

Do looks really matter?



When it comes to selling your home, the answer is a resounding **yes!**

Countless studies have revealed that homes that show best, sell faster and for more money.

The majority of people can't visualize how a home could potentially look. They need to see it in order to feel it and imagine themselves in it. The goal is to evoke a positive emotional response to your home — and when potential buyers can't see past the paint chips, leaks, clutter and stains, the response is not a positive one. In fact, people tend to focus even more on the things they don't like creating a negative response.

Here are **3 simple rules** for preparing your home to “wow” potential buyers.

1. Remove

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage or take it to the dump. Just get it out of the house. You want your home to look spacious and tidy.

2. Repair

Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can. If you need a contractor, your agent can recommend one.

3. Renew

Clean, clean and clean again. (It's that important!) You want your home to look guest-ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improve the look.