

# Selling your Property

**Top tip:** First impressions count, buyers will have already formed an impression before they step into your property. A well-kept garden, pathway and fence, plus a freshly painted front door are immediately appealing, whereas a scruffy outdoor space with a litter bin outside the front door may turn many prospective buyers away.

- **De-clutter** - don't underestimate the appeal of a tidy property.
- **Throw out the junk** - use moving as a good excuse to get rid of old, unwanted and unused items.
- **Clean** - dust and clean the whole house thoroughly, from cobwebs on the ceiling to crumbs and stains on carpets and rugs. Remember to wash down paintwork and clean windows.
- **Natural Colors** - research shows that, most buyers prefer natural, earthy colors to bright, bold shades. Although there is a wide range of paint colors available, magnolia is still the top-selling color.
- **Add a bit of color** - to prevent rooms looking too bland, use strong colors for accent walls or cushions and accessories.
- **De-personalize** - remove personal items, such as family photographs and children's drawings, which may distract potential buyers. It may sound harsh but it really helps sell property
- **Maintenance** ? Complete all minor repairs.
- **Major Jobs**- If you don't spend out on home improvements to complete major repairs it could have a disproportionate affect on the value of the property.
- **Lighting** - the right lighting can improve the mood of a room. A room looks cozier with a few table lamps rather than bright general lighting.
- **Create a scent** - it may be a bit of a cliché to bake bread or grind coffee beans just before the arrival of a potential buyer, but scent does play an important role in creating the right impression.
- **Open windows** - most buyers like the smell of a freshly cleaned and aired room. Open the windows every day to let fresh air into the house.
- **Avoid strong food odors** - don't cook foods such as fish or curry before a viewing as the smell will linger.
- **Take pets out** - ask friends or family to look after pets during viewings.
- **Fresh flowers and fruit** - flowers and a bowl of fruit will brighten up a room and provide a pleasant smell.
- **Define your rooms** - a property will be more appealing if rooms have a specific purpose and this allows buyers to see the full potential of the property.
- **Seasons** - the best time for selling property is spring and autumn; the market slows down during late summer and over Christmas/New Year. If a property is sold while the market is buoyant, it's much more likely to attract the asking price.

ILONA POKA  
CELL 480.650.9964  
Century 21 Arizona Foothills



YOUR FAVORITE REALTOR  
ilona@LivingAZ.com  
*Living Easy* www.LivingAZ.com