

## FROM FOR SALE INTO SOLD!

You can subtly influence potential buyers' attitudes toward your house by making them feel welcome and comfortable.

**I'M HERE FOR YOU!**

I'd like to be your strategic source for support and strategy during the sale of your house. I can also help you find your new home. Don't hesitate to contact me!



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SELLER'S GUIDE



## ADD CURB APPEAL

The exterior of your home forms the first impression a prospective buyer will have. Stand in front of your house and view it as though you were the buyer. Then, ask yourself the following questions:

- Is the yard mowed, weeded, trimmed, and watered?
- Does the structure need painting or washing?
- Is there a new welcome mat on the front porch?
- Can I read the house numbers clearly?
- Are the windows clean—inside and out?
- Are there damaged windows or missing screens?
- Are there extra vehicles in the driveway?
- Are fences and gates in good condition?
- Are the rain gutters and roof in good condition?

## FOCUS ON OTHER ROOMS, BASEMENT, GARAGE & BACKYARD

Once you've assessed the kitchen and bathroom areas, walk through your entire home and consider the following.

- Vacuum under beds
- Ensure the bed is made with neutral bedding and matching pillows
- Place a scented candle on the nightstand and scented paper or sachets in closets
- Add a few books and neutral art to your entertainment center
- Drape a textured throw over the corner of a sofa or chair
- Wipe down the washer, dryer, furnace, water softener and other appliances
- Put tools in bins and place in garage or workshop
- Powerwash the patio and give decks new life with a coat of stain
- Place lawn furniture in conversational groupings and add miniature lights on trees or shrubs



## HIGHLIGHT THE KITCHEN & BATHROOMS

Prospective buyers tend to focus on two key areas: the kitchen and the bathroom. Attention to details in these rooms can make a big difference:

- Place a bowl of fresh fruit in the kitchen
- Put seldom-used small appliances in cupboards
- Inspect cabinets and clear countertops of clutter
- Clean all mirrors and objects left on countertops
- Fix leaky faucets and caulk sinks and tubs
- Place soaps; bath oils; and thick, neutral, white towels in bathrooms
- Scrub and polish all sinks and tubs
- Purchase new shower curtains and rugs
- Repair missing grout and tiles
- Deodorize garbage disposal, dishwasher, and trash cans

## CREATE NEUTRAL & WELCOMING LIVING AREAS

Your house may satisfy the practical requirements a potential buyer is looking for – location, price, style, and amenities – but does it inspire an emotional connection? Here's how to let prospective buyers imagine themselves living in your home:

- Create a clean, organized entry
- Remove clutter such as stray newspapers and magazines
- Clean all light fixtures and replace dull or burnt out lightbulbs
- Repair wall and ceiling cracks
- Paint walls a neutral color - I always recommend Benjamin Moore's Silver Satin OC-26
- Scrub, wax, or seal floors
- Ensure carpeting is clean
- Rearrange furniture in living room and family rooms to create more open space (don't worry -- my complimentary Staging Consultant will provide a full checklist of recommendations)