. Take an hour or so and clean out the garage, attic and other storage areas. Buyers are particularly interested in storage space. Many have come from homes with basements. Perhaps you should pack a few items away to display the full value of your storage space.

☞ Shine those bathrooms. Make sure the bathrooms sparkle. Repair caulking around tubs and showers. Put out clean guest towels and fresh soaps. Add containers of potpourri.

☞ Light, bright and airy. Almost every buyer will tell us they are looking for a home that is light, bright and airy.

Try to make your home as much like this as possible by opening drapes, installing new light bulbs of adequate wattage, and removing excess furnishings. Fresh or silk plants are an excellent touch if you do not already have these.

☞ Sparkling water is so inviting. If you have a pool, remember the prospective buyer has a vision of relaxing and entertaining by the pool. A pool full of toys and algae shouts work not pleasure. Keep the pool fresh and welcoming.

Here are some helpful hints to remember when your home is being shown to a prospective buyer.

☞ Don’t get lost in the crowd. As a matter of fact, don’t be in the crowd. It is best to not be home when your home is being shown. If you must be home, try to be outside or out of the way.

☞ A man’s best friend...Is not the dog when looking at a home for sale. Keep all pets out of the way and preferably out of the home. Pet odors are not always noticed by those living in the home but are noticed by potential buyers. Empty litter boxes and add a little air freshener or potpourri.

☞ Light the way. For all showings, make sure the lights are on throughout the home. This gives the home a glow and added warmth. Also, open the drapes to let in all the natural light.

☞ Speak no evil. If you must be at home, we discourage speaking with the potential buyers. Be courteous but remember that they are simply there to tour your home.

☞ Words of wisdom. If you get caught at home with a prospective buyer, please do not discuss price, terms or conditions. Refer them to your agent, who has been trained to bring the negotiation to a favorable conclusion.

☞ One last word of advice. Please do not let anyone into your home who has not made an appointment through our office. This is for your own protection as well as to help effect a sale more quickly. Refer any inquires to your sales associate immediately.

Years of experience in marketing homes has taught us that selling a home is truly a partnership between the homeowner and their Realtor®. We pledge to our clients our continued commitment to quality service, follow-up and innovative marketing techniques. We ask you, our clients, to take advantage of our years of experience and let us help you prepare your home for sale.