

Del Webb presents HGTV Real Estate Expert



TERRY HAAS



Terry's Tips for Getting Your House "Designed To Sell"

1. ***First impressions are everything.*** You have a 6 to 8 week window before your listing becomes "stale." Don't lose potential buyers because you didn't take time to paint the kitchen or clean out the garage.
2. ***Make sure your home is priced correctly.*** Now is not the time to nickel and dime people, and you must be realistic about what your home is worth. A licensed realtor can help you determine the right price from the start—a fair market value in line with comparable homes in your neighborhood.
3. ***Have a "pre-sale" home inspection.*** Getting a professional assessment of potential problems *before* your house goes on the market will save you headaches later on. Buyers *will* find the problems—and if they find them, they will walk away or expect you to lower your asking price.
4. ***Look for creative ideas for adding value to your home.*** OK, it sounds like a plug for my HGTV show, "Designed to Sell" (weeknights at 8 p.m. EST), but many home-improvement TV shows and magazines offer easy, inexpensive solutions for updating your home with features buyers are looking for. Tune in for a little inspiration.
5. ***Pay attention to curb appeal.*** Buyers make their first impression of your home before they ever set foot in the door. Mow your yard, tame overgrown bushes, plant new flower beds. Consider a fresh coat of paint on the front door, trim and shutters.
6. ***Consider alternative times for your open houses.*** Think about holding at least one of your open houses on a weeknight evening, in addition to the traditional Saturday and Sunday afternoon, for those who would like to visit after work. Offering this flexibility sets you apart from other sellers.
7. ***De-personalize your home.*** Get rid of personal artifacts and pictures. Potential buyers need to be able to visualize living in the space with their personal items and their family photos, not yours.
8. ***You are your home's best real estate "expert."*** Educate the prospective buyers about all of the highlights of your home by leaving hand-outs to take with them. A few photos, a list of recent upgrades and a description of the neighborhood will help buyers remember your house above all the others.

Notes:

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To set up an appointment with Terry for a home-staging consultation, send an e-mail to:
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