

4 Steps to Take Before Selling Your Home



Selling your home takes more than putting up a for sale sign in your front yard. Roll up your sleeves, because these 4 steps will help to make your home-selling process much more smooth and efficient.

Choose the Right Real Estate Agent

Do your research and find a real estate agent who is knowledgeable about your market and your neighborhood. As you're looking for the right agent, try to interview 2-3 people to ensure you have the best fit for you. Look for someone who is honest, attentive, and will fight for your best interests.

First Impressions Matter

Your home's curb appeal is the first thing that potential buyers will see and should make them want to step through the front door. With these simple fixes, you can get your home ready to wow buyers:

- Trim lawn and shrubs
- Plant colorful flowers outside the front door
- Repaint your front door
- Pressure wash your driveway and walkways
- Update your house number so it can be easily seen

Declutter, Declutter, Declutter

Experts say that you should [get rid of one-third of your possessions](#)—or at least put them in storage. You can start by decluttering all visible areas of sentimental items, collectibles, and knick-knacks. Storage space is a huge concern for many buyers, so remember to tackle the less visible spaces, like cupboards and closets.

You should also depersonalize your space as much as possible, including removing family photos or bold artwork that would distract someone from visualizing your space as their future home.

Smell Matters

Smell plays a big part in how potential buyers will perceive your home, so do a deep clean and ask a third party to inspect for any lingering scents. Take care to remove the root cause of a smell instead of just masking it.

A 2013 study conducted by Eric Spangenberg found that shoppers spent an average of [31.8% more money in a home decor store](#) when it had one simple citrus scent, instead of a blend of scents. Some simple scents that the study deemed successful were:

- Citrus
- Herbs
- Vanilla
- Green tea
- Pine and cedar

Keep those popular scents in mind when shopping for your next cleaning product or air freshener!

At [BUSINESS NAME], our dedicated team is ready to help you sell your home! Give us a call at [PHONE NUMBER] or visit our website to book an appointment with one of our expert agents.